

Title: Snow fails to dampen enthusiasm for overseas property in December

Highlights

- ↑ 59% of indexed locations saw increases in searches, ↓ 41% decreases, → 0.2% no changes
- Start of the Ski season meant 2 of the top 3 destinations come from the French Alps
- Australia continued to increase its market share for the fourth consecutive month by 11% and is now ranking 4th in our country chart (up 2 places), pushing out Portugal and Italy
- Visit California TV ads contributed to 12% rise in searches for the region

Commentary

Unlike the British transport network, search activity for property overseas in December proved surprisingly resilient to the poor weather and anticipated seasonal decline, ending up only slightly down on November. We expect January figures to bounce back strongly in response to Rightmove's TV advertising campaign and people returning from the holidays.

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

"Despite temperatures dropping and snow falling in all the wrong places, appetite amongst overseas buyers remained strong in December. Australia's strong performance, muscling into 4th place in our country chart, pushing out Portugal and Italy, bodes well for emigration markets in the New Year. [Australia](#)'s combination of the exotic and familiar make it an enticing destination for those who dream of starting a new life.

The start of the Ski season helped the Alps regions become two of the top three highest climbers this month, with the [Rhône-Alpes](#) up 13.6% and [Alps](#) up 15.8%. Further down the table, the [Pyrenees](#) climbed 9.5% in December [Austria](#) also climbed 8.6%.

Star power seems to have had an effect on searches for [California](#) in the USA with the recent visit California TV campaign starring Jay Leno, Rob Lowe Arnold Schwarzenegger and David Beckham helping to push searches up 12% on Rightmove. Los Angeles attracts the lion's share of searches, but it's the smaller counties like [Santa Clara](#), home of Silicon Valley on the South side of San Francisco bay that have best potential and may see bigger changes in months to come."

Search Data Highlights

Top 10 Climbers and Fallers this month a day)

(areas with > 100 searches

Destination	% Change Searches	Chart Position	Chart Change
Alps (Alpes), France	15.78%	75	↑13
Auckland, New Zealand	14.38%	102	↑12
Rhône-Alpes, France	13.60%	98	↑12
Western Australia, Australia	13.01%	31	↑7
Victoria, Australia	11.53%	60	↑6
California, United States of America	11.29%	23	↑4
New South Wales, Australia	10.99%	42	↑6
Lisbon & Lisbon Coast, Portugal	10.49%	126	↑13
Los Angeles County, California	8.49%	125	↑12
Galicia, Spain	8.29%	115	↑8

Destination	% Change Searches	Chart Position	Chart Change
Pays de la Loire, France	-23.82%	68	↓-6
Almería	-21.06%	124	↓-19
Vendée	-20.04%	99	↓-14
Algarve	-15.86%	45	↓-4
Bretagne	-15.85%	36	↓-4
Dubayy	-15.27%	91	↓-10
Nord-Pas-de-Calais	-15.04%	100	↓-10
Middle East	-14.75%	40	↓-4
Dordogne	-14.64%	63	↓-2
Languedoc-Roussillon	-13.72%	38	↓-5

Top 10 Trending* Searches this month a day)

