

### Highest activity since August '08 creates 'super search summer' on Rightmove

#### Highlights

- ↑ 63% of locations saw increases in searches, ↓ 36% decreases, → 1% no changes
- August searches up 32% on July, July up 20% on June
- Portugal increases market share by 12% and knocks Italy back to 5<sup>th</sup> place country
- Canada increases market share by another 33% and enters top 30

#### Commentary

Another strong month for activity on Rightmove Overseas resulted in a 32% increase in searches for overseas property and the highest overall volume of searches since August last year. Holidaymakers looking to prolong the magic or combining inspection trips with their vacations resulted into big lifts to the majority of search destinations. Consumer confidence in the UK market is picking up and it seems that overseas is following suit. Agents and developers with good propositions and strong brands are well placed to take advantage of this upsurge in interest before the end of year slow down begins.

Robin Wilson, Head of Overseas at Rightmove commented:

*"A second month of strong growth is great news for the industry, but it comes with a caveat that buyers are now being much more picky and considered with their searches. 'Quick-buck' investments and flipping properties based on inflated price bubbles don't hold the same attraction. Buyers we work with now have become much more discerning about the quality of property, features, location and the agent or developer they're buying from. Advertisers have to invest some effort in their proposition through presentation, pricing or deals, but there's no doubt that for the summer season, appetite for overseas property has returned."*

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

*"With Skiing season about to kick off, it seems Austria has stolen an early lead on interest with searches in Kärnten, at the Eastern end of the Alps, up nearly 62%. Austria isn't the cheapest destination, to buy or holiday in, but it does have stability and a premium image which can go a long way to securing investments in property over the long term."*

*Turkey continues to benefit from good rates of exchange and could be getting a boost from holiday makers returning from summer vacations and looking to buy a property for more permanent options."*

*Portugal bumping Italy back to 5<sup>th</sup> place in our top countries table is probably a combination of continuing nerves about the state of the Spanish market and Portugal's improving reputation as a quality alternative to Spain with all the facilities and weather but less of the mass market."*

# Search Data Highlights

## Top 10 Climbers and Fallers this month

(areas with > 100 searches a day)

Destination	% Change Searches	Chart Position	Chart Change
South Germany	132.04%	132	↑68
West Germany	125.70%	136	↑66
Brandenburg, Germany	119.45%	144	↑68
Kärnten, Austria	61.58%	153	↑24
Algarve, Portugal	60.64%	42	↑5
Arquipélago da Madeira, Portugal	60.29%	158	↑24
Western Algarve, Portugal	58.36%	80	↑15
South Island, New Zealand	57.51%	124	↑16
North Island, New Zealand	56.54%	93	↑11
Lanzarote, Islas Canarias	55.04%	141	↑14

Destination	% Change Searches	Chart Position	Chart Change
Auvergne, France	11.89%	148	↓-12
Miami / The Keys, USA	10.54%	81	↓-13
Northern Florida, USA	9.06%	139	↓-15
Malta, Western Europe	8.45%	70	↓-5
South America	8.25%	60	↓-8
Calabria, Italy	8.20%	129	↓-12
Brazil, South America	7.61%	119	↓-13
Almería., Andalusia	6.05%	135	↓-13
Midi-Pyrénées, France	5.47%	127	↓-16
Indian Ocean	-1.57%	128	↓-21

## 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
Brandenburg	Germany	119.45%	144	68	116	271	↑38
Mugla	Turkey	53.68%	151	18	43	14	↑14
Arquipélago da Madeira	Portugal	60.29%	158	24	40	3	↑13
Orange County	Florida	20.96%	121	-3	21	58	↑7
Sardegna	Italy	47.22%	85	11	20	30	↑6
Abruzzo	Italy	39.94%	138	5	20	-9	↑6
Western Canada	Canada	40.28%	113	8	18	-13	↑6
Loire Valley	France	40.10%	72	4	15	-10	↑5
South Island	New Zealand	57.51%	124	16	17	-11	↑5
Aegean	Turkey	28.87%	159	-6	16	18	↑5

