

### Australia and New Zealand buck the seasonal slow down

#### Highlights

- ↑ 44% of indexed locations saw increases in searches, ↓ 46% decreases, → 10% no changes
- Australia and New Zealand improving their market share by 34% and 24% respectively
- Led by Florida, US interest declined in September, down 27% on August
- Mugla, Turkey top trending destination climbing average 10 places a month

#### Commentary

As the Summer peaks in searches begin to fade into Autumn and activity begins to cool, we've seen some big swings for USA, Australia and New Zealand on our search charts. Of the top 20 countries, Australia and New Zealand were the only destinations on Rightmove Overseas to increase search activity in September. The US on the other hand, dropped nearly 27% over the same period.

Commenting on the climbers and fallers in this month's search chart Robin Wilson, Head of Overseas at Rightmove said:

*"The drop in US searches was mostly driven by big reductions in searches for Florida, which is surprising given the extremely keen pricing available there and it's long term popularity as a destination for Brits. Possibly some of the less motivated buyers have started hanging up their dreams till next year, leaving the committed lifestyle buyers still searching the destinations on the Northern Eastern Seaboard, where New Jersey actually increased searches by 21%.*

*Of the top 5 countries, Murcia and Costa de Almeria in Spain are holding up the best against the cooling in search activity, dropping only around 6% against the Spanish average drop of 16%. In Italy, of the major destinations, it's Calabria and Puglia standing out and in France, the Midi-Pyrénées region actually managed an 8% increase against the average French decline of 18%.*

*The lift in searches for homes down under could well be seasonal as thoughts turn to a new life in the New Year and emigration; the emigration zones at the recent A Place In The Sun show were extremely popular."*

# Search Data Highlights

## Top 10 Climbers and Fallers this month

(areas with > 100 searches a day)

Destination	% Change Searches	Chart Position	Chart Change
Caribbean, West Indies	21.23%	17	↑13
Western Australia	19.55%	41	↑18
North Island, New Zealand	14.25%	71	↑22
Los Angeles County	13.95%	112	↑25
Victoria, Australia	13.74%	84	↑28
New South Wales, Australia	8.64%	63	↑14
Midi-Pyrénées, France	8.02%	108	↑19
South Island, New Zealand	5.42%	106	↑18
Alpes-Maritimes, France	2.21%	128	↑14
Queensland, Australia	1.18%	61	↑8

Destination	% Change Searches	Chart Position	Chart Change
Miami / The Keys, US	-28.38%	93	↓-12
Orlando / Central Coast, US	-30.93%	29	↓-9
Florida, US	-30.95%	35	↓-3
Egypt, North Africa	-32.56%	60	↓-10
North Africa	-34.89%	34	↓-10
Poland	-37.43%	125	↓-23
Middle East	-39.65%	46	↓-10
Morocco	-40.41%	76	↓-14
United Arab Emirates	-41.71%	55	↓-14
Dubai	-42.80%	110	↓-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
Mugla	Turkey	-5.50%	144	↑7	↑34	↑21	11
South Island	New Zealand	5.42%	106	↑18	↑30	↑7	10
Victoria	Australia	13.74%	84	↑28	↑28	→0	9
North Island	New Zealand	14.25%	71	↑22	↑25	↓-13	8
Berlin	Germany	-0.07%	113	↑13	↑24	↑23	8
Salzburg	Austria	-5.36%	100	↑11	↑24	↑55	8
Midi-Pyrénées	France	8.02%	108	↑19	↑23	↑106	7
Alpes-Maritimes	Provence-Alpes-Côte d'Azur	2.21%	128	↑14	↑23	↑46	7
Eastern Canada	Canada	-17.22%	101	↑2	↑22	↓-22	7
Western Australia	Australia	19.55%	41	↑18	↑15	↑7	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 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	19.81%	-16.75%	3	→0	→0	→0	→0
France	18.47%	-19.27%	4	→0	→0	→0	→0
United States of America	11.50%	-26.66%	7	↓-1	→0	↓-1	→0
Portugal	6.51%	-14.84%	10	↓-2	↑1	→0	→0
Italy	6.38%	-12.60%	11	↓-2	↓-3	→0	↓-1
Australia	4.37%	11.41%	12	↑1	↑2	↑1	→0
Cyprus	3.25%	-14.50%	14	→0	↓-1	↑1	→0
New Zealand	3.06%	3.24%	15	↑1	↑1	↓-1	→0
Greece	2.72%	-17.89%	16	↓-1	↓-1	→0	→0
Germany	2.31%	-16.02%	19	↓-2	↑4	↑13	↑1
Turkey	2.28%	-17.07%	20	↓-2	0	↑1	→0
Canada	1.91%	-14.86%	23	↑3	↑14	↓-5	↑4
Bulgaria	1.78%	-21.44%	27	↓-2	↑2	↓-8	→0
Austria	1.34%	-13.47%	37	↑3	↑6	↑9	↑2
Thailand	1.11%	-10.37%	43	↑5	↑3	↑4	↑1
United Arab Emirates	0.90%	-41.71%	55	↓-14	↓-16	↓-27	↓-5
Ireland	0.87%	-13.80%	57	↑1	↑8	↓-8	↑2
Switzerland	0.86%	-15.85%	58	↓-1	↑1	↑14	→0
Egypt	0.81%	-32.56%	60	↓-10	↓-10	↓-16	↓-3
India	0.72%	-15.92%	65	↑1	↓-3	→0	↓-1