(areas with > 100 searches

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
Greater Antilles	Caribbean	19.06%	133	↑13	↑39	↑131	↑13
West Africa	Africa	44.55%	109	↑35	↑39	↓-12	↑13
Winward Islands	Caribbean	4.58%	120	↑5	↑37	↑94	↑12
Victoria	Australia	11.53%	60	↑6	↑24	↑40	↑8
New South Wales	Australia	10.99%	42	↑6	↑21	↑132	↑7
Rhône-Alpes	France	13.60%	98	↑12	↑21	↑35	↑7
Alps (Alpes)	France	15.78%	75	↑13	↑23	→0	↑7
Dubayy	United Arab Emirates	-15.27%	91	↓-10	↑19	↓-34	↑6
Tenerife	Islas Canarias	-0.79%	113	→0	↑19	↑39	↑6
South Island	New Zealand	-2.10%	89	↑3	↑17	↑39	↑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	19.37%	-3.63%	3	→0	→0	↑1	→0
France	16.78%	-6.93%	4	→0	→0	↓-1	→0
United States of America	11.91%	0.87%	7	→0	→0	→0	→0
Australia	6.42%	8.56%	10	↑2	↑2	↑3	→0
Portugal	6.31%	-4.75%	11	↓-1	↓-1	↑1	→0
Italy	6.04%	0.93%	12	↓-1	↓-1	↓-1	→0
New Zealand	3.65%	6.50%	14	→0	↑1	↑3	→0
Cyprus	3.20%	-2.61%	15	→0	↓-1	↓-1	→0
Greece	2.45%	0.59%	18	→0	↓-2	↑5	→0
Germany	2.37%	0.50%	19	→0	→0	↑2	→0
Turkey	2.04%	-6.22%	22	↓-1	↓-2	↑7	→0
Canada	1.81%	-0.58%	25	→0	↓-2	↑1	→0
Bulgaria	1.80%	-3.84%	26	↓-2	↑1	↓-4	→0
Austria	1.48%	8.65%	33	↑6	↑4	↑7	↑1
Thailand	1.09%	-1.78%	47	→0	↓-4	↓-13	↓-1
United Arab Emirates	0.99%	-14.29%	52	↓-7	↑3	↓-25	↑1
Switzerland	0.97%	0.72%	53	↑3	↑5	↑1	↑1
India	0.96%	4.25%	55	↑3	↑10	↓-7	↑3
Ireland	0.86%	-12.54%	58	↓-4	↓-1	↓-17	→0
Egypt	0.70%	-8.14%	66	↓-1	↓-6	↓-23	↓-2

Spain – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Islas Canarias	0.03%	20	↑2	↑6	↑8	↑2
Andalucía	-10.93%	21	↓-1	→0	↑18	→0
Costa del Sol	-4.28%	24	↓-1	→0	↑8	→0
Valencia	-1.22%	30	↑1	↑1	↑22	→0
Illes Balears	-4.28%	32	↓-2	↓-7	↑5	↓-2
Cataluña	-0.69%	49	→0	↓-7	→0	↓-2
Costa Blanca North	-4.02%	51	↓-1	↓-4	↑5	↓-1
Costa Blanca South	-7.79%	54	↓-2	↓-6	↑4	↓-2
Costa de Almeria	-2.16%	70	→0	↓-2	↓-1	→0
Valencia & Costa del Azahar	-2.10%	72	↑1	↑3	↑5	↑1
Costa Calida	-4.58%	73	↓-1	↓-4	↑7	↓-1
Murcia	-3.34%	76	↓-1	↑2	↑50	→0
Costa de la Luz	-0.41%	90	↑3	↑5	↑1	↑1
Galicia	8.29%	115	↑8	↑12	↓-8	↑4
Northern Spain	-5.40%	136	↓-5	↓-2	↓-13	→0
Costa Tropical	-6.21%	137	↓-4	↓-2	↓-5	→0
Madrid	-4.78%	181	↓-5	↑21	↑21	↑7
Sevilla	4.97%	191	↑9	↑9	↓-20	↑3
Inland Murcia	-4.35%	196	↓-3	↓-18	↓-26	↓-6
Castilla-La Mancha	11.08%	212	↑22	↑22	→0	↑7

France – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	-10.35%	28	↓-2	↓-6	↑5	↓-2
Bretagne	-15.85%	36	↓-4	↓-4	↑6	↓-1
Languedoc-Roussillon	-13.72%	38	↓-5	↓-5	↓-3	↓-1
Normandie	-5.80%	41	↓-1	↓-3	↑3	↓-1
Poitou-Charentes	-9.98%	56	↓-3	↓-12	↑4	↓-4
French Riviera	-7.71%	61	↓-2	↓-10	↓-11	↓-3
Limousin	-7.00%	64	↓-1	↑2	↑1	→0
Pays de la Loire	-23.82%	68	↓-6	↓-16	↑6	↓-5
Île-de-France	2.46%	74	↑2	↑7	↓-1	↑2
Alps (Alpes)	15.78%	75	↑13	↑23	→0	↑7
Provence-Alpes-Côte d'Azur	1.69%	79	↑8	↓-12	↑19	↓-4
Loire Valley	-7.80%	83	↓-5	↓-9	↑3	↓-3
Provence	-10.10%	88	↓-4	↓-11	↑2	↓-3
Rhône-Alpes	13.60%	98	↑12	↑21	↑35	↑7
Nord-Pas-de-Calais	-15.04%	100	↓-10	↓-9	↑1	↓-3
Pyrenees	-4.00%	106	↓-2	↓-3	↓-23	↓-1
Gascony (Gascogne)	-5.84%	135	↓-6	↓-12	↓-24	↓-4
Midi-Pyrénées	-26.00%	149	↓-28	↓-41	↓-6	↓-13
Auvergne	-11.55%	157	↓-10	↓-14	↑20	↓-4
Bourgogne	17.03%	175	↑19	↓-5	↓-37	↓-1

