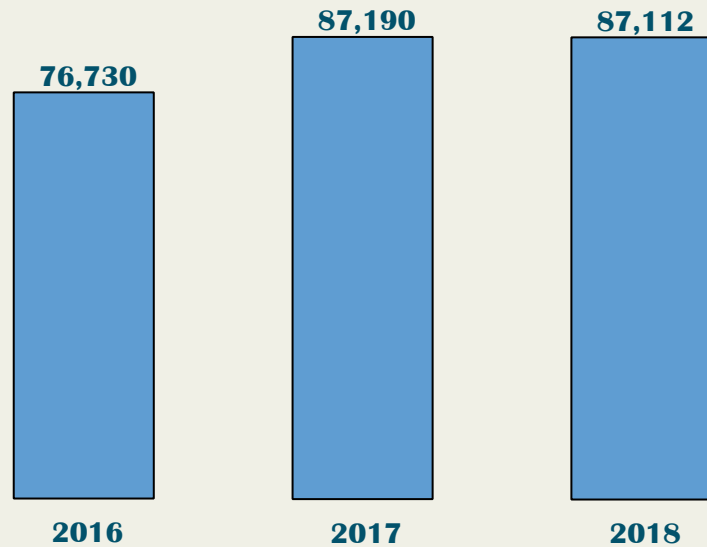


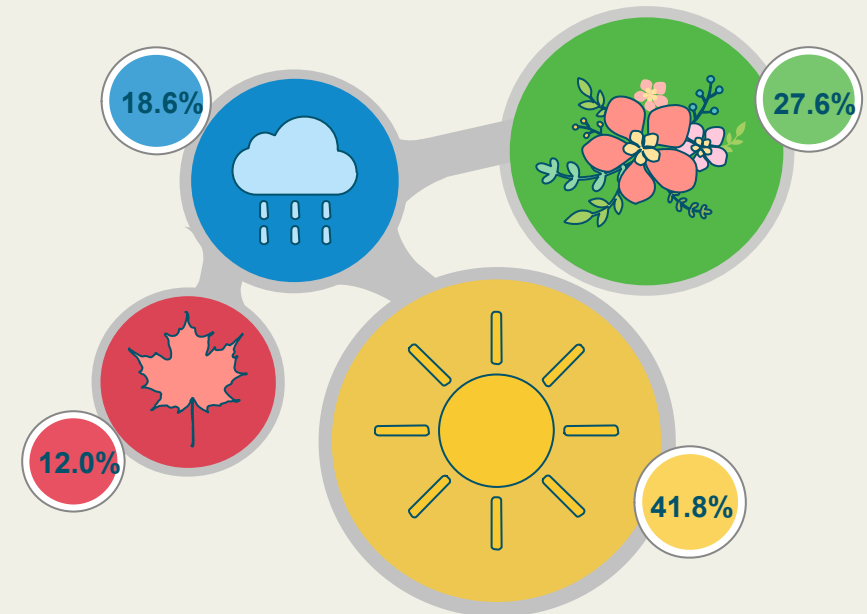


English Language (TEFL) in Malta 2018

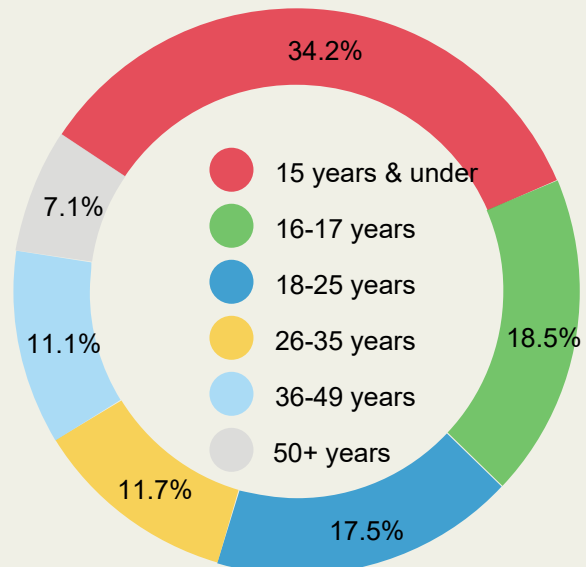
TOTAL FOREIGN STUDENTS



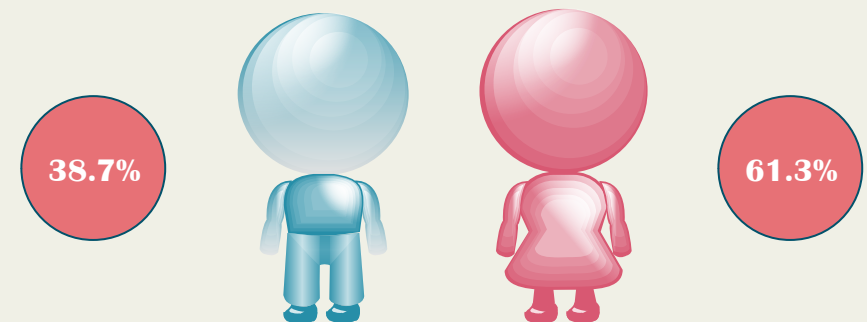
SEASONALITY



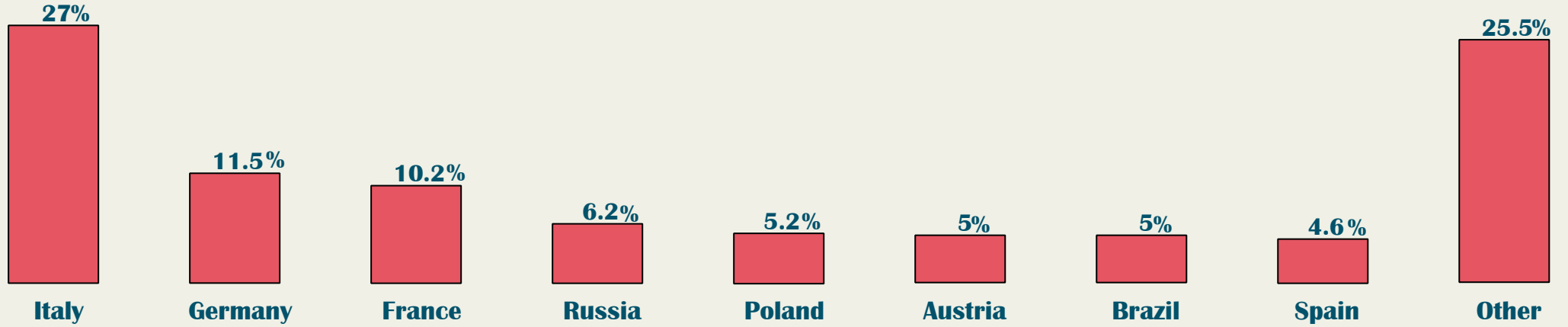
AGE GROUPS



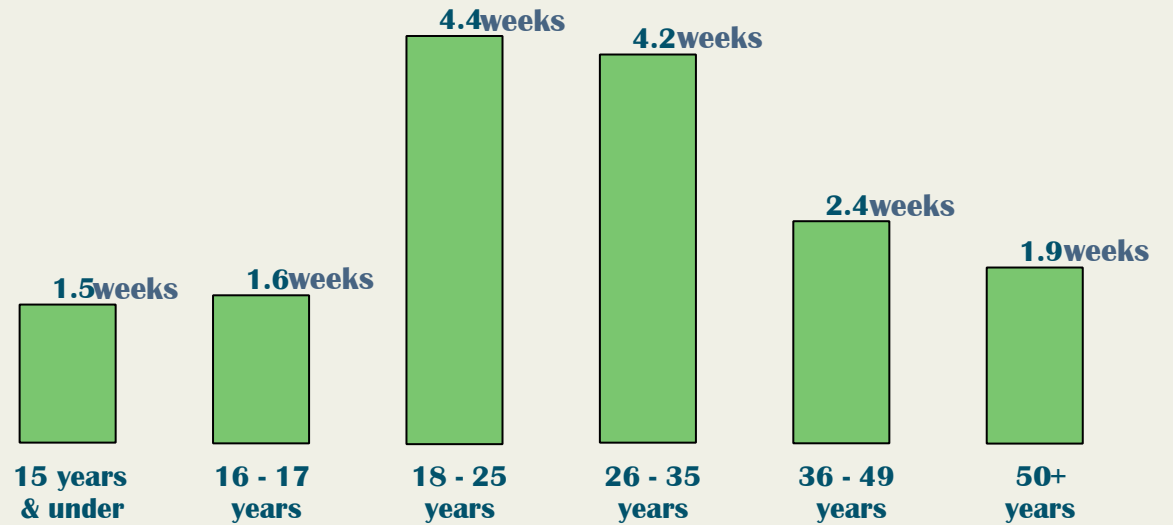
GENDER



MARKET SHARE OF EFL STUDENTS



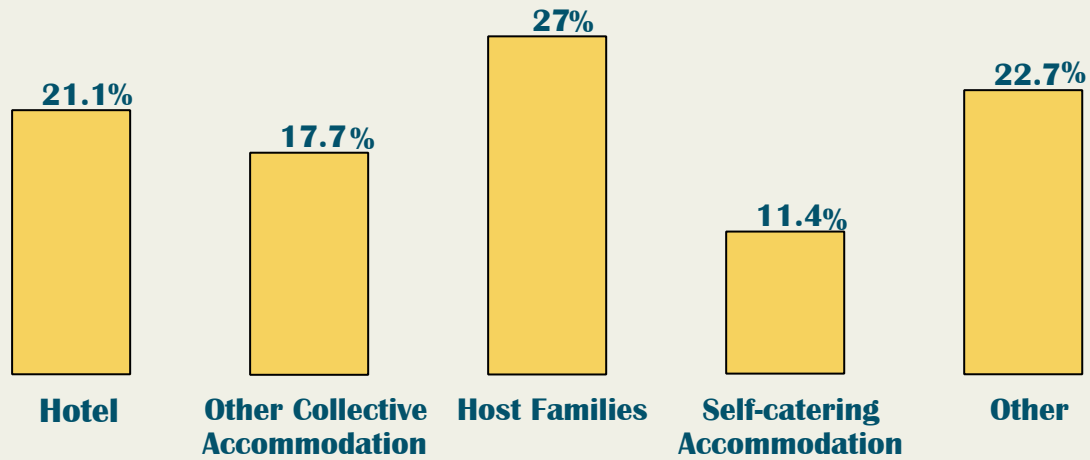
AVERAGE LENGTH OF STAY



