



Marketing English in
Ireland

REVIEW AND OUTLOOK OF THE INTERNATIONAL ENGLISH
LANGUAGE SECTOR IN IRELAND 2016

Review and Outlook of the International English Language Sector in Ireland 2016

Marketing English in Ireland (MEI)

Marketing English in Ireland (MEI) is an association that represents 62 regulated English language schools and colleges in Ireland, showcasing Ireland as a high quality destination for international language students.

Key statistics

- In 2015, students from 89 countries came to study English in regulated English language schools and colleges
- 73% 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 Tajikistan, Bahrain, Tunisia and Nicaragua
- 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 6.1 weeks per student, significantly ahead of our nearest competitors in the UK thereby contributing more to the Irish economy
- In 2014, the direct and indirect contribution to the Irish economy from the English language sector was estimated to be €896 million. This figure is derived from research produced by Fáilte Ireland, Enterprise Ireland and the Department of Education and Skills.

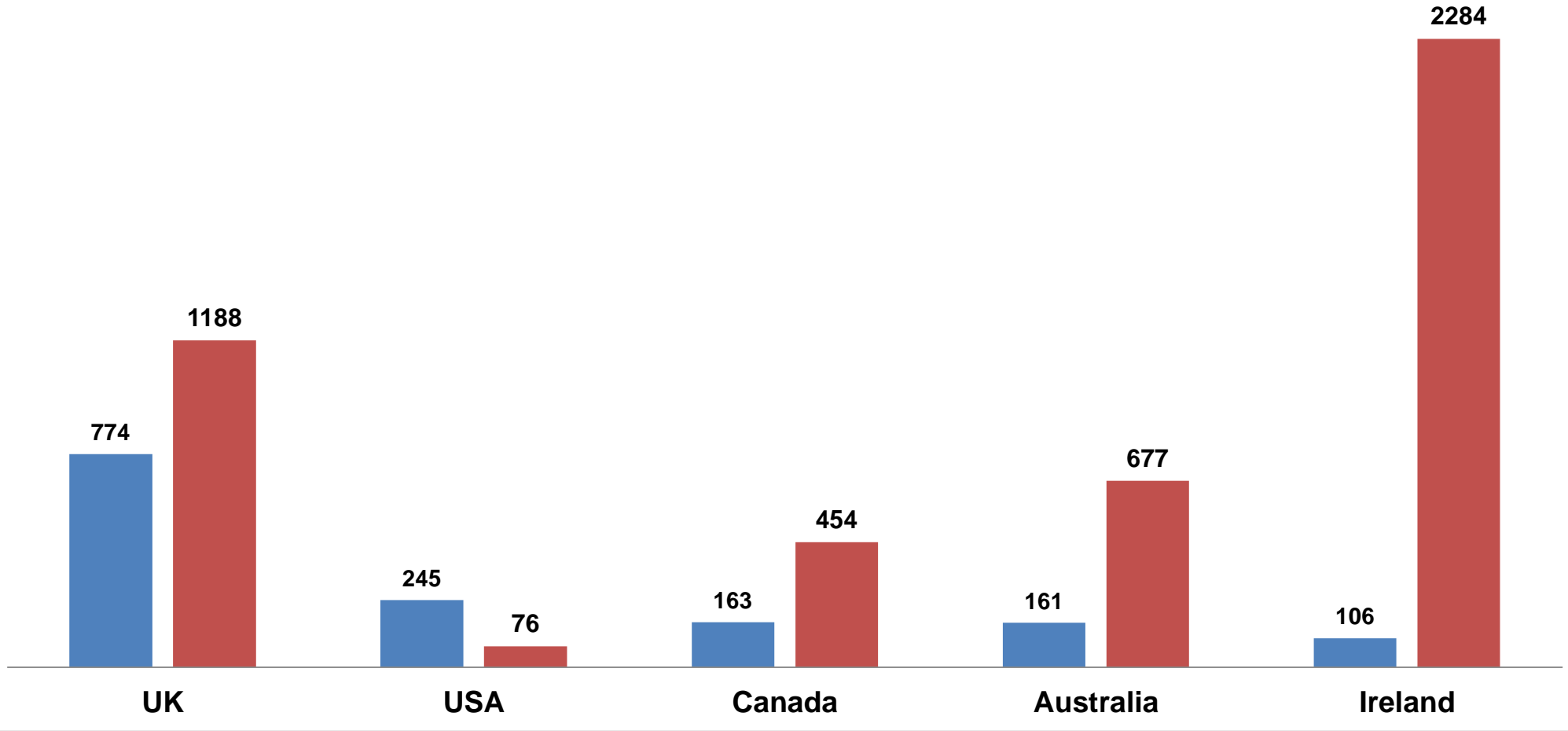
David O'Grady CEO of Marketing English in Ireland



