

'Dollar exchange rates and improving optimism drives 20% boost in searches'

Highlights

- ↑ 54% of locations saw increases in searches, ↓ 45% decreases, → 1% no changes
- July overall searches up nearly 20% driven by increasing optimism in the economy
- Germany scores near 20% increase in market share
- Canada increases market share by 16% with US not far behind as dollar rates improve

Commentary

Poor weather in July (more time indoors browsing), improving optimism in the economy and rising dollar exchange rates helped contribute to a 20% increase in overall searches for overseas property on Rightmove in July. Whilst the traditional destinations held firm at high level with relatively small changes in rank, activity further down the search tables was a lot more volatile, indicating healthy interest in alternatives.

Robin Wilson, Head of Overseas at Rightmove commented:

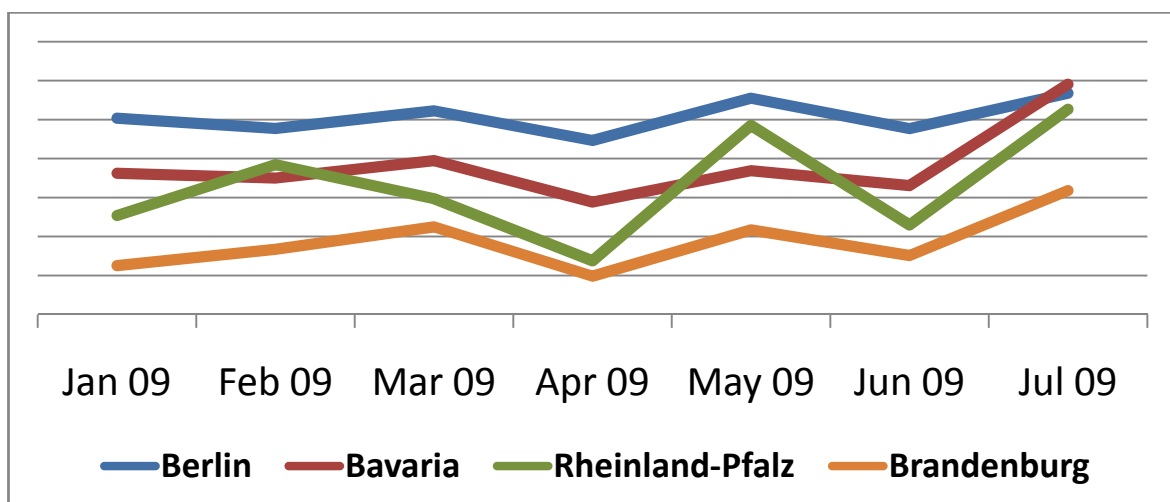
"A 20% lift in search volumes is a welcome boost to the market, particularly as we approach the off-peak winter season. Good Developers and Agents are managing to achieve cut-through, particularly with proactive techniques like email campaigns to targeted subscribers, but despite improving sentiments for the economy, taking the plunge and buying abroad is still a big reach for many, so it's important that properties and projects stand out from the crowd."

Commenting on the climbers and fallers in this month's search chart Wilson said:

"Improvements in the dollar exchanges rates also saw corresponding increases in searches for locations in the USA and Canada, with easy to reach Florida the biggest beneficiary of British interest."

"We flagged Germany as one to watch back in our May report and the consistent increase in search performance has earned it if not a 'hot spot', certainly a warm place to look at investing. You can pick up apartments in Bavaria for not much more than £30k which would be perfect for winter ski or outdoor summer pursuits."

The chart shows relative search performance for the top 4 German property searches on Rightmove.



