

### Alps and Antipodeans bring sunshine to seasonal slow down

#### Highlights

- ↑45% of indexed locations saw increases in searches, ↓40% decreases, →15% no changes
- Australia and New Zealand improve their market share for the second consecutive month by 17% and 12% respectively and are the only two countries in the Top 20 to increase searches this month
- Germany, Switzerland and Austria recovering fastest with more year on year searches than 2008
- India jumps into the Top 20 leap-frogging the United Arab Emirates and Egypt
- The Caribbean Windward Islands became the fastest climber, up an average of 33 places a month

#### Commentary

Looking back over historical data we're seeing the same kind of seasonal effects on search patterns as in previous years. Activity took a huge knock at the end of 2008 when the Credit Crunch and collapse in buyer volume was really biting, but some countries have weathered the storm better than others and we're seeing the first signs that prospects are improving with 4 of the Top 20 countries registering positive growth on last year's equivalent monthly performance.

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

*"Whilst most countries are seeing declining search volumes in line with the usual seasonal slow down, Australia and New Zealand are ignoring the Christmas hype and throwing another turkey on the Barbie, notching up increases to both their market share and overall search volumes. It's an impressive performance and bodes well for the New Year when resolutions and emigration dreams really kick in and drive lifestyle buyers.*

*The stealth success story of 2009, Germany, continues to perform well joining Austria, Switzerland and Australia as one of only 4 countries hitting higher monthly searches in October 2009 than 2008. Germany also recorded 2<sup>nd</sup> and 3<sup>rd</sup> place on our top trending locations by delivering consistent positive growth month on month and, unlike Austria and Switzerland, may not see a decline as the winter sports season fades. Germany certainly seems one to watch in 2010 and points towards it possibly being among the fastest recovering destinations in 2010.*

*India makes the leap into the Top 20 for the first time, buoyed by a well received show from Hamptons and positive PR around the commonwealth games they are hosting in 2010. With a huge base of savvy British Indian investors to draw on, Indian property developers and agents seem well placed to capitalise."*

# Search Data Highlights

## Top 10 Climbers and Fallers this month

(areas with > 100 searches a day)

Destination	% Change Searches	Chart Position	Chart Change
Winward Islands, Caribbean	18.85%	135	↑22
New South Wales, Australia	17.60%	52	↑11
Victoria, Australia	6.35%	74	↑10
Australasia, Pacific Ocean	4.73%	9	→0
Galicia, Spain	4.54%	113	↑14
Central Asia, Asia	3.61%	49	↑5
Tenerife, Islas Canarias	2.33%	120	↑12
Queensland, Australia	1.93%	58	↑3
Caribbean, West Indies	1.45%	16	↑1
Alps (Alpes), France	0.00%	88	↑10

Destination	% Change Searches	Chart Position	Chart Change
Costa de Almeria, Spain	-18.56%	72	↓-4
Larnaka	-19.29%	117	↓-10
Ionioi Nisoi	-19.71%	87	↓-7
Kriti	-19.98%	97	↓-10
Salzburg	-20.32%	111	↓-11
Sardegna	-20.54%	102	↓-8
Los Angeles County	-22.91%	129	↓-17
Vendée	-24.89%	83	↓-10
Pays de la Loire	-29.27%	64	↓-12
Midi-Pyrénées	-33.25%	136	↓-28

## 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
Winward Islands	Caribbean	18.85%	135	↑22	↑101	↑15	↑33
South Germany	Germany	-4.31%	127	↑6	↑73	n/a	↑24
West Germany	Germany	-11.67%	132	↓-1	↑70	n/a	↑23
South Island	New Zealand	-0.58%	95	↑11	↑45	↑48	↑15
Victoria	Australia	6.35%	74	↑10	↑45	↑37	↑15
North Island	New Zealand	-2.56%	64	↑7	↑40	↑11	↑13
Berlin	Germany	-5.64%	107	↑6	↑32	↑30	↑10
New South Wales	Australia	17.60%	52	↑11	↑27	↑138	↑9
Barbados	Caribbean	9.34%	124	↑16	↑24	↑44	↑8
Auckland	New Zealand	-6.17%	112	↑2	↑21	↓-10	↑7

