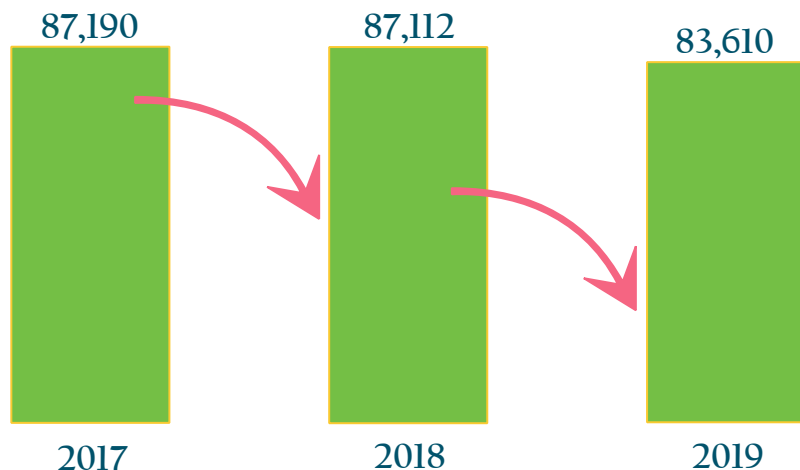




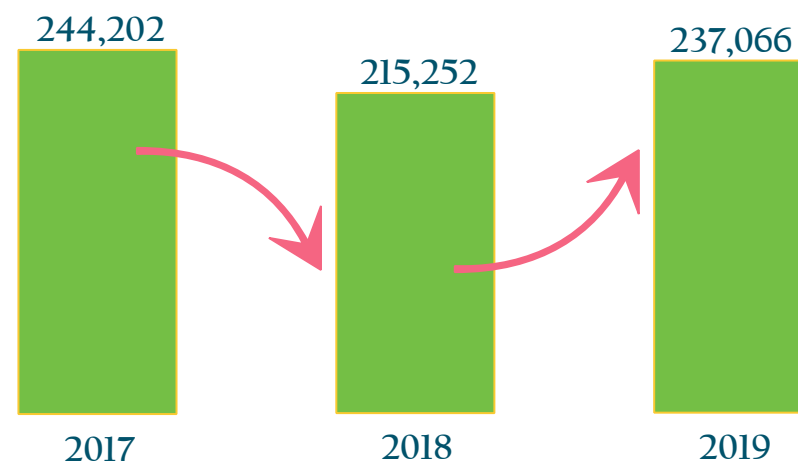
# English Language (TEFL) in Malta 2019

3.0%  
Share of EFL students out  
of Inbound tourists

## Total Foreign Students



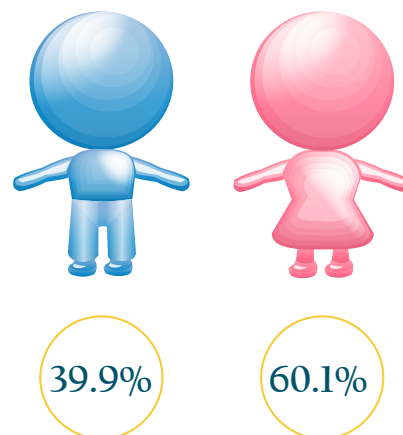
## Total Weeks Spent by Foreign Students



