



Marketing English in
Ireland

REVIEW AND OUTLOOK OF THE INTERNATIONAL ENGLISH
LANGUAGE SECTOR IN IRELAND 2015

Review and Outlook of the International English Language Sector in Ireland 2015

Marketing English in Ireland (MEI)

Marketing English in Ireland (MEI) is an association that represents 54 regulated English language schools and colleges in Ireland, showcasing Ireland as a high quality destination for international language students.

Key statistics

- In 2014, students from over 80 countries came to study English in regulated English language schools and colleges
- 80% of students were from the EU or EEA
- Students from Italy were the largest group, followed in second place by Spain
- One student each came from Cuba, Israel, Moldova, Uruguay and Lebanon
- Ireland is the number 5 destination in the world in terms of actual number of international English language students
- Ireland is however ahead of UK, USA, Australia and Canada in terms of students per head of population
- The average number of student weeks in Ireland is higher than our nearest competitors in the UK (5.6 versus 4.1 weeks), thereby contributing more to the Irish economy
- The sector is estimated to contribute €330 million to the Irish Economy in 2014

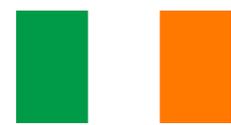
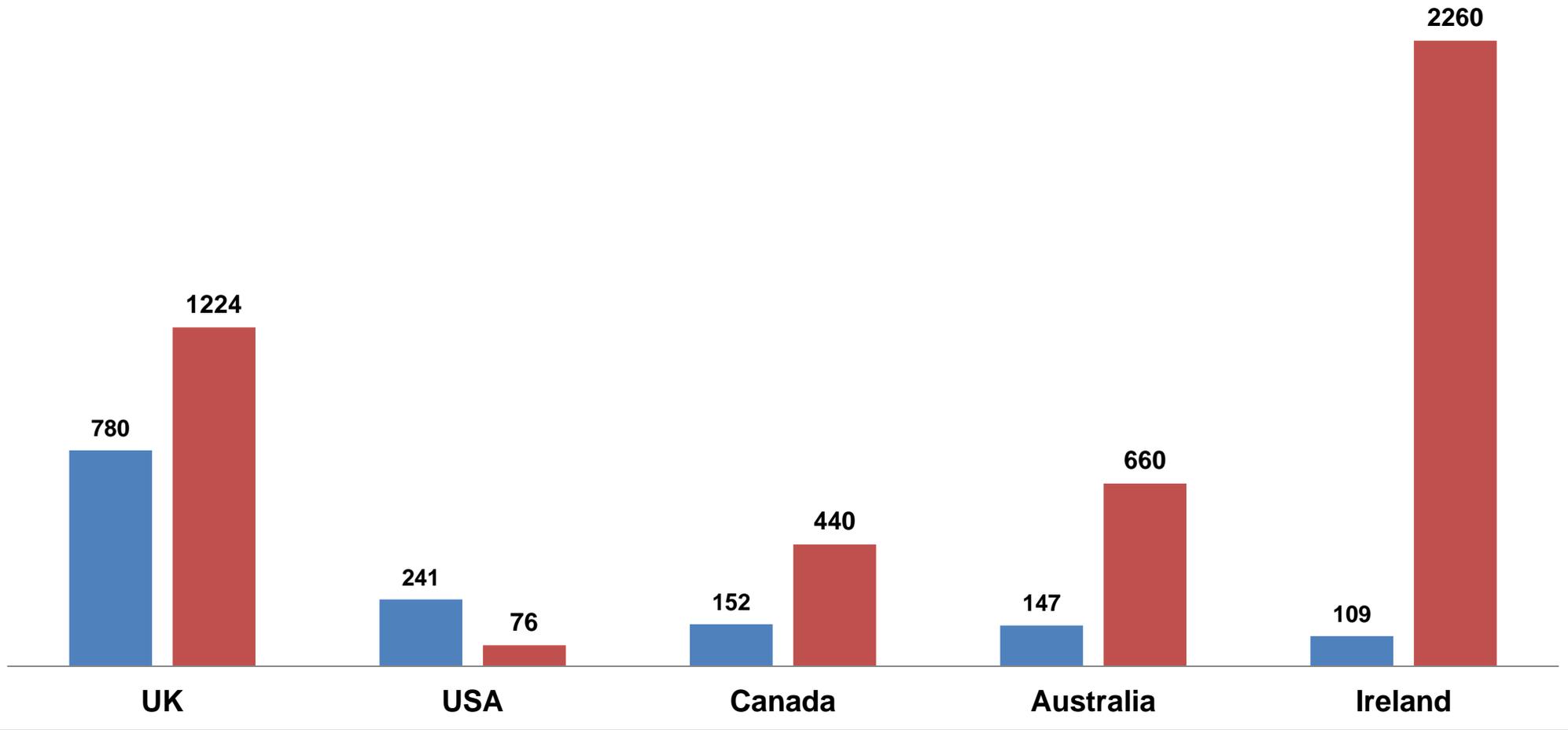
David O'Grady CEO of Marketing English in Ireland