\*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 and detailed regional breakdowns for the Top 5; 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	19.92%	-8.55%	3	→0	→0	→0	→0
France	17.78%	-12.46%	4	→0	→0	→0	→0
United States of America	10.82%	-14.45%	7	→0	↓-1	↓-1	→0
Portugal	6.65%	-7.10%	10	→0	↓-1	↑1	→0
Italy	6.34%	-9.61%	11	→0	↓-3	↑1	↓-1
Australia	5.12%	6.43%	12	→0	↑1	↑1	→0
Cyprus	3.21%	-10.10%	13	↑1	↑1	↑2	→0
New Zealand	3.43%	1.97%	13	↑2	↑8	↑1	→0
Greece	2.56%	-14.18%	18	↓-2	↓-3	↓-1	→0
Turkey	2.29%	-8.72%	19	↑1	→0	↑2	↑1
Germany	2.27%	-10.79%	20	↓-1	↓-4	↑9	→0
Canada	1.85%	-11.96%	25	↓-2	↑10	↓-3	↑4
Bulgaria	1.80%	-8.27%	26	↑1	↑4	↓-6	→0
Austria	1.30%	-12.10%	38	↓-1	↑6	↑11	↑2
Thailand	1.10%	-10.18%	46	↓-3	↓-4	↓-4	↑1
Ireland	0.91%	-5.06%	54	↑3	↑10	↓-9	↓-5
Switzerland	0.90%	-4.24%	54	↑4	↑5	↑15	↑2
India	0.84%	5.12%	60	↑5	↑2	↓-2	→0
United Arab Emirates	0.82%	-16.71%	61	↓-6	↓-23	↓-35	↓-3
Egypt	0.71%	-20.26%	64	↓-4	↓-15	↓-21	↓-1

## Spain – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Andalucía	-10.69%	21	→0	↓-4	↑26	↓-1
Islas Canarias	-2.99%	21	↑5	↑5	↑12	↑1
Costa del Sol	-9.67%	23	↑1	↓-1	↑4	→0
Illes Balears	-14.76%	27	↓-2	↓-9	↑4	↓-3
Valencia	-8.96%	31	→0	↑5	↑31	↑1
Cataluña	-9.56%	43	↓-1	↓-2	↓-3	→0
Costa Blanca South	-3.13%	44	↑4	↑7	↑9	↑2
Costa Blanca North	-10.65%	48	↓-1	↓-2	↑2	→0
Costa Calida	-12.79%	64	↑5	↑6	↑4	↑2
Costa de Almeria	-18.56%	72	↓-4	↑1	↓-17	→0
Valencia & Costa del Azahar	-6.10%	72	↑3	↑5	↓-6	↑1
Murcia	-12.44%	78	→0	↑8	↑51	↑2
Costa de la Luz	-13.62%	96	↓-1	↓-2	↓-19	→0
Galicia	4.54%	113	↑14	↑7	↓-17	↑2
Northern Spain	-1.22%	125	↑9	↓-2	↓-10	→0
Costa Tropical	-9.49%	134	↑1	↓-5	↓-12	↓-1
Inland Murcia	-1.86%	170	↑8	↑17	↓-28	↑5
Madrid	-6.03%	193	↑9	↓-17	↑19	↓-5
Sevilla	-9.57%	195	↑5	↑11	↓-47	↑3
Castilla-La Mancha	3.51%	215	↑19	↑18	↓-15	↑6

## France – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	-14.87%	24	↓-2	↑1	↑12	→0
Bretagne	-12.94%	32	→0	→0	↑6	→0
Languedoc-Roussillon	-17.81%	35	↓-2	↓-1	→0	→0
Normandie	-10.61%	35	↑3	↑2	↑6	→0
Poitou-Charentes	-14.26%	47	↓-3	↑3	↑5	↑1
French Riviera	-14.02%	56	↓-5	↓-8	↓-10	↓-2
Limousin	-2.73%	63	↑3	↑3	↑1	↑1
Pays de la Loire	-29.27%	64	↓-12	↓-9	↑17	↓-3
Provence-Alpes-Côte d'Azur	-17.56%	70	↓-3	↑1	↑55	→0
Île-de-France	-3.56%	75	↑6	↑8	↑15	↑2
Loire Valley	-11.65%	76	↓-2	→0	↓-13	→0
Provence	-12.81%	80	↓-3	↓-8	↑6	↓-2
Alps (Alpes)	0.00%	88	↑10	↑14	↑13	↑4
Nord-Pas-de-Calais	-9.43%	91	→0	↑1	→0	→0
Pyrenees	-6.67%	98	↑5	↑1	↓-10	→0
Rhône-Alpes	-12.33%	122	↓-3	↓-17	↑93	↓-5
Gascony (Gascogne)	-15.46%	132	↓-9	↓-7	↓-26	↓-2
Midi-Pyrénées	-33.25%	136	↓-28	↓-25	↑55	↓-8
Auvergne	-10.18%	146	↓-3	↓-10	↑5	↓-3
Quercy	-12.79%	173	↓-5	↑10	↓-34	↑3