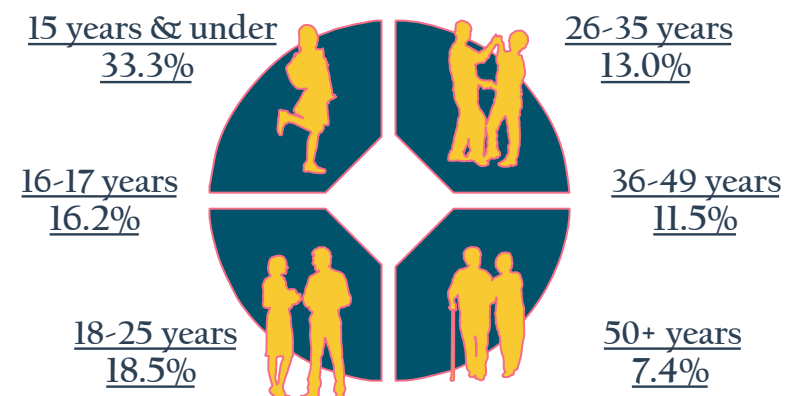
## Seasonality



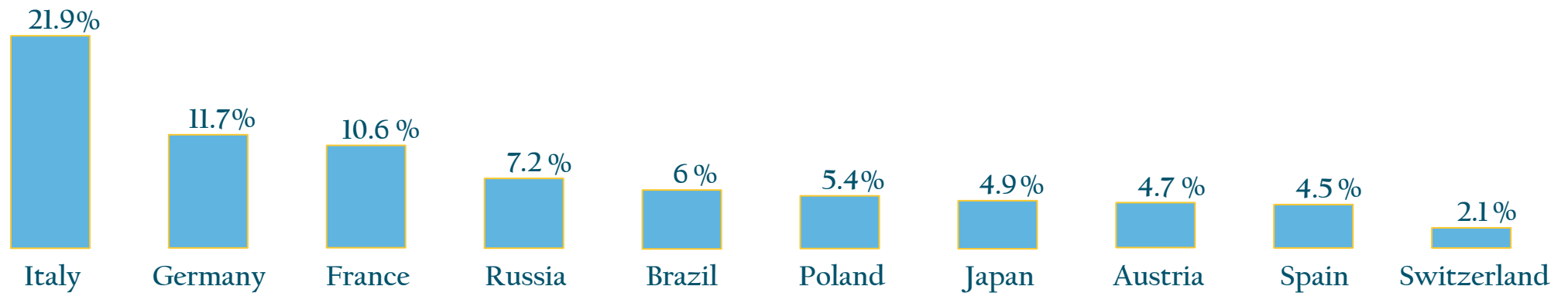
## Gender



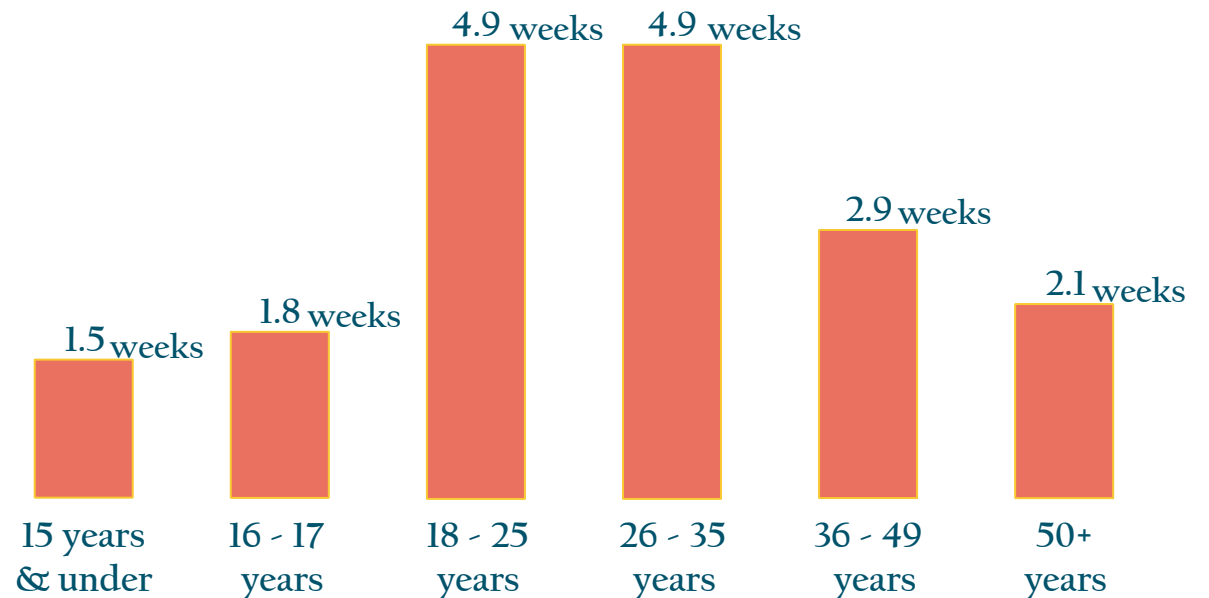
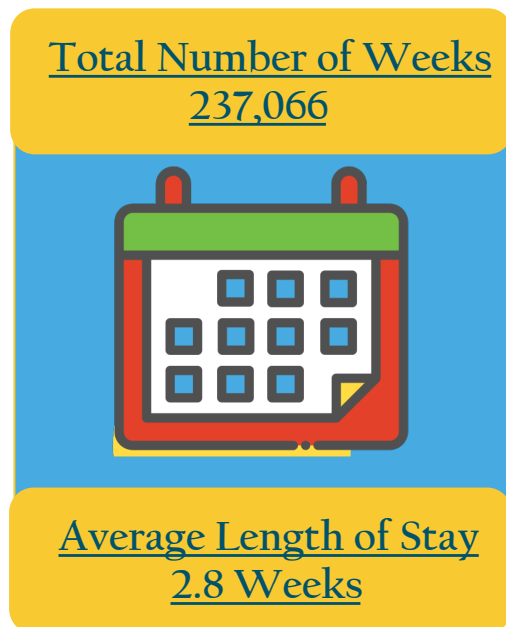
## Age Groups