Italy – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Toscana	-3.51%	57	→0	↓-7	↑2	↓-2
Lombardia	-6.02%	104	↓-4	↓-14	↑13	↓-4
Sardegna	-10.63%	112	↓-11	↓-18	↑13	↓-6
Lazio	7.10%	118	↑8	↑12	↑13	↑4
Campania	-3.60%	119	↓-1	↓-10	↑30	↓-3
Calabria	4.10%	127	↑7	↓-5	↓-6	↓-1
Puglia	-0.62%	132	↓-4	↓-3	↑10	↓-1
Liguria	8.41%	139	↑10	→0	↑34	→0
Veneto	1.70%	150	→0	↓-5	↑41	↓-1
Sicilia	2.95%	151	↑7	→0	↑2	→0
Abruzzo	-0.20%	152	↑2	↓-11	↓-7	↓-3
Le Marche	0.42%	154	↑6	↓-5	↑8	↓-1
Umbria	13.25%	168	↑21	↑12	↑32	↑4
Emilia-Romagna	-0.24%	171	→0	↓-13	↑47	↓-4
Piemonte	6.10%	180	↑10	↑9	↑24	↑3
Basilicata	14.57%	228	↑43	↑13	↑47	↑4
Trentino-Alto Adige	19.37%	233	↑51	↑15	↑53	↑5
Friuli-Venezia Giulia	9.57%	316	↑21	↓-2	↑19	→0
Valle d'Aosta	25.75%	334	↑53	↑105	↑104	↑35
Molise	22.61%	448	↑49	↑28	↓-67	↑9

USA – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
California	11.29%	23	↑4	↑5	↑2	↑1
Orlando / Central Coast	-0.75%	27	↑1	↑2	↑9	→0
Florida	-11.35%	37	↓-3	↓-2	↑10	→0
North-East	-2.47%	46	→0	↑3	↓-8	↑1
Gulf Coast	-8.71%	69	→0	↑1	↑1	→0
New York	0.20%	71	→0	↑8	↑5	↑2
Central	6.58%	85	↑10	↑17	↓-1	↑5
Miami / The Keys	-0.92%	87	↑4	↑6	↓-19	↑2
West	3.47%	92	↑5	↑13	↑1	↑4
South-East	5.08%	108	↑4	↑12	↓-12	↑4
Northern Florida	-4.75%	156	↓-5	↓-9	↓-10	↓-3
Hawaii	-1.80%	224	↑6	↑29	↓-48	↑9
Texas	-5.45%	251	↑1	↑25	↑17	↑8
Nevada	-2.79%	260	↑3	↑8	↑55	↑2
Illinois	63.58%	315	↑110	↑55	↓-13	↑18
Michigan	5.42%	373	↑18	↑38	↑154	↑12
Georgia	12.22%	384	↑33	↑170	↓-35	↑56
New Jersey	0.19%	405	↑14	↓-24	↓-92	↓-8
Pennsylvania	43.70%	426	↑93	↑125	↓-21	↑41
Washington	17.61%	508	↑51	↑92	↓-46	↑30