Search Data Highlights

Top 10 Climbers and Fallers this month

(areas with > 100 searches a day)

Destination	% Change Searches	Chart Position	Chart Change
Rhône-Alpes, France	73.80%	105	↑30
Orange County, Florida	70.30%	118	↑30
Midi-Pyrénées, France	52.72%	111	↑20
Gulf Coast, USA	50.83%	60	↑11
Florida, USA	48.96%	29	↑6
Hungary, Eastern Europe	47.53%	109	↑16
Germany, Western Europe	42.65%	16	↑7
Provence-Alpes-Côte d'Azur, France	42.01%	71	↑12
Canada, USA	38.95%	35	↑2
Limousin, France	38.04%	66	↑2

Destination	% Change Searches	Chart Position	Chart Change
Limassol, Cyprus	4.79%	128	↓-10
Valencia & Costa del Azahar, Spain	4.52%	77	↓-8
Murcia, Spain	4.43%	98	↓-10
Pyrenees, France	4.18%	99	↓-10
Costa del Sol, Spain	3.96%	22	↓-4
Costa de la Luz, Spain	2.92%	94	↓-12
North Island, New Zealand	1.75%	104	↓-8
New Zealand, Australasia	1.15%	21	↓-5
Malta, Western Europe	-2.02%	65	↓-10
Auckland, New Zealand	-22.82%	133	↓-31

Top 10 Trending* Searches this month

(areas with > 100 searches a day)

These are the locations showing the most consistent positive performance in searches on Rightmove Overseas.

Destination	Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Rhône-Alpes	France	73.80%	105	↑30	↑25	↑109	↑8
Campania	Italy	35.52%	113	↑8	↑21	↑14	↑7
Ionioi Nisoi	Greece	16.57%	69	↑1	↑17	↑13	↑5
Croatia	Eastern Europe	21.79%	97	↑7	↑16	→0	↑5
Almería	Andalucía	13.45%	122	↓-8	↑15	↑105	↑5
Germany	Western Europe	42.65%	16	↑7	↑13	↑17	↑4
Kriti	Greece	13.79%	84	↓-3	↑13	↑5	↑4
Famagusta	Cyprus	12.36%	89	↑1	↑12	↑10	↑4
Provence-Alpes-Côte d'Azur	France	42.01%	71	↑12	↑13	↑37	↑4
Northern Spain	Spain	16.68%	123	↓-6	↑12	↑29	↑4

*Chart Trend is a rolling average of the three previous monthly changes in chart position

You can [download the full Rightmoveoverseas Search Report](#) from our blog including Top 40 locations, Top 20 countries with regional breakdowns for the Spain, France, Italy, Portugal and the USA.

Top 20 Countries

Country	% of all searches for Countries	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Spain	20.11%	10.08%	3	→0	→0	↑1	→0
France	18.78%	26.61%	4	→0	→0	↓-1	→0
United States of America	13.28%	32.07%	6	↑1	→0	↑1	→0
Italy	5.97%	23.22%	8	→0	↑2	↑2	→0
Portugal	5.57%	17.39%	9	↑2	↑2	↑3	→0
Australia	3.10%	17.85%	13	↑1	→0	↑1	→0
Cyprus	3.09%	11.00%	14	↓-1	→0	↑1	→0
Greece	2.96%	16.76%	15	→0	→0	↑2	→0
Germany	2.36%	42.65%	16	↑7	↑13	↑17	↑4
Turkey	2.19%	17.02%	19	↑1	↑4	↑2	↑1
New Zealand	2.16%	1.15%	21	↓-5	↓-5	↓-2	↓-1
Bulgaria	1.79%	18.54%	30	↓-1	↑1	↓-14	→0
Canada	1.62%	38.95%	35	↑2	↓-1	↓-22	→0
United Arab Emirates	1.31%	16.46%	38	↑1	↓-5	↓-13	↓-1
Thailand	1.16%	24.65%	42	↑4	↓-1	↓-3	→0
Austria	1.13%	20.01%	44	↓-1	↓-2	↑4	→0
Egypt	1.00%	17.61%	49	↑1	↓-2	↓-6	→0
Switzerland	0.82%	15.17%	59	→0	↓-1	↑15	→0
India	0.79%	17.72%	62	→0	↓-5	↓-2	↓-1
Morocco	0.79%	17.06%	63	↓-2	↓-9	↓-17	↓-3