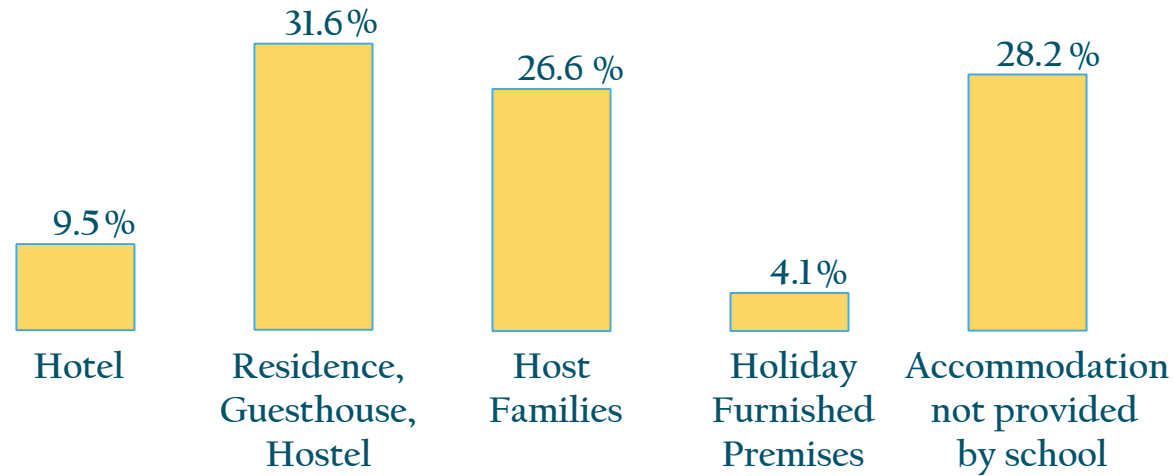
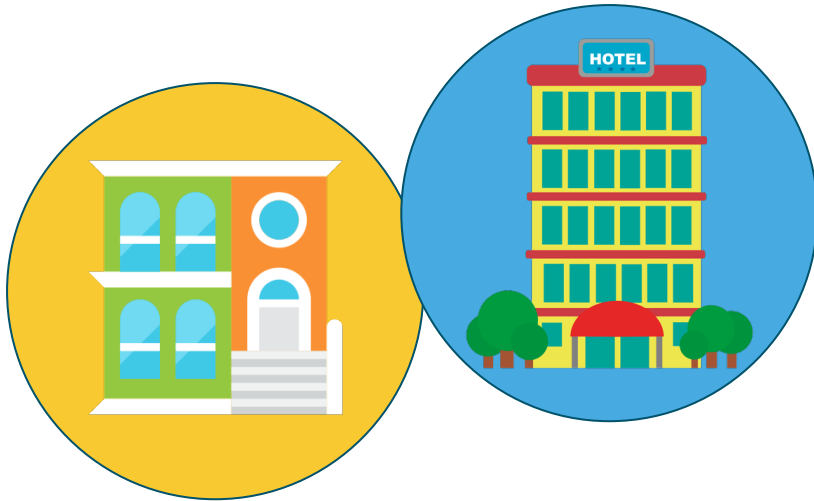
## Market Share of Top 10 EFL Students Source Markets