\*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	19.74%	29.78%	3	→0	→0	→0	→0
France	18.97%	33.59%	4	→0	→0	→0	→0
United States of America	13.01%	29.52%	6	→0	→0	→0	→0
Portugal	6.34%	50.41%	8	↑1	→0	↑2	→0
Italy	6.05%	33.99%	9	↓-1	↑2	↑2	→0
Australia	3.26%	38.63%	13	→0	→0	→0	→0
Cyprus	3.15%	34.50%	14	→0	→0	↑1	→0
Greece	2.74%	22.36%	15	→0	→0	↑1	→0
New Zealand	2.46%	50.18%	16	↑5	→0	↓-2	→0
Germany	2.28%	28.11%	17	↓-1	↑1	↑15	→0
Turkey	2.28%	37.55%	18	↑1	↑4	↑3	↑1
Bulgaria	1.88%	38.84%	25	↑5	↑6	↓-6	↑2
Canada	1.86%	51.64%	26	↑9	↑8	↓-8	↑2
Austria	1.29%	50.19%	40	↑4	↑3	↑6	↑1
United Arab Emirates	1.28%	29.05%	41	↓-3	↓-6	↓-13	↓-2
Thailand	1.03%	17.13%	48	↓-6	↓-6	↓-1	↓-2
Egypt	0.99%	30.85%	50	↓-1	→0	↓-6	→0
Switzerland	0.85%	36.23%	57	↑2	↑6	↑15	↑2
Ireland	0.84%	42.42%	58	↑6	↑1	↓-9	→0
Morocco	0.78%	29.93%	62	↑1	↓-7	↓-10	↓-2

## Spain – Top 20 Breakdown

Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Andalucía	25.03%	19	↓-2	→0	↑26	→0
Illes Balears	21.66%	21	↓-3	→0	↑1	→0
Costa del Sol	29.75%	22	→0	↑2	↑7	→0
Islas Canarias	28.57%	28	↓-2	↑1	↑7	→0
Valencia	29.69%	35	↑1	↑1	↑28	→0
Cataluña	29.37%	43	↓-2	↓-5	↓-5	↓-1
Costa Blanca South	38.08%	47	↑4	↑5	↑10	↑1
Costa Blanca North	25.29%	51	↓-5	↑2	→0	→0
Costa Calida	37.54%	68	↑2	↑1	↑3	→0
Costa de Almeria	28.95%	73	→0	→0	↓-17	→0
Valencia & Costa del Azahar	37.75%	74	↑3	↑2	↓-13	→0
Murcia	33.71%	91	↓-5	↓-7	↑33	↓-2
Costa de la Luz	31.83%	95	↓-1	↓-5	↓-6	↓-1
Galicia	32.72%	117	↑3	→0	↓-26	→0
Northern Spain	26.77%	122	↑1	↑7	↑9	↑2
Costa Tropical	28.96%	131	↓-2	↓-5	↓-28	↓-1
Inland Murcia	36.43%	176	↑11	↑3	↓-34	↑1
Madrid	17.89%	192	↓-16	↓-7	↑12	↓-2
Sevilla	34.71%	205	↑1	↓-23	↓-66	↓-7
Castilla-La Mancha	31.69%	229	↑4	↓-15	↓-40	↓-5

## France – Top 20 Breakdown

Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	33.40%	23	↑2	↑2	↑10	→0
Bretagne	36.12%	29	↑3	↑8	↑7	↑2
Languedoc-Roussillon	38.24%	33	↑1	↓-1	↓-2	→0
Normandie	31.42%	37	→0	↑4	↑2	↑1
Poitou-Charentes	52.82%	44	↑6	↑14	↑10	↑4
French Riviera	31.87%	49	↓-1	↓-2	↓-6	→0
Pays de la Loire	21.86%	54	↑1	↑2	↑24	→0
Limousin	37.60%	61	↑5	↑6	↑6	↑2
Provence-Alpes-Côte d'Azur	38.44%	67	↑4	↑7	↑52	↑2
Provence	32.13%	71	↑1	↑8	↑14	↑2
Loire Valley	40.10%	72	↑4	↑15	↓-10	↑5
Île-de-France	27.56%	89	↓-6	↓-9	↑4	↓-3
Nord-Pas-de-Calais	29.23%	97	↓-5	↑2	↓-9	→0
Pyrenees	30.61%	100	↓-1	↑1	↓-13	→0
Alps (Alpes)	32.25%	104	↓-2	↑6	↑5	↑2
Rhône-Alpes	19.77%	110	↓-5	↑9	↑106	↑3
Gascony (Gascogne)	39.34%	118	↑7	↑14	↓-7	↑4
Midi-Pyrénées	5.47%	127	↓-16	↓-13	↑87	↓-4
Auvergne	11.89%	148	↓-12	↓-4	↑6	↓-1
Quercy	52.89%	162	↑21	↑19	↓-15	↑6