Total number of Weeks
215,252

Average length of stay
2.5 weeks

TYPE OF ACCOMMODATION USED



TYPE OF COURSE FOLLOWED

General English - 69.6%

Intensive English - 19.0%

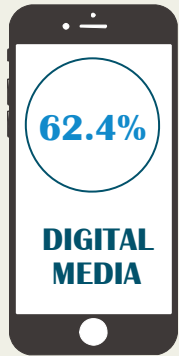
Other courses - 8.5%

English Specific - 2.9%



DESTINATION CHOICE INFLUENCERS

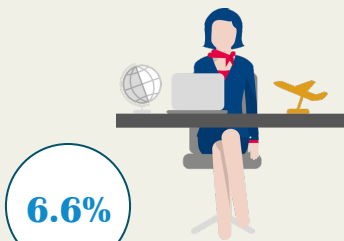
COMMUNICATION CHANNELS



TOUR OPERATOR
BROCHURE / WEB

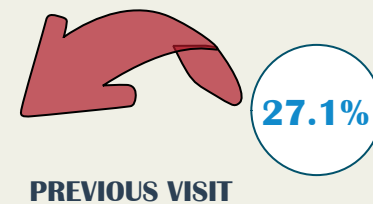
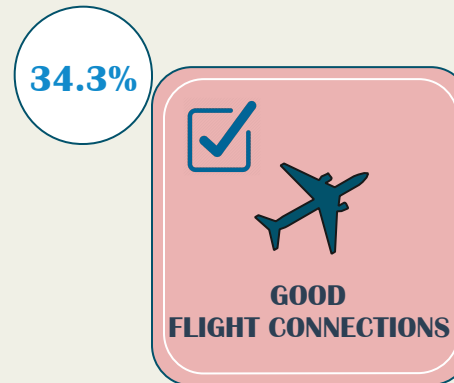


TRAVEL GUIDE BOOK



RECOMMENDATION BY
TRAVEL AGENT

OTHER FACTORS



EFL STUDENTS' EXPECTATIONS OF MALTA



71.6% of students shared their experience in Malta on social media during stay.



88.1%
**Would recommend the
Maltese Islands to their
friends / relatives.**

**78.1% of students intend to visit
the Maltese Islands again.**



《《 **EXCEEDED** 》》

22.6%



《《 **MET** 》》

66.1%



《《 **NOT MET** 》》

11.3%