Spain – Top 20 Breakdown

Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Andalucía	19.88%	17	↑2	↑9	↑28	↑3
Illes Balears	11.36%	18	↓-1	↑9	↑8	↑3
Costa del Sol	3.96%	22	↓-4	↑2	↑5	→0
Islas Canarias	12.88%	26	↓-4	↓-1	↑10	→0
Valencia	18.19%	36	↓-3	↑2	↑21	→0
Cataluña	11.26%	41	→0	↑2	↓-1	→0
Costa Blanca North	8.10%	46	↓-4	↑7	↑6	↑2
Costa Blanca South	5.81%	51	↓-6	↑1	↑8	→0
Costa Calida	9.33%	70	↓-3	↑3	↑3	↑1
Costa de Almeria	6.20%	73	↓-7	↓-4	↓-9	↓-1
Valencia & Costa del Azahar	4.52%	77	↓-8	→0	↓-9	→0
Murcia	5.75%	86	↓-7	↑8	↑39	↑2
Costa de la Luz	2.92%	94	↓-12	↓-7	↓-2	↓-2
Galicia	18.34%	120	↓-5	↑6	↓-30	↑2
Northern Spain	16.68%	123	↓-6	↑12	↑29	↑4
Costa Tropical	6.46%	129	↓-10	↓-8	↑2	↓-2
Madrid	4.86%	176	↓-12	↑23	↑28	↑7
Inland Murcia	11.10%	187	↓-7	↓-15	↓-41	↓-5
Sevilla	-4.02%	206	↓-30	↓-31	↓-50	↓-10
Aragón	5.34%	226	↓-25	↓-13	↓-7	↓-4

France – Top 20 Breakdown

Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	27.16%	25	↑3	↑7	↑3	↑2
Bretagne	36.34%	32	↑2	↑3	↓-3	↑1
Languedoc-Roussillon	19.51%	34	↓-2	↑3	→0	↑1
Normandie	26.34%	37	↑3	↑3	→0	↑1
French Riviera	14.31%	48	↑1	↑2	↓-4	→0
Poitou-Charentes	26.73%	50	↑4	↑5	→0	↑1
Pays de la Loire	32.60%	55	↑2	↑6	↑14	↑2
Limousin	38.04%	66	↑2	↑9	↓-4	↑3
Provence-Alpes-Côte d'Azur	42.01%	71	↑12	↑13	↑37	↑4
Provence	35.41%	72	↑6	↑11	↑6	↑3
Loire Valley	22.28%	76	→0	↑6	↓-20	↑2
Île-de-France	25.04%	83	↑9	↑2	↑20	→0
Nord-Pas-de-Calais	24.75%	92	↑11	↑6	↓-5	↑2
Pyrenees	4.18%	99	↓-10	↑9	↓-28	↑3
Alps (Alpes)	34.62%	102	↑11	↓-2	↑7	→0
Rhône-Alpes	73.80%	105	↑30	↑25	↑109	↑8
Midi-Pyrénées	52.72%	111	↑20	↓-1	↑64	→0
Gascony (Gascogne)	16.87%	125	↓-5	↑7	↓-29	↑2
Auvergne	35.45%	136	↑9	↑20	↑14	↑6
Bourgogne	29.07%	171	↑17	↓-10	↓-29	↓-3

Italy – Top 20 Breakdown

Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Toscana	34.75%	54	↑4	↑6	→0	↑2
Sardegna	19.01%	96	↑1	↑9	↑11	↑3
Lombardia	12.55%	101	↓-1	↑10	↑5	↑3
Campania	35.52%	113	↑8	↑21	↑14	↑7
Calabria	37.85%	117	↑9	→0	↓-19	→0
Lazio	22.17%	130	↑2	↑9	↑4	↑3
Puglia	19.09%	132	↑2	↑4	↓-15	↑1
Abruzzo	13.78%	143	↓-5	↑3	↓-6	↑1
Liguria	18.76%	145	↓-1	↑12	↑18	↑4
Le Marche	7.21%	146	↓-7	↑7	↓-7	↑2
Sicilia	6.91%	152	↓-9	↑2	↓-5	→0
Veneto	13.63%	154	↓-2	↑9	↑11	↑3
Emilia-Romagna	32.43%	164	↑19	↑33	↑44	↑11
Umbria	21.96%	198	↓-3	↓-5	↓-37	↓-1
Piemonte	23.87%	209	→0	↑1	↑2	→0
Basilicata	39.86%	262	↑27	↑26	↓-36	↑8
Trentino-Alto Adige	11.55%	294	↓-15	↑15	↑1	↑5
Friuli-Venezia Giulia	42.59%	313	↑34	↑28	↑16	↑9
Molise	22.38%	405	→0	↑51	↑3	↑17
Valle d'Aosta	42.72%	465	↑41	↑24	↑134	↑8