## Italy – Top 20 Breakdown

Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Toscana	30.57%	52	↑2	↑8	↓-2	↑2
Sardegna	47.22%	85	↑11	↑20	↑30	↑6
Lombardia	40.07%	99	↑2	↑5	↑2	↑1
Campania	28.11%	114	↓-1	↑9	↑11	↑3
Calabria	8.20%	129	↓-12	↓-22	↓-19	↓-7
Lazio	30.60%	130	→0	↑6	↑3	↑2
Puglia	27.18%	134	↓-2	↓-1	↓-8	→0
Abruzzo	39.94%	138	↑5	↑20	↓-9	↑6
Liguria	35.14%	143	↑2	↑8	↑15	↑2
Veneto	45.65%	145	↑9	↑8	↑35	↑2
Le Marche	29.24%	149	↓-3	→0	↓-6	→0
Sicilia	31.36%	155	↓-3	↓-12	↓-14	↓-4
Emilia-Romagna	36.05%	161	↑3	↑16	↑54	↑5
Piemonte	44.42%	189	↑20	↑15	↑7	↑5
Umbria	32.20%	194	↑4	↑6	↓-11	↑2
Basilicata	18.25%	284	↓-22	↓-7	↓-52	↓-2
Trentino-Alto Adige	35.08%	296	↓-2	↑33	↓-15	↑11
Friuli-Venezia Giulia	26.91%	313	→0	↑28	↑12	↑9
Valle d'Aosta	54.77%	415	↑50	↑104	↑234	↑34
Molise	4.27%	445	↓-40	↑1	↓-55	→0

## USA – Top 20 Breakdown

Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Orlando / Central Coast	27.22%	20	→0	↑3	↑4	↑1
California	22.59%	27	↓-4	↓-7	↓-2	↓-2
Florida	28.05%	32	↓-3	↑1	↑2	→0
North-East	31.00%	45	↓-2	↑1	↓-15	→0
Gulf Coast	17.60%	64	↓-4	↑2	↑5	→0
New York	30.03%	78	→0	↓-10	↑29	↓-3
Miami / The Keys	10.54%	81	↓-13	↓-6	↑1	↓-2
West	45.10%	83	↑2	↑6	↑25	↑2
Central	41.69%	84	↑3	↑9	↓-1	↑3
South-East	31.26%	108	→0	↓-6	↓-28	↓-2
Northern Florida	9.06%	139	↓-15	↓-11	↑5	↓-3
Texas	68.39%	184	↑47	↑54	↑90	↑18
Hawaii	18.62%	185	↓-11	↓-30	↓-33	↓-10
Nevada	122.18%	187	↑96	↑88	↑8	↑29
Illinois	15.99%	403	↓-28	↓-58	↓-143	↓-19
Michigan	37.06%	414	↑17	→0	↑460	→0
New Jersey	64.35%	450	↑62	↓-15	↓-132	↓-5
New Mexico	119.64%	487	↑171	↑160	↑427	↑53
Massachusetts	39.42%	496	↑26	↑25	↑54	↑8
Georgia	36.69%	507	↑21	↓-2	↓-295	→0

## Portugal – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	60.64%	42	↑5	↑12	↑33	↑4
Central Algarve	43.43%	63	↑4	↑2	↑5	→0
Western Algarve	58.36%	80	↑15	↑6	↑6	↑2
Silver Coast (Costa de Prata)	52.38%	92	↑8	↓-20	↓-16	↓-6
Eastern Algarve	49.12%	94	↑9	↑3	↓-2	↑1
Lisbon & Lisbon Coast	38.73%	140	↑2	↓-1	↓-26	→0
Costa Verde	34.83%	150	→0	↑7	↓-76	↑2
Alentejo	53.56%	157	↑16	↓-17	↓-23	↓-5
Arquipélago da Madeira	60.29%	158	↑24	↑40	↑3	↑13
Lisboa	46.19%	200	↑16	↑23	↓-6	↑7
Santarém	9.01%	203	↓-33	↑59	↓-63	↑19
Costa Azul	42.83%	206	↑12	↓-22	↓-56	↓-7
Inland North	58.56%	239	↑33	↑28	↓-55	↑9
Leiria	40.21%	339	↑13	↓-11	↓-7	↓-3
Beja	105.26%	351	↑101	↑98	↓-4	↑32
Coimbra	157.23%	393	↑162	↑65	↓-39	↑21
Arquipélago dos Açores	19.45%	401	↓-24	↓-12	↑364	↓-4
Castelo Branco	163.13%	472	↑233	↓-109	↑238	↓-36
Portalegre	-19.70%	495	↓-100	↓-120	↑128	↓-40
Évora	29.13%	619	↓-7	↓-169	↓-15	↓-56