## Spain – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Andalucía	-15.23%	21	↓-2	↓-2	↑24	→0
Costa del Sol	-20.11%	24	↓-2	↓-6	↑5	↓-2
Illes Balears	-24.17%	25	↓-4	↓-8	↓-3	↓-2
Islas Canarias	-18.84%	26	↑2	↓-4	↑9	↓-1
Valencia	-13.33%	31	↑4	↑2	↑32	→0
Cataluña	-20.49%	42	↑1	↓-1	↓-4	→0
Costa Blanca North	-11.65%	47	↑4	↓-5	↑4	↓-1
Costa Blanca South	-15.51%	48	↓-1	↓-3	↑9	↓-1
Costa de Almeria	-6.69%	68	↑5	↓-2	↓-12	→0
Costa Calida	-14.68%	69	↓-1	↓-2	↑2	→0
Valencia & Costa del Azahar	-20.10%	75	↓-1	↓-6	↓-14	↓-2
Murcia	-5.95%	78	↑13	↑1	↑46	→0
Costa de la Luz	-16.81%	95	→0	↓-13	↓-6	↓-4
Galicia	-23.38%	127	↓-10	↓-12	↓-36	↓-4
Northern Spain	-22.53%	134	↓-12	↓-17	↓-3	↓-5
Costa Tropical	-15.09%	135	↓-4	↓-16	↓-32	↓-5
Inland Murcia	-15.08%	178	↓-2	↑2	↓-36	→0
Sevilla	-12.65%	200	↑5	↓-24	↓-61	↓-8
Madrid	-19.02%	202	↓-10	↓-38	↑2	↓-12
Jaén	-9.02%	226	↑15	↓-9	↓-70	↓-3

## France – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	-16.02%	22	↑1	↑6	↑11	↑2
Bretagne	-25.01%	32	↓-3	↑2	↑4	→0
Languedoc-Roussillon	-25.31%	33	→0	↓-1	↓-2	→0
Normandie	-21.08%	38	↓-1	↑2	↑1	→0
Poitou-Charentes	-20.44%	44	→0	↑10	↑10	↑3
French Riviera	-21.87%	51	↓-2	↓-2	↓-8	→0
Pays de la Loire	-12.27%	52	↑2	↑5	↑26	↑1
Limousin	-24.81%	66	↓-5	↑2	↑1	→0
Provence-Alpes-Côte d'Azur	-11.76%	67	→0	↑16	↑52	↑5
Loire Valley	-22.41%	74	↓-2	↑2	↓-12	→0
Provence	-26.18%	77	↓-6	↑1	↑8	→0
Île-de-France	-10.72%	81	↑8	↑11	↑12	↑3
Nord-Pas-de-Calais	-13.79%	91	↑6	↑12	↓-3	↑4
Alps (Alpes)	-13.55%	98	↑6	↑15	↑11	↑5
Pyrenees	-22.52%	103	↓-3	↓-14	↓-16	↓-4
Midi-Pyrénées	8.02%	108	↑19	↑23	↑106	↑7
Rhône-Alpes	-23.35%	119	↓-9	↑16	↑97	↑5
Gascony (Gascogne)	-19.66%	123	↓-5	↓-3	↓-12	↓-1
Auvergne	-8.37%	143	↑5	↑2	↑11	→0
Quercy	-20.70%	168	↓-6	↑3	↓-21	↑1

