



Marketing English in  
**Ireland**

REVIEW AND OUTLOOK OF THE INTERNATIONAL ENGLISH  
LANGUAGE SECTOR IN IRELAND 2017

# Review and Outlook of the International English Language Sector in Ireland 2017

## Marketing English in Ireland (MEI)

Marketing English in Ireland (MEI) is an association that represents 66 regulated English language schools and colleges in Ireland, showcasing Ireland as a high quality destination for international language students.

### Key statistics

- In 2016, students from 101 countries came to study English in regulated English language schools and colleges
- Ireland had 11% growth in the ELT sector in 2016
- 78% of students were from the EU or EEA (which is up 5% from previous year)
- Students from Italy were the largest group, followed in second place by Spain
- One student each came from Tonga, Bangladesh, Oman and Guatemala
- Ireland is the number 5 destination in the world in terms of actual number of international English language students
- Ireland is significantly ahead of UK, USA, Australia and Canada in terms of students per head of population
- The average number of student weeks in Ireland has risen again to an average of 5.3 weeks per student, significantly ahead of our nearest competitors in the UK (3.8 weeks) thereby contributing more to the Irish economy
- The international education sector contributes €762 million per annum to the Irish economy according to figures contained in a report published by the Department of Education (International Education Strategy for Ireland 2016 – 2020).

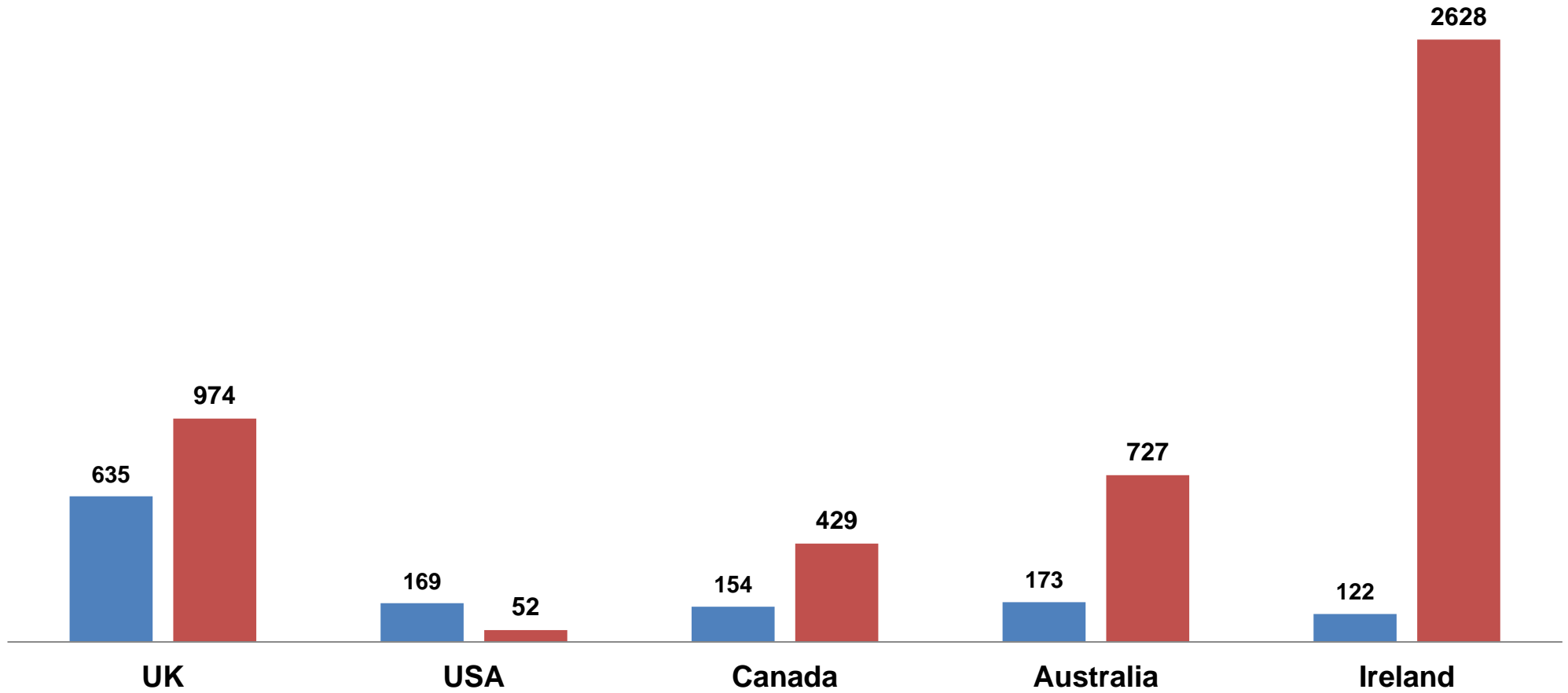
**David O'Grady CEO of Marketing English in Ireland**