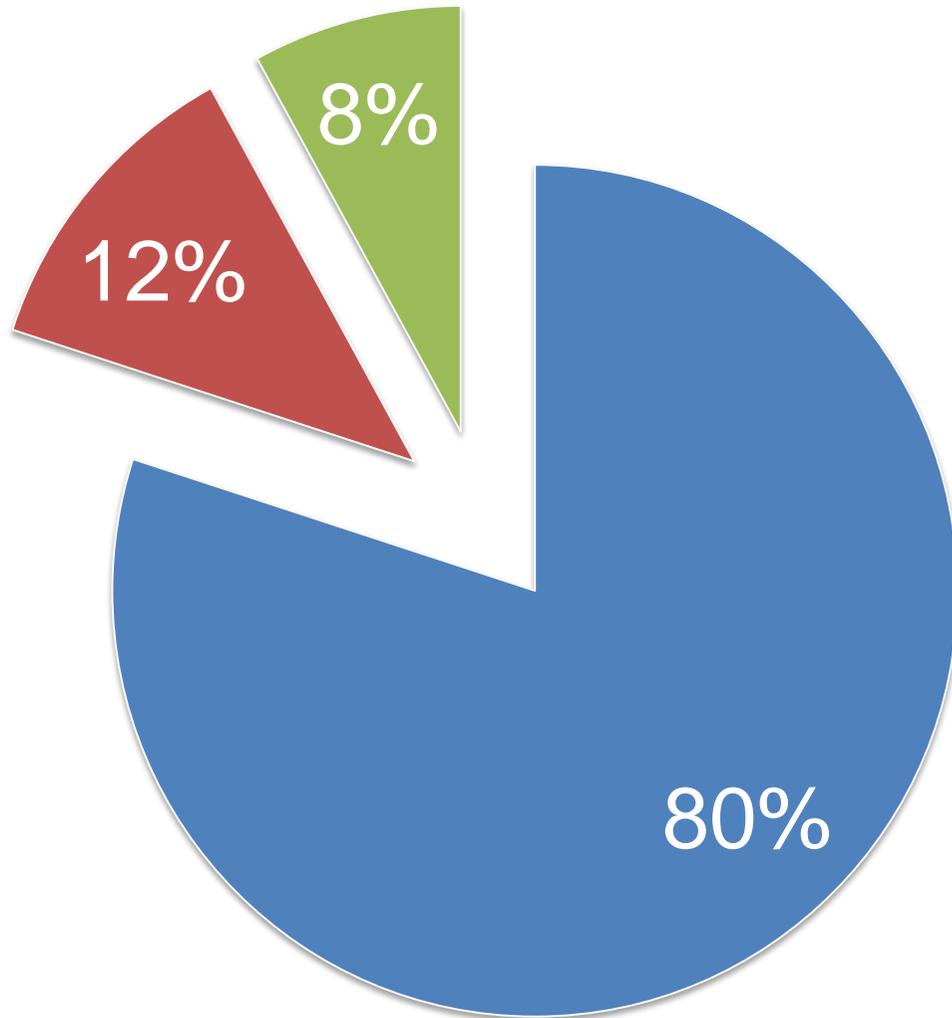
Top Five Destinations for International English Language Students *2013

■ International English Language Students (thousands)