## Italy – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Toscana	-10.89%	50	↑2	↑8	→0	↑2
Lombardia	-10.90%	90	↑9	↑10	↑11	↑3
Sardegna	-24.54%	94	↓-9	↑3	↑21	↑1
Campania	-10.85%	109	↑5	↑12	↑16	↑4
Calabria	-3.74%	122	↑7	↑4	↓-12	↑1
Puglia	-6.14%	129	↑5	↑5	↓-3	↑1
Lazio	-12.14%	130	→0	↑2	↑3	→0
Liguria	-8.51%	139	↑4	↑5	↑19	↑1
Abruzzo	-17.57%	141	↓-3	↓-3	↓-12	↓-1
Veneto	-15.22%	145	→0	↑7	↑35	↑2
Le Marche	-13.45%	149	→0	↓-10	↓-6	↓-3
Sicilia	-11.90%	151	↑4	↓-8	↓-10	↓-2
Emilia-Romagna	-11.18%	158	↑3	↑25	↑57	↑8
Umbria	-8.42%	180	↑14	↑15	↑3	↑5
Piemonte	-13.86%	189	→0	↑20	↑7	↑6
Basilicata	-0.99%	241	↑43	↑48	↓-9	↑16
Trentino-Alto Adige	-1.19%	248	↑48	↑31	↑33	↑10
Friuli-Venezia Giulia	-16.47%	314	↓-1	↑33	↑11	↑11
Valle d'Aosta	-22.49%	439	↓-24	↑67	↑210	↑22
Molise	-25.41%	476	↓-31	↓-71	↓-86	↓-23

## USA – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
California	-20.57%	28	↓-1	↓-3	↓-3	↓-1
Orlando / Central Coast	-30.93%	29	↓-9	↓-5	↓-5	↓-1
Florida	-30.95%	35	↓-3	→0	↓-1	→0
North-East	-24.62%	49	↓-4	↓-1	↓-19	→0
Gulf Coast	-23.06%	70	↓-6	↑1	↓-1	→0
New York	-18.27%	79	↓-1	↓-2	↑28	→0
Miami / The Keys	-28.38%	93	↓-12	↓-20	↓-11	↓-6
Central	-34.02%	102	↓-18	↓-3	↓-19	↓-1
West	-37.12%	105	↓-22	↓-11	↑3	↓-3
South-East	-27.59%	120	↓-12	↓-9	↓-40	↓-3
Northern Florida	-23.54%	147	↓-8	↓-14	↓-3	↓-4
Hawaii	-44.94%	253	↓-68	↓-81	↓-101	↓-27
Nevada	-48.77%	268	↓-81	↑14	↓-73	↑4
Texas	-51.18%	276	↓-92	↓-25	↓-2	↓-8
Illinois	-1.82%	370	↑33	↓-1	↓-110	→0
New Jersey	21.19%	381	↑69	↑78	↓-63	↑26
Michigan	-14.02%	411	↑3	↑27	↑463	↑9
Massachusetts	-9.98%	482	↑14	↑89	↑68	↑29
Pennsylvania	1.83%	551	↑69	↑85	↑174	↑28
Georgia	-28.35%	554	↓-47	↑63	↓-342	↑21

## Portugal – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	-12.49%	40	↑2	↑11	↑35	↑3
Central Algarve	-18.24%	64	↓-1	→0	↑4	→0
Western Algarve	-20.12%	82	↓-2	↑9	↑4	↑3
Eastern Algarve	-14.80%	89	↑5	↑16	↑3	↑5
Silver Coast (Costa de Prata)	-22.46%	96	↓-4	↑5	↓-20	↑1
Lisbon & Lisbon Coast	-12.02%	137	↑3	↑9	↓-23	↑3
Alentejo	-13.13%	153	↑4	↑2	↓-19	→0
Costa Verde	-18.59%	155	↓-5	↑13	↓-81	↑4
Lisboa	15.86%	156	↑44	↑74	↑38	↑24
Arquipélago da Madeira	-23.89%	167	↓-9	↑18	↓-6	↑6
Santarém	-7.99%	188	↑15	↑39	↓-48	↑13
Costa Azul	-20.92%	217	↓-11	↓-13	↓-67	↓-4
Inland North	-24.94%	251	↓-12	↑29	↓-67	↑9
Leiria	10.04%	279	↑60	↑58	↑53	↑19
Arquipélago dos Açores	-6.28%	377	↑24	↑1	↑388	→0
Beja	-41.03%	423	↓-72	↑69	↓-76	↑23
Coimbra	-30.38%	432	↓-39	↑172	↓-78	↑57
Évora	65.24%	438	↑181	↑477	↑166	↑159
Portalegre	-3.74%	472	↑23	↓-91	↑151	↓-30
Castelo Branco	-20.54%	492	↓-20	↑3	↑218	↑1