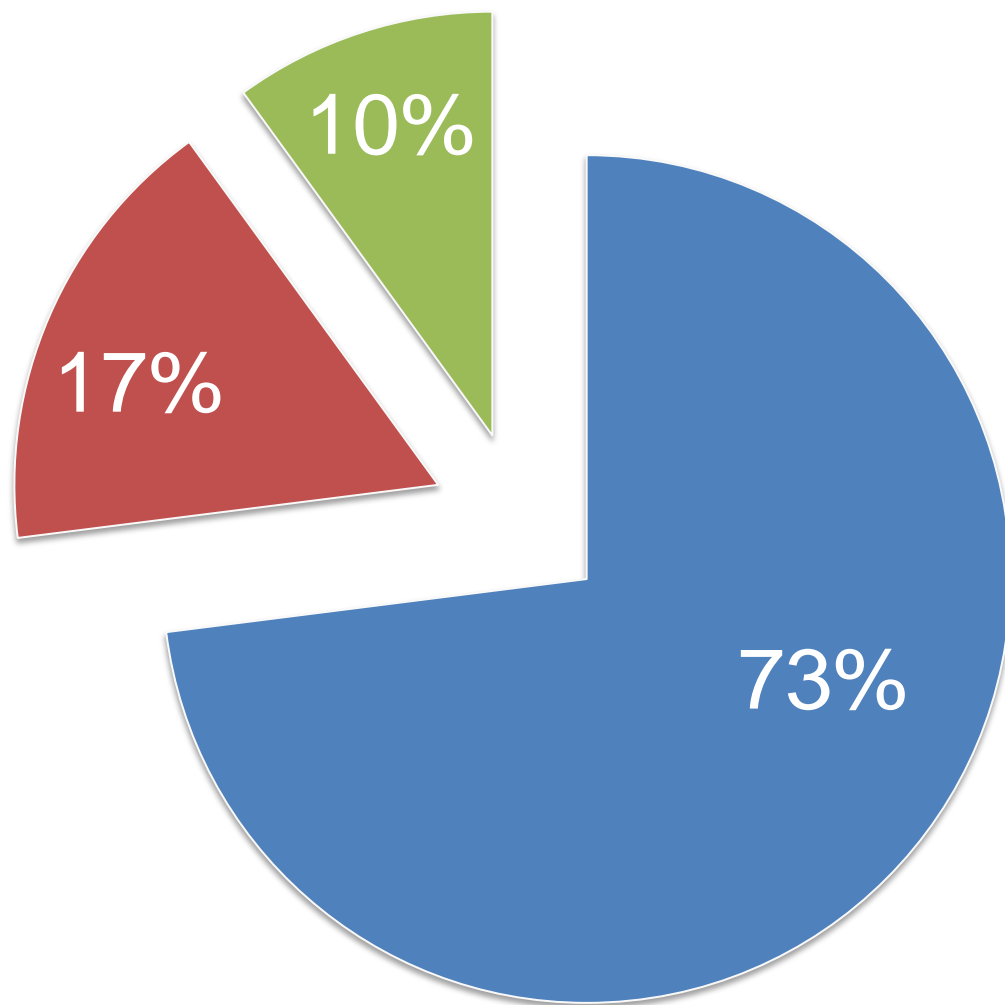
Top Five Destinations for International English Language Students *2014

■ International English Language Students (thousands)