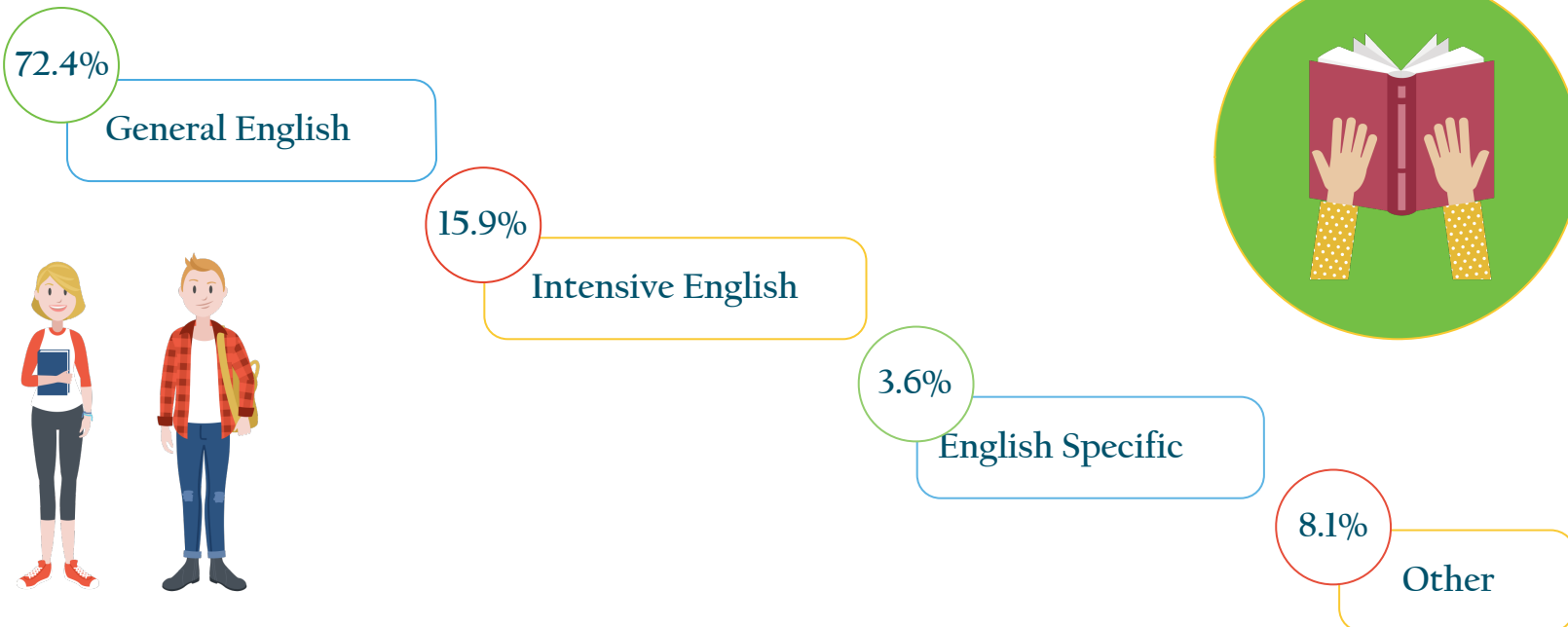
## Average Length of Stay



## Type of Accommodation Used



## Type of Course Followed



# Destination Choice Influencers

## Communication Channels



55.6%  
Digital Media



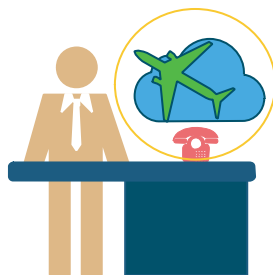
37.3%  
Recommendation by  
Friends or Relatives



22.2%  
Tour Operator  
Brochure/Web



15.1%  
Travel Guide  
Book



6.3%  
Recommendation  
by Travel Agent

## Other Factors



76.2%  
English Spoken  
Widely



46.8%  
New Destination



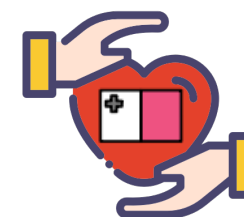
31.0%  
Good Flight  
Connections



26.2%  
Cost/Value  
for Money



18.3%  
Previous Visit



15.1%  
Maltese  
Hospitality

## EFL Students' Expectations of Malta

75.2%

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



73.7%

of students intend to visit the Maltese Islands again.



89.9%

Would recommend the Maltese Islands to their friends/ relatives



Exceeded



17.2%

Met



68.0%

Not Met



14.8%