## Italy – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Toscana	-13.64%	51	↓-1	↑3	↑3	↑1
Lombardia	-12.10%	92	↓-2	↑9	↑11	↑3
Sardegna	-20.54%	102	↓-8	↓-6	↑16	↓-2
Campania	-11.55%	109	→0	↑4	↑31	↑1
Calabria	-8.32%	119	↑3	↓-2	↓-19	→0
Lazio	-1.78%	121	↑9	↑9	↑17	↑3
Puglia	-8.76%	128	↑1	↑4	↓-12	↑1
Liguria	-11.76%	140	↓-1	↑5	↑31	↑1
Sicilia	-0.79%	143	↑8	↑9	↑4	↑3
Abruzzo	-11.18%	144	↓-3	↓-1	↓-10	→0
Veneto	-5.98%	145	→0	↑9	↑39	↑3
Le Marche	-15.86%	156	↓-7	↓-10	↓-10	↓-3
Umbria	7.39%	162	↑18	↑36	↑19	↑12
Emilia-Romagna	-20.07%	171	↓-13	↓-7	↑48	↓-2
Piemonte	-2.14%	176	↑13	↑33	↑44	↑11
Basilicata	-9.82%	240	↑1	↑22	↓-2	↑7
Trentino-Alto Adige	-17.62%	268	↓-20	↑26	↑31	↑8
Friuli-Venezia Giulia	-8.88%	273	↑41	↑40	↑62	↑13
Molise	-20.22%	389	↑87	↑16	↑11	↑5
Lake Garda (Lago di Garda)	-18.32%	389	↑353	↑329	↑488	↑109

## USA – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
California	-14.71%	27	↑1	↓-4	↑1	↓-1
Orlando / Central Coast	-15.13%	30	↓-1	↓-10	↓-5	↓-3
Florida	-18.07%	37	↓-2	↓-8	↓-3	↓-2
North-East	-10.15%	50	↓-1	↓-7	↓-20	↓-2
Gulf Coast	-13.89%	69	↑1	↓-9	↓-8	↓-3
New York	-15.42%	82	↓-3	↓-4	↑2	↓-1
Miami / The Keys	-11.86%	94	↓-1	↓-26	↓-22	↓-8
West	-6.62%	100	↑5	↓-15	↓-5	↓-5
Central	-11.94%	104	↓-2	↓-17	↓-28	↓-5
South-East	-17.49%	131	↓-11	↓-23	↓-61	↓-7
Northern Florida	-17.54%	157	↓-10	↓-33	↓-27	↓-11
Hawaii	-7.36%	247	↑6	↓-73	↓-103	↓-24
Texas	-29.46%	273	↑3	↓-42	↓-1	↓-14
Nevada	-25.19%	273	↓-5	↑10	↓-93	↑3
Illinois	-16.69%	388	↓-18	↓-13	↓-118	↓-4
Michigan	-35.77%	389	↑22	↑42	↑298	↑14
Massachusetts	-33.72%	389	↑93	↑133	↑160	↑44
Pennsylvania	-29.94%	389	↑162	↑290	↑432	↑96
Washington	-27.56%	389	↑211	↑246	↑448	↑82
Ohio	-25.11%	389	↑317	↑248	↑435	↑82