■ Students per 10 Million population

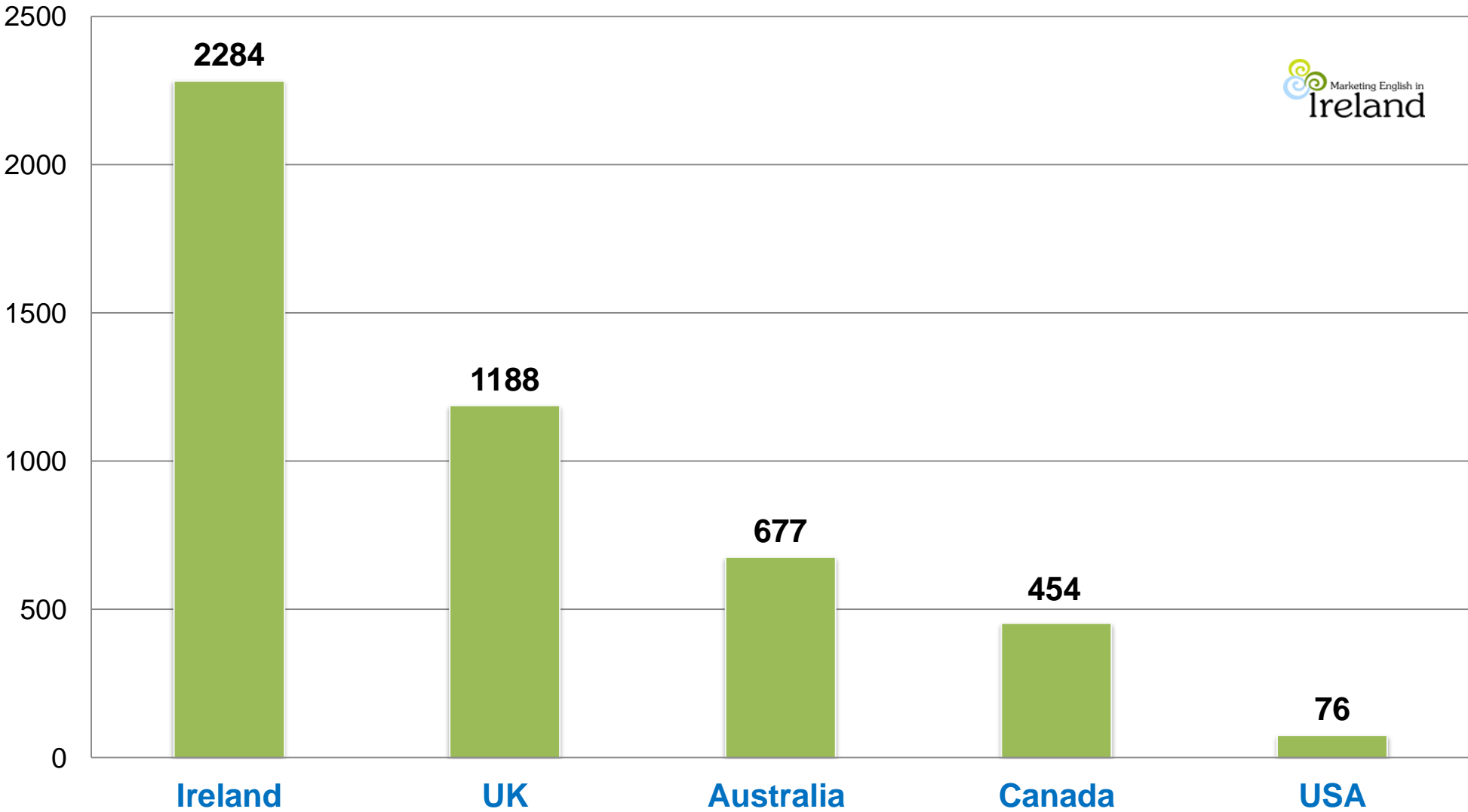


Breakdown of international English language students to Ireland in 2015



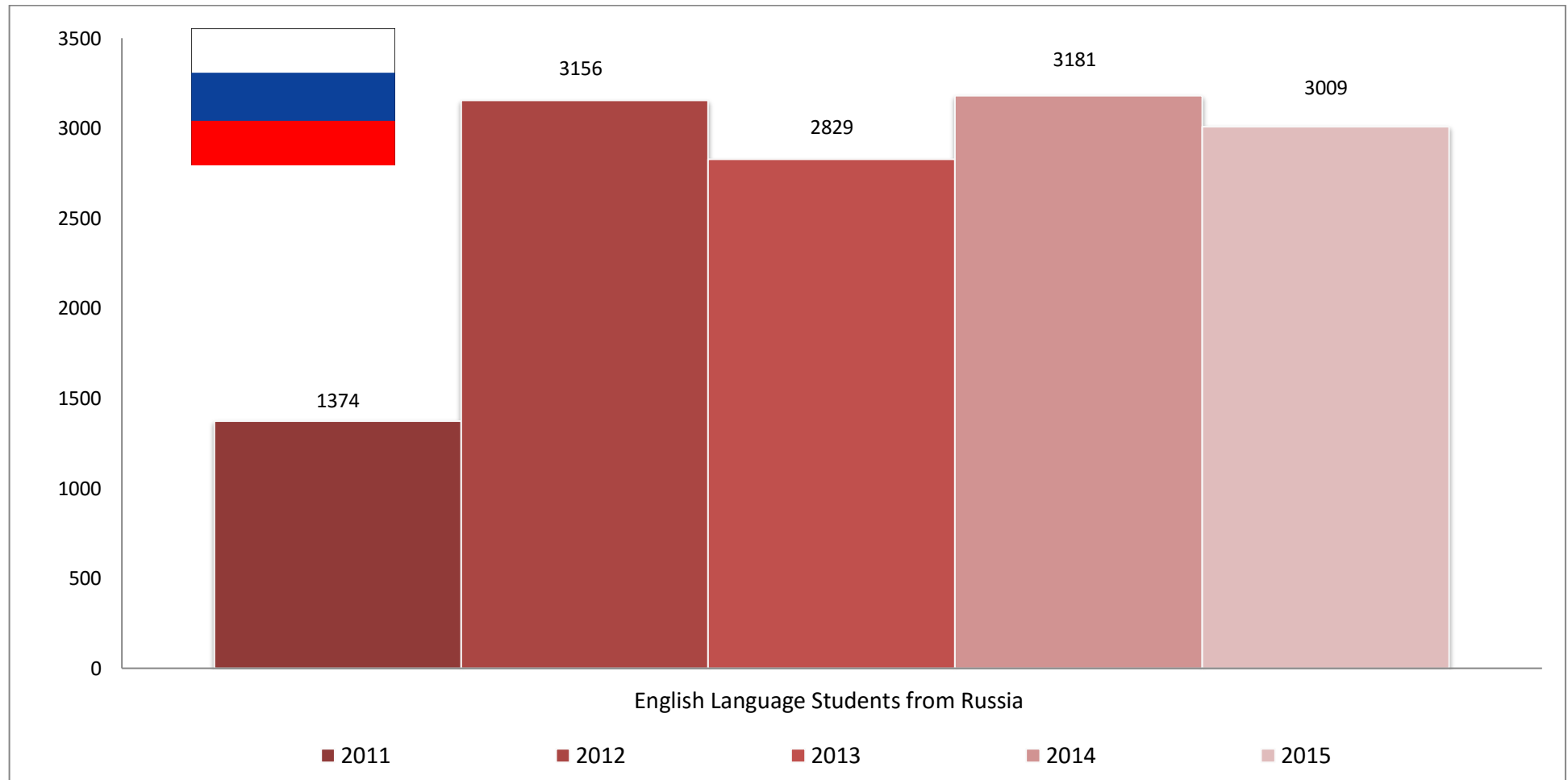
- EU / EEA students
- Non EU / EEA students (No VISA required)
- Non EU / EEA students (VISA required)

International Students per 10 million population



Russian Federation: Continued Growth from this market expected

This year MEI has selected Russia to be the country of honour. Students from Russia have been coming to Ireland for decades and over the last five years over 13,000 Russian students came to study in Ireland. Building on this existing strong track record, Russia is a country that will continue to be a very strong focus for English language schools in Ireland.



International students from 45% of the world's countries coming to Ireland

In 2015, international students from 89 different countries came to Ireland to learn English in MEI's schools and colleges, which was over 45% of the world's countries sending students to Ireland each year to study English.

Brexit

Following the vote to leave the European Union in June 2016, the United Kingdom will continue to experience uncertainty for international English language students. In this post Brexit Europe, Ireland remains a very attractive place to study. Increased currency volatility and uncertain regulatory or visa arrangements make Ireland a much more attractive place for students than the UK.

Value for the Irish Economy

In 2014, the direct and indirect contribution to the Irish economy from the English language sector was estimated to be €896 million. This figure is derived from research produced by Fáilte Ireland, Enterprise Ireland and the Department of Education and Skills.

The research shows that for 2014 the total contribution to the Irish economy from the English language sector was €896 million. This included the direct and indirect impact as well as the induced effects from 100,000 international students coming to Ireland. The overall financial contribution combines tuition fees and the non-tuition spend including accommodation, food and drink, transport, entertainment, shopping and other areas.

Employment for Teachers

In 2015, MEI's member schools and colleges employed approximately 900 teachers, with this figure rising to 1,800 during the peak months of June to August.