## Top 40 Locations

Country	Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Europe	World	-16.71%	1	→0	→0	→0	→0
Western Europe	Europe	-16.52%	2	→0	→0	→0	→0
Spain	Western Europe	-16.75%	3	→0	→0	→0	→0
France	Western Europe	-19.27%	4	→0	→0	→0	→0
North America	World	-25.18%	5	→0	→0	→0	→0
Eastern Europe	Europe	-17.55%	6	↑1	→0	↑1	→0
United States of America	North America	-26.66%	7	↓-1	→0	↓-1	→0
Pacific Ocean	World	7.90%	8	↑2	↑1	→0	→0
Australasia	Pacific Ocean	7.90%	9	↑2	↑1	→0	→0
Portugal	Western Europe	-14.84%	10	↓-2	↑1	→0	→0
Italy	Western Europe	-12.60%	11	↓-2	↓-3	→0	↓-1
Australia	Australasia	11.41%	12	↑1	↑2	↑1	→0
Asia	World	-23.74%	13	↓-1	↓-1	↓-1	→0
Cyprus	Eastern Europe	-14.50%	14	→0	↓-1	↑1	→0
New Zealand	Australasia	3.24%	15	↑1	↑1	↓-1	→0
Greece	Eastern Europe	-17.89%	16	↓-1	↓-1	→0	→0
Caribbean	West Indies	21.23%	17	↑13	↑9	↑10	↑3
West Indies	World	21.23%	18	↑13	↑9	↑8	↑3
Germany	Western Europe	-16.02%	19	↓-2	↑4	↑13	↑1
Turkey	Eastern Europe	-17.07%	20	↓-2	→0	↑1	→0
Andalucía	Spain	-15.23%	21	↓-2	↓-2	↑24	→0
Aquitaine	France	-16.02%	22	↑1	↑6	↑11	↑2
Canada	North America	-14.86%	23	↑3	↑14	↓-5	↑4
Costa del Sol	Spain	-20.11%	24	↓-2	↓-6	↑5	↓-2
Illes Balears	Spain	-24.17%	25	↓-4	↓-8	↓-3	↓-2
Islas Canarias	Spain	-18.84%	26	↑2	↓-4	↑9	↓-1
Bulgaria	Eastern Europe	-21.44%	27	↓-2	↑2	↓-8	→0
California	United States of America	-20.57%	28	↓-1	↓-3	↓-3	↓-1
Orlando / Central Coast	United States of America	-30.93%	29	↓-9	↓-5	↓-5	↓-1
South Asia	Asia	-13.67%	30	↑4	→0	↓-7	→0
Valencia	Spain	-13.33%	31	↑4	↑2	↑32	→0
Bretagne	France	-25.01%	32	↓-3	↑2	↑4	→0
Languedoc-Roussillon	France	-25.31%	33	→0	↓-1	↓-2	→0
North Africa	World	-34.89%	34	↓-10	↓-13	↓-14	↓-4
Florida	United States of America	-30.95%	35	↓-3	→0	↓-1	→0
Alicante	Valencia	-11.19%	36	↑3	→0	↑45	→0
Austria	Western Europe	-13.47%	37	↑3	↑6	↑9	↑2
Normandie	France	-21.08%	38	↓-1	↑2	↑1	→0
Málaga	Andalucía	-18.20%	39	↓-1	↓-1	↑55	→0
Algarve	Portugal	-12.49%	40	↑2	↑11	↑35	↑3

## 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> September to 30<sup>th</sup> September 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 50,809 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

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