■ Students per 10 Million population

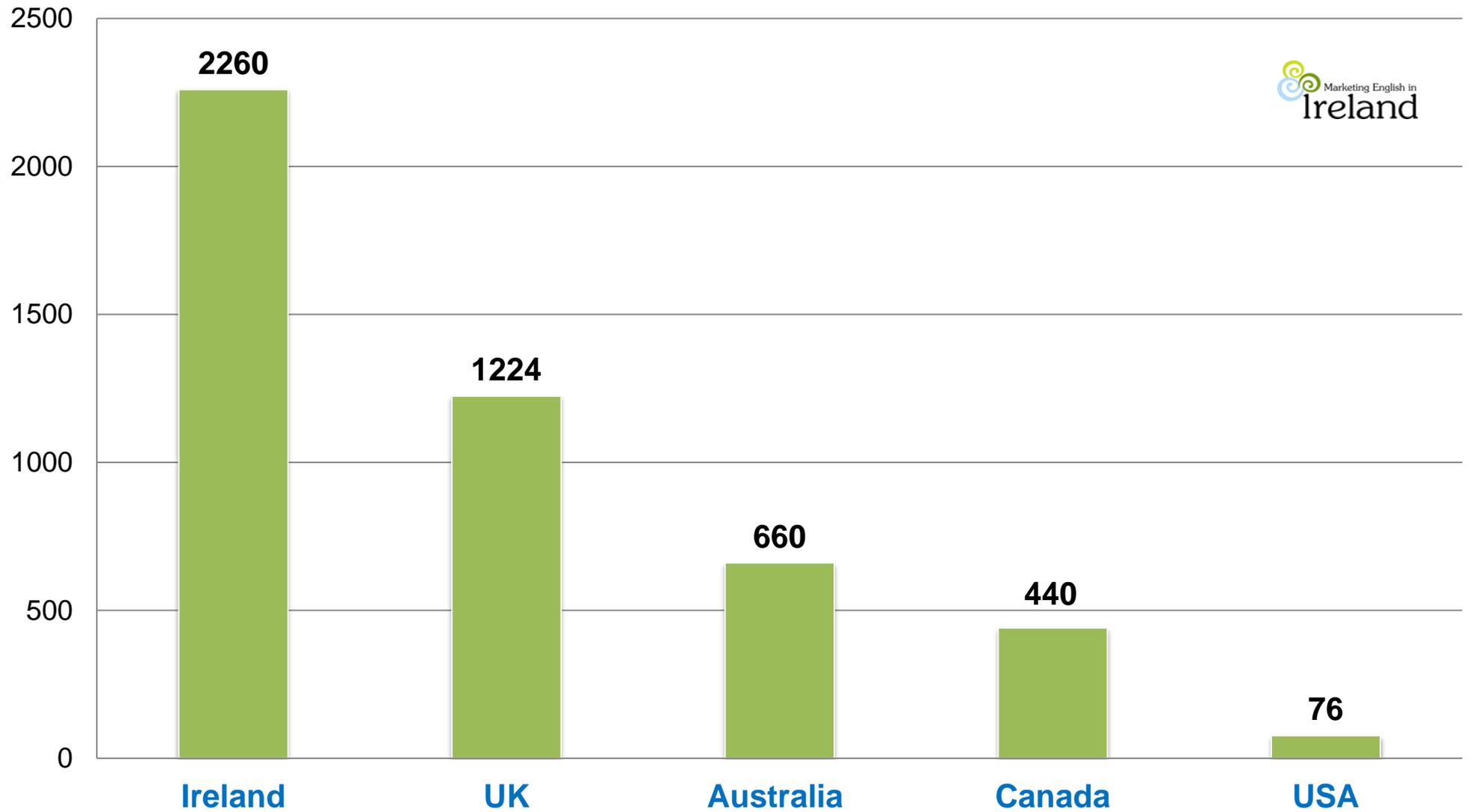


Breakdown of international English language students to Ireland in 2014



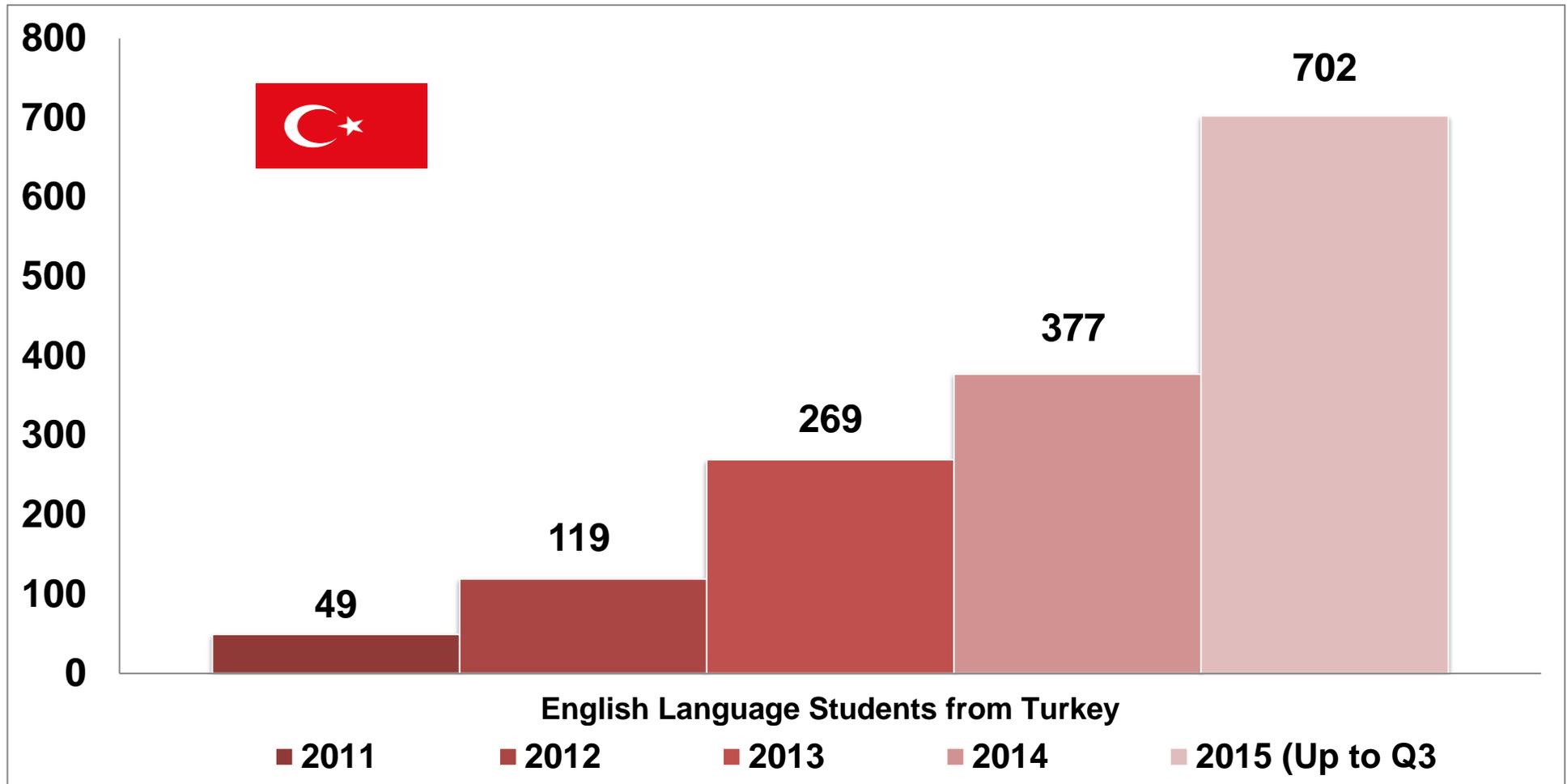
- EU / EEA students
- Non EU / EEA students (No VISA required)
- Non EU / EEA students (VISA required)

International Students per 10 million population



Turkey: Targeting specific countries works

In 2011, a special visa scheme targeting Turkish students was implemented. In its first year, 49 students from Turkey were educated in MEI schools. In 2015, the number of Turkish students arriving into MEI schools on the special visa scheme has risen to 702, which demonstrates how effective these visa schemes can be.



International students from 40% of the world's countries coming to Ireland

In 2014, international students from over 80 different countries came to Ireland to learn English in MEI's schools and colleges, which was over 40% of the world's countries coming to Ireland each year to study English. Interestingly, Ireland is now an increasing destination of choice for students coming from the countries which were formerly part of the former Russian Federation, in part due to geopolitical reasons.

Ireland is one of the World's Safest Countries to Study in

Lonely Planet voted Ireland the world's friendliest country in 2008 and 2010, making it a friendly and safe country to study in.

Ireland ranked 1st in Europe by International Students

In a 2015 study of 17,018 students across Europe, Ireland was named the country with the most satisfied international students in 2015 surpassing the Nordic countries for the first time.

