



English Education Ireland

English Education Ireland – Press Overview

About English Education Ireland

English Education Ireland (EEI) is the national association representing 63 accredited English Language Education providers across Ireland. Each year, EEI schools welcome students from more than 125 countries, contributing significantly to Ireland's international profile as a high-quality education destination.

Key Facts & Figures (Ireland 2024)

- Total students: 128,761 (up 2% year-on-year)
- Total student weeks: 826,928 (down 8% year-on-year due to shorter stays)
- Economic impact: €792 million direct contribution to the Irish economy
- Average course duration: 6.4 weeks
- Adult vs Junior share: 45% adults / 55% juniors
- Top source markets: Brazil, Italy, Mexico, Spain, Chile, Mongolia, China, Panama, France, Türkiye

Global ELT Context (2024–2025)

- Ireland ranked among the top 8 global ELT destinations (with Australia, Canada, UK, USA, Malta, New Zealand, South Africa).
- Global student numbers: 1.01 million in 2024, down 6% from 2023.
- Global student weeks: 7.6 million in 2024, down 10%.
- Ireland's market share grew in LATAM (3% in 2019 → 8% in 2024), and remains strong in Western Europe.
- Trends for 2025: shorter junior programmes, rise of alternative destinations (e.g. Philippines, Dubai), and AI reshaping English learning.

Current Opportunities & Challenges (H1 2025)

Opportunities

- Strong junior momentum – juniors made up 59% of enrolments in H1 2025, with Ministays growing strongly.
- Latin America is a high-value region – students averaged 13+ weeks per stay, contributing most student weeks.
- Market diversity – over 113 countries represented in H1 2025, with China, Japan, and Mexico reporting long average stays.



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Challenges

- Visa pressures – 51% of schools cited student visa denials as the top challenge.
- Competitive environment – 49% reported strong local competition, 44% cited international competition.
- Regulatory and cost pressures – 39% noted regulatory burdens; one-third flagged economic or external disruptions.
- Adult enrolment decline – 40% of schools saw drops in adult intake due to visa barriers.

Leadership

Lorcan O'Connor Lloyd, CEO – Leads EEI's advocacy, sector research, and international promotion.

Alan Brennan, Chair of the Board – Provides strategic oversight on behalf of EEI's 63 members.

Recent Reports

- Annual Report on English Language Training in Ireland 2024 (BONARD for EEI)
- Global ELT in 2024 & Implications for 2025 (BONARD)
- Semi-Annual Report on English Language Training in Ireland H1 2025 (BONARD for EEI)

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