## Top 40 Locations

Country	Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Europe	World	33.08%	1	→0	→0	→0	→0
Western Europe	Europe	33.65%	2	→0	→0	→0	→0
Spain	Western Europe	29.78%	3	→0	→0	→0	→0
France	Western Europe	33.59%	4	→0	→0	→0	→0
North America	World	31.93%	5	→0	→0	→0	→0
United States of America	North America	29.52%	6	→0	→0	→0	→0
Eastern Europe	Europe	30.58%	7	→0	→0	→0	→0
Portugal	Western Europe	50.41%	8	↑1	→0	↑2	→0
Italy	Western Europe	33.99%	9	↓-1	↑2	↑2	→0
Pacific Ocean	World	43.30%	10	→0	↓-1	↓-2	→0
Australasia	Pacific Ocean	43.38%	11	→0	↓-1	↓-2	→0
Asia	World	19.02%	12	→0	→0	→0	→0
Australia	Australasia	38.63%	13	→0	→0	→0	→0
Cyprus	Eastern Europe	34.50%	14	→0	→0	↑1	→0
Greece	Eastern Europe	22.36%	15	→0	→0	↑1	→0
New Zealand	Australasia	50.18%	16	↑5	→0	↓-2	→0
Germany	Western Europe	28.11%	17	↓-1	↑1	↑15	→0
Turkey	Eastern Europe	37.55%	18	↑1	↑4	↑3	↑1
Andalucía	Spain	25.03%	19	↓-2	→0	↑26	→0
Orlando / Central Coast	USA	27.22%	20	→0	↑3	↑4	↑1
Illes Balears	Spain	21.66%	21	↓-3	→0	↑1	→0
Costa del Sol	Spain	29.75%	22	→0	↑2	↑7	→0
Aquitaine	France	33.40%	23	↑2	↑2	↑10	→0
North Africa	World	30.38%	24	→0	↓-7	↓-4	↓-2
Bulgaria	Eastern Europe	38.84%	25	↑5	↑6	↓-6	↑2
Canada	North America	51.64%	26	↑9	↑8	↓-8	↑2
California	United States of America	22.59%	27	↓-4	↓-7	↓-2	↓-2
Islas Canarias	Spain	28.57%	28	↓-2	↑1	↑7	→0
Bretagne	France	36.12%	29	↑3	↑8	↑7	↑2
Caribbean	West Indies	26.36%	30	↓-3	↓-4	↓-3	↓-1
West Indies	World	26.36%	31	↓-3	↓-4	↓-5	↓-1
Florida	United States of America	28.05%	32	↓-3	↑1	↑2	→0
Languedoc-Roussillon	France	38.24%	33	↑1	↓-1	↓-2	→0
South Asia	Asia	18.41%	34	↓-3	↓-4	↓-11	↓-1
Valencia	Spain	29.69%	35	↑1	↑1	↑28	→0
Middle East	Asia	20.52%	36	↓-3	↓-8	↓-19	↓-2
Normandie	France	31.42%	37	→0	↑4	↑2	↑1
Málaga	Andalucía	34.96%	38	↑1	↑2	↑56	→0
Alicante	Valencia	39.32%	39	↑1	→0	↑42	→0
Austria	Western Europe	50.19%	40	↑4	↑3	↑6	↑1

## Editors Notes

This data is compiled from searches made by users of [www.rightmoveoverseas.co.uk](http://www.rightmoveoverseas.co.uk) during the period 1<sup>st</sup> August to 31<sup>st</sup> August 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 50,452 locations have 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

Rightmove Overseas is part of Rightmove.co.uk, the UK's number one property website and advertises properties for sale in over 90 countries around the globe from both agents and owners. On average, Rightmove Overseas receives 80,000 unique visitors a week and generates over 1,000,000 overseas property searches a month for advertisers. Visit us at [www.rightmoveoverseas.co.uk](http://www.rightmoveoverseas.co.uk).