Ireland received an overall student satisfaction rating of 9.04 out of 10, with students praising the community atmosphere, innovative programmes and support structures at Irish universities, along with their varied multicultural mix. The ranking was published by StudyPortals International Student Satisfaction Awards.



Ambition for the Future – Growing the English language sector in Ireland

“Government Departments, and agencies such as Fáilte Ireland, Enterprise Ireland, third level institutions and English language schools are working together to position Ireland as a world-class educational destination. The Programme for Government has set out an ambitious target of doubling international student numbers. This is ambitious, but given the sort of growth we have witnessed in the English language sector, it is achievable.” **An Taoiseach Enda Kenny T.D.**

Value for the Irish Economy

In 2014, the direct contribution to the Irish economy from the 97,610 international students who were educated in MEI's member schools and colleges was estimated to be in excess of €330 million. This includes gross wages of €29.7 million paid by MEI schools to the teachers employed in the sector.

The average number of student weeks in Ireland is higher than our nearest competitors in the UK (5.6 versus 4.1 weeks), thereby contributing more to the Irish economy on a pro rata basis. The ongoing strength of Sterling versus Euro is having a positive impact on enhancing the attractiveness for Ireland as a study destination, as opposed to the higher cost UK market.



Employment for Teachers

In 2014, MEI's member schools and colleges employed approximately 1,150 teachers, with this figure rising to 2,250 during the peak months of June to August.