USA – Top 20 Breakdown

Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Orlando / Central Coast	33.67%	20	↑4	↓-1	↑10	→0
California	24.88%	23	↑2	↓-6	↑8	↓-2
Florida	48.96%	29	↑6	↑1	↑9	→0
North-East	26.93%	43	↑5	↑2	↓-1	→0
Gulf Coast	50.83%	60	↑11	↓-1	↑10	→0
Miami / The Keys	30.41%	68	↑5	↑6	↑18	↑2
New York	23.58%	78	↓-1	↓-11	↑48	↓-3
West	18.80%	85	↑9	↑5	↑29	↑1
Central	28.60%	87	↑12	↑9	↑32	↑3
South-East	24.82%	108	↑3	↓-2	↓-13	→0
Northern Florida	33.96%	124	↑9	↓-2	↑31	→0
Hawaii	15.16%	174	↓-2	↓-15	↓-8	↓-5
Texas	42.59%	231	↑20	↓-37	↑107	↓-12
Nevada	19.95%	283	↓-1	↓-45	↓-8	↓-15
Illinois	16.73%	375	↓-6	↓-108	↓-43	↓-36
Michigan	22.01%	431	↑7	↓-63	↑613	↓-21
New Jersey	-6.27%	512	↓-53	↓-231	↓-84	↓-77
Massachusetts	36.90%	522	↑49	↓-152	↑136	↓-50
Georgia	57.21%	528	↑89	↓-162	↓-274	↓-54
North Carolina	23.61%	596	↑19	↓-204	↑24	↓-68

Portugal – Top 20 Breakdown

Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	21.05%	47	↑4	↑9	↑28	↑3
Central Algarve	13.81%	67	↓-3	↑1	↓-1	→0
Western Algarve	9.49%	95	↓-4	↓-7	↓-7	↓-2
Silver Coast (Costa de Prata)	14.43%	100	↑1	↑7	↑5	↑2
Eastern Algarve	16.14%	103	↑2	↑1	↓-3	→0
Lisbon & Lisbon Coast	23.08%	142	↑4	→0	↓-1	→0
Costa Verde	33.15%	150	↑18	↑10	↓-5	↑3
Santarém	79.58%	170	↑57	↑87	↑80	↑29
Alentejo	-0.74%	173	↓-18	↓-22	↓-24	↓-7
Arquipélago da Madeira	19.91%	182	↑3	↑9	↓-5	↑3
Lisboa	38.59%	216	↑14	↑10	↑4	↑3
Costa Azul	11.17%	218	↓-14	↓-13	↓-16	↓-4
Inland North	24.72%	272	↑8	↓-22	↓-50	↓-7
Leiria	10.52%	352	↓-15	↓-24	↓-18	↓-8
Arquipélago dos Açores	21.38%	377	↑1	↑92	↑449	↑30
Portalegre	12.17%	395	↓-14	↑299	↑390	↑99
Beja	43.50%	452	↑40	↓-8	↓-92	↓-2
Coimbra	38.22%	555	↑49	↓-18	↓-175	↓-6
Évora	137.38%	612	↑303	↑102	↑178	↑34
Porto	35.33%	698	↑62	↓-28	→0	↓-9