## Portugal – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	-9.34%	39	↑1	↑8	↑32	↑2
Central Algarve	-5.93%	62	↑2	↑5	↑5	↑1
Western Algarve	-9.32%	81	↑1	↑14	↑1	↑4
Eastern Algarve	-7.41%	86	↑3	↑17	↑3	↑5
Silver Coast (Costa de Prata)	-5.37%	89	↑7	↑11	↓-6	↑3
Lisbon & Lisbon Coast	-11.32%	139	↓-2	↑3	↓-27	↑1
Alentejo	-2.16%	147	↑6	↑26	↓-6	↑8
Lisboa	-13.50%	161	↓-5	↑55	↑34	↑18
Arquipélago da Madeira	-4.94%	163	↑4	↑19	↓-11	↑6
Costa Verde	-17.19%	165	↓-10	↓-15	↓-46	↓-5
Santarém	-7.85%	184	↑4	↓-14	↑4	↓-4
Costa Azul	-0.35%	195	↑22	↑23	↓-38	↑7
Inland North	-3.03%	239	↑12	↑33	↓-45	↑11
Leiria	-12.42%	273	↑6	↑79	↑30	↑26
Arquipélago dos Açores	24.21%	273	↑104	↑104	↑591	↑34
Coimbra	44.70%	273	↑159	↑282	↑92	↑94
Beja	55.48%	273	↑150	↑179	↑33	↑59
Viana do Castelo	-53.13%	389	↑147	↑354	↑359	↑118
Portalegre	-36.29%	389	↑83	↑6	↑213	↑2
Évora	-35.61%	389	↑49	↑223	↑265	↑74

## 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	-9.91%	2	→0	→0	→0	→0
Spain	Western Europe	-8.55%	3	→0	→0	→0	→0
North America	World	-14.10%	4	↑1	↑1	↑1	→0
France	Western Europe	-12.46%	4	→0	→0	→0	→0
Eastern Europe	Europe	-9.27%	6	→0	↑1	↑1	→0
United States of America	North America	-14.45%	7	→0	↓-1	↓-1	→0
Pacific Ocean	World	4.74%	8	→0	↑2	→0	→0
Australasia	Pacific Ocean	4.73%	9	→0	↑2	→0	→0
Portugal	Western Europe	-7.10%	10	→0	↓-1	↑1	→0
Italy	Western Europe	-9.61%	11	→0	↓-3	↑1	↓-1
Australia	Australasia	6.43%	12	→0	↑1	↑1	→0
Cyprus	Eastern Europe	-10.10%	13	↑1	↑1	↑2	→0
Asia	World	-5.12%	13	→0	↓-1	↓-3	→0
New Zealand	Australasia	1.97%	13	↑2	↑8	↑1	↑2
Caribbean	West Indies	1.45%	16	↑1	↑11	↑8	↑3
West Indies	World	1.45%	17	↑1	↑11	↑6	↑3
Greece	Eastern Europe	-14.18%	18	↓-2	↓-3	↓-1	↓-1
Turkey	Eastern Europe	-8.72%	19	↑1	→0	↑2	→0
Germany	Western Europe	-10.79%	20	↓-1	↓-4	↑9	↓-1
Andalucía	Spain	-10.69%	21	→0	↓-4	↑26	↓-1
Islas Canarias	Spain	-2.99%	21	↑5	↑5	↑12	↑1
Costa del Sol	Spain	-9.67%	23	↑1	↓-1	↑4	→0
Aquitaine	France	-14.87%	24	↓-2	↑1	↑12	→0
Canada	North America	-11.96%	25	↓-2	↑10	↓-3	↑3
Bulgaria	Eastern Europe	-8.27%	26	↑1	↑4	↓-6	↑1
Illes Balears	Spain	-14.76%	27	↓-2	↓-9	↑4	↓-3
California	United States of America	-14.71%	27	↑1	↓-4	↑1	↓-1
South Asia	Asia	-8.85%	27	↑3	↑4	↓-8	↑1
Orlando / Central Coast	United States of America	-15.13%	30	↓-1	↓-10	↓-5	↓-3
Valencia	Spain	-8.96%	31	→0	↑5	↑31	↑1
North Africa	World	-14.26%	32	↑2	↓-8	↓-14	↓-2
Bretagne	France	-12.94%	32	→0	→0	↑6	→0
Alicante	Valencia	-8.36%	32	↑4	↑8	↑47	↑2
Languedoc-Roussillon	France	-17.81%	35	↓-2	↓-1	→0	→0
Normandie	France	-10.61%	35	↑3	↑2	↑6	→0
Florida	United States of America	-18.07%	37	↓-2	↓-8	↓-3	↓-2
Austria	Western Europe	-12.10%	38	↓-1	↑6	↑11	↑2
Algarve	Portugal	-9.34%	39	↑1	↑8	↑32	↑2
Western Australia	Australia	-3.72%	40	↑1	↑17	↑25	↑5

## 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> October to 31<sup>st</sup> October 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 51,209 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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