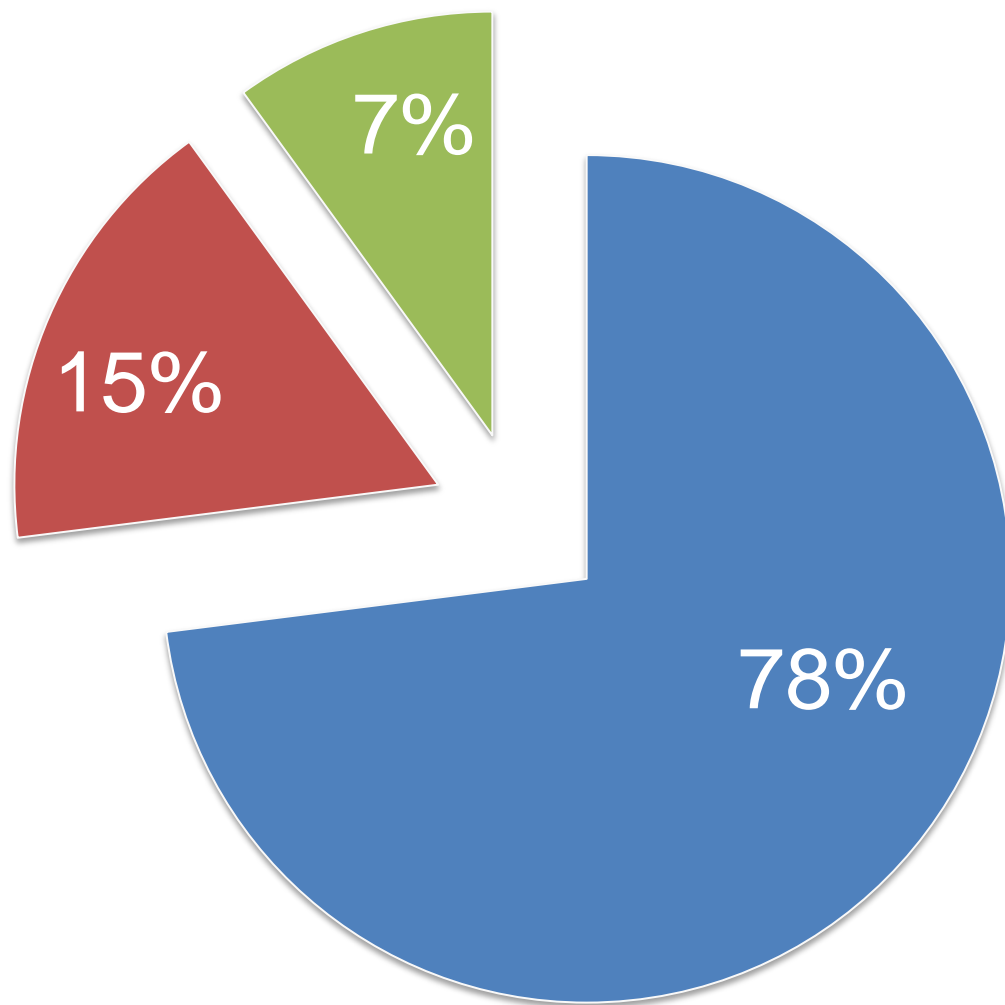
## Top Five Destinations for International English Language Students 2016

■ International English Language Students (thousands)