Top 40 Locations

Country	Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Europe	World	17.95%	1	→0	→0	→0	→0
Western Europe	Europe	18.49%	2	→0	→0	→0	→0
Spain	Western Europe	10.08%	3	→0	→0	↑1	→0
France	Western Europe	26.61%	4	→0	→0	↓-1	→0
North America	World	32.79%	5	→0	→0	↑1	→0
United States of America	North America	32.07%	6	↑1	→0	↑1	→0
Eastern Europe	Europe	15.64%	7	↓-1	→0	↓-2	→0
Italy	Western Europe	23.22%	8	→0	↑2	↑2	→0
Portugal	Western Europe	17.39%	9	↑2	↑2	↑3	→0
Pacific Ocean	World	10.37%	10	↓-1	↓-2	↓-2	→0
Australasia	Pacific Ocean	10.36%	11	↓-1	↓-2	→0	→0
Asia	World	16.83%	12	→0	→0	↓-3	→0
Australia	Australasia	17.85%	13	↑1	→0	↑1	→0
Cyprus	Eastern Europe	11.00%	14	↓-1	→0	↑1	→0
Greece	Eastern Europe	16.76%	15	→0	→0	↑2	→0
Germany	Western Europe	42.65%	16	↑7	↑13	↑17	↑4
Andalucía	Spain	19.88%	17	↑2	↑9	↑28	↑3
Illes Balears	Spain	11.36%	18	↓-1	↑9	↑8	↑3
Turkey	Eastern Europe	17.02%	19	↑1	↑4	↑2	↑1
Orlando / Central Coast	United States of America	33.67%	20	↑4	→-1	↑10	→0
New Zealand	Australasia	1.15%	21	↓-5	↓-5	↓-2	↓-1
Costa del Sol	Spain	3.96%	22	↓-4	↑2	↑5	→0
California	United States of America	24.88%	23	↑2	↓-6	↑8	↓-2
North Africa	World	17.13%	24	↓-3	↓-6	↓-4	↓-2
Aquitaine	France	27.16%	25	↑3	↑7	↑3	↑2
Islas Canarias	Spain	12.88%	26	↓-4	↓-1	↑10	→0
Caribbean	West Indies	17.75%	27	↓-1	↓-6	↓-5	↓-2
West Indies	World	17.75%	28	↓-1	↓-6	↓-5	↓-2
Florida	United States of America	48.96%	29	↑6	↑1	↑9	→0
Bulgaria	Eastern Europe	18.54%	30	↓-1	↑1	↓-14	→0
South Asia	Asia	19.08%	31	↓-1	↓-3	↓-7	↓-1
Bretagne	France	36.34%	32	↑2	↑3	↓-3	↑1
Middle East	Asia	14.43%	33	↓-2	↓-13	↓-15	↓-4
Languedoc-Roussillon	France	19.51%	34	↓-2	↑3	→0	↑1
Canada	North America	38.95%	35	↑2	↓-1	↓-22	→0
Valencia	Spain	18.19%	36	↓-3	↑2	↑21	→0
Normandie	France	26.34%	37	↑3	↑3	→0	↑1
United Arab Emirates	Middle East	16.46%	38	↑1	↓-5	↓-13	↓-1
Málaga	Andalucía	15.29%	39	↓-1	↑7	↑44	↑2
Alicante	Valencia	6.04%	40	↓-4	↑4	↑37	↑1

Editors Notes

This data is compiled from searches made by users of www.rightmoveoverseas.co.uk during the period 1st July to 31st July 2009. Our website records explicit searches that users make for locations chosen from our map based search, or that are entered into search fields and includes tourist regions we have defined for ease of recognition. This month 49,489 locations received searches.

- **% Change Searches** is the % change in searches on the previous month
- **Chart position** is absolute and determined by aggregate search volume for that location i.e. all the explicit searches for the location plus any explicit searches for sub-regions of the location e.g. Searches for 'France' include searches for 'Paris'.
- **Monthly Chart Change** is the difference in chart position on the previous month.
- **Quarterly Chart Change** is the difference in chart position from 3 months ago.
- **Yearly Chart Change** is the difference in chart position from 12 months ago.
- **Chart Trend** is a rolling average of the three previous monthly changes in chart position.

The data in this report does not constitute specific advice, forecast or recommendation and is for general interest only. Readers must perform their own research and seek independent professional advice before making any decision to purchase or invest in property abroad.

About Rightmove Overseas

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