■ Students per 10 Million population

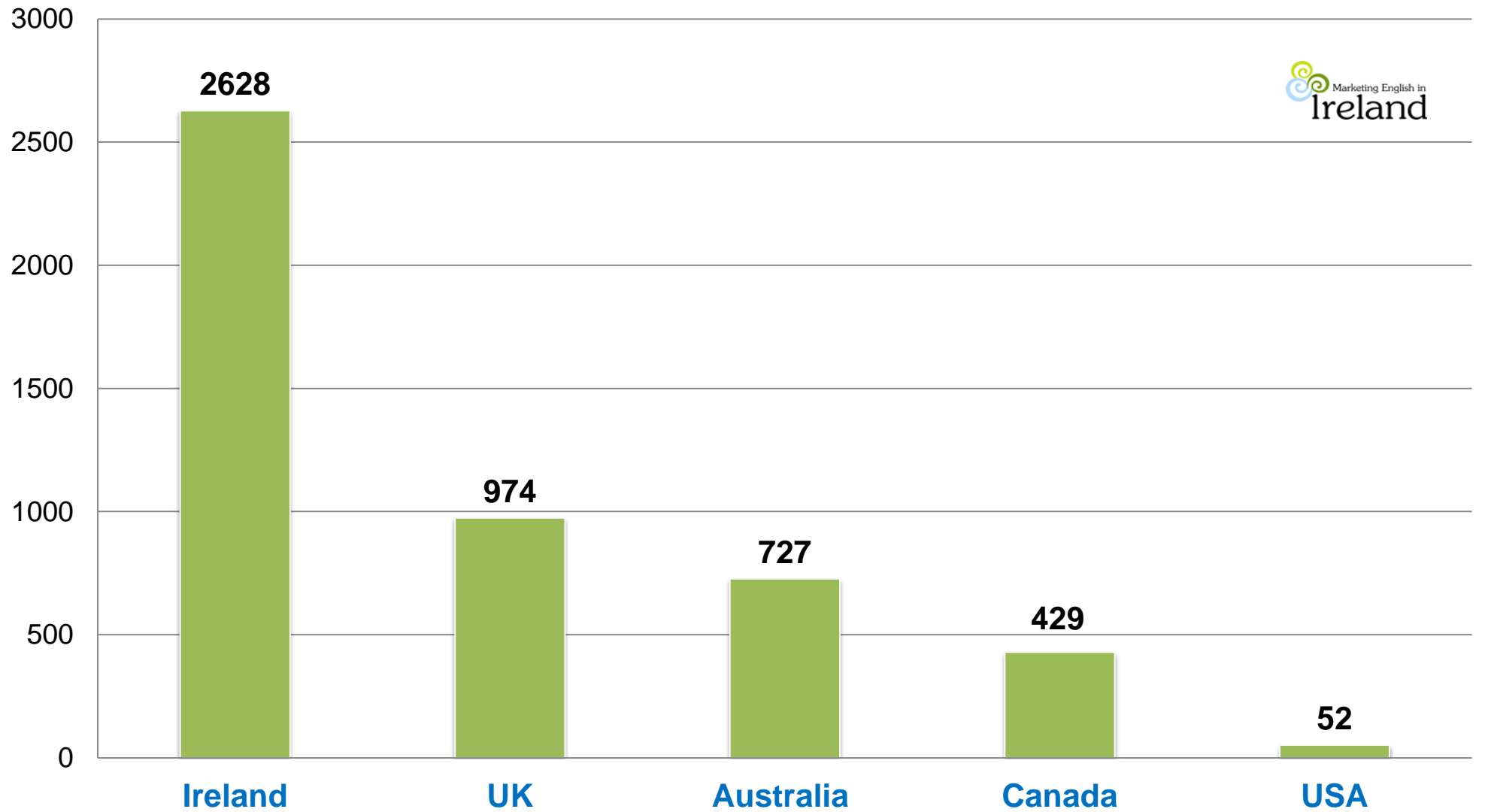


## Breakdown of international English language students to Ireland in 2016



- EU / EEA students
- Non EU / EEA students (No VISA required)
- Non EU / EEA students (VISA required)

## International Students per 10 million population



### **International students from 51% of the world's countries coming to Ireland**

In 2016, international students from 101 different countries came to Ireland to learn English in MEI schools and colleges, which was over 51% of the world's countries sending students to Ireland each year to study English.

### **Value for the Irish Economy**

The international education sector contributes €762 million per annum to the Irish economy according to figures contained in a report published by the Department of Education (International Education Strategy for Ireland 2016 – 2020).

### **Employment for Teachers**

In 2016, MEI's member schools and colleges employed approximately 1,000 teachers, with this figure rising to 2,000 during the peak months of June to August. In addition, a total of 550 support staff are employed, with this figure rising to 1,000 during the peak months of June to August.