Portugal – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	-15.86%	45	↓-4	↓-5	↑33	↓-1
Central Algarve	-8.75%	65	↓-1	↓-1	↑16	→0
Western Algarve	-2.98%	84	↑2	↓-2	↑18	→0
Eastern Algarve	-3.06%	86	↑3	↑3	↑18	↑1
Silver Coast (Costa de Prata)	-6.44%	97	↓-3	↓-1	↑17	→0
Lisbon & Lisbon Coast	10.49%	126	↑13	↑11	↑24	↑3
Alentejo	0.55%	145	→0	↑8	↓-11	↑2
Lisboa	4.36%	159	↑7	↓-3	↑107	↓-1
Costa Verde	6.40%	172	↑9	↓-17	↓-8	↓-5
Arquipélago da Madeira	-5.99%	173	↓-8	↓-6	↑17	↓-2
Santarém	-19.60%	201	↓-26	↓-13	↑31	↓-4
Costa Azul	-2.99%	202	↑3	↑15	↑7	↑5
Inland North	8.88%	247	↑30	↑4	↓-25	↑1
Leiria	15.64%	249	↑40	↑30	↑188	↑10
Coimbra	37.57%	358	↑71	↑74	↑95	↑24
Beja	-34.90%	378	↓-75	↑45	↓-38	↑15
Arquipélago dos Açores	-7.31%	395	↓-15	↓-18	↑167	↓-6
Portalegre	14.73%	429	↑45	↑43	↑259	↑14
Évora	-8.68%	458	↓-17	↓-20	↑207	↓-6
Castelo Branco	19.77%	467	↑44	↑25	↑182	↑8

Top 40 Locations

Country	Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Europe	World	-4.04%	1	→0	→0	→0	→0
Western Europe	Europe	-4.17%	2	→0	→0	→0	→0
Spain	Western Europe	-3.63%	3	→0	→0	↑1	→0
France	Western Europe	-6.93%	4	→0	→0	↓-1	→0
North America	World	0.67%	5	→0	→0	→0	→0
Eastern Europe	Europe	-3.42%	6	→0	→0	→0	→0
United States of America	North America	0.87%	7	→0	→0	→0	→0
Pacific Ocean	World	7.75%	8	→0	→0	↑1	→0
Australasia	Pacific Ocean	7.83%	9	→0	→0	↑1	→0
Australia	Australasia	8.56%	10	↑2	↑2	↑3	→0
Portugal	Western Europe	-4.75%	11	↓-1	↓-1	↑1	→0
Italy	Western Europe	0.93%	12	↓-1	↓-1	↓-1	→0
Asia	World	-4.86%	13	→0	→0	↓-5	→0
New Zealand	Australasia	6.50%	14	→0	↑1	↑3	→0
Cyprus	Eastern Europe	-2.61%	15	→0	↓-1	↓-1	→0
Caribbean	West Indies	-1.36%	16	→0	↑1	↑3	→0
West Indies	World	-1.36%	17	→0	↑1	↑3	→0
Greece	Eastern Europe	0.59%	18	→0	↓-2	↑5	→0
Germany	Western Europe	0.50%	19	→0	→0	↑2	→0
Islas Canarias	Spain	0.03%	20	↑2	↑6	↑8	↑2
Andalucía	Spain	-10.93%	21	↓-1	→0	↑18	→0
Turkey	Eastern Europe	-6.22%	22	↓-1	↓-2	↑7	→0
California	United States of America	11.29%	23	↑4	↑5	↑2	↑1
Costa del Sol	Spain	-4.28%	24	↓-1	→0	↑8	→0
Canada	North America	-0.58%	25	→0	↓-2	↑1	→0
Bulgaria	Eastern Europe	-3.84%	26	↓-2	↑1	↓-4	→0
Orlando / Central Coast	United States of America	-0.75%	27	↑1	↑2	↑9	→0
Aquitaine	France	-10.35%	28	↓-2	↓-6	↑5	↓-2
South Asia	Asia	-2.91%	29	→0	↑1	↓-14	→0
Valencia	Spain	-1.22%	30	↑1	↑1	↑22	→0
Western Australia	Australia	13.01%	31	↑7	↑10	↑40	↑3
Illes Balears	Spain	-4.28%	32	↓-2	↓-7	↑5	↓-2
Austria	Western Europe	8.65%	33	↑6	↑4	↑7	↑1
North Africa	World	-5.82%	34	↑1	→0	↓-16	→0
Alicante	Valencia	-5.78%	35	↑2	↑1	↑26	→0
Bretagne	France	-15.85%	36	↓-4	↓-4	↑6	↓-1
Florida	United States of America	-11.35%	37	↓-3	↓-2	↑10	→0
Languedoc-Roussillon	France	-13.72%	38	↓-5	↓-5	↓-3	↓-1
Central Asia	Asia	7.00%	39	↑4	↑15	↓-8	↑5
Middle East	Asia	-14.75%	40	↓-4	↑6	↓-24	↑2

Editors Notes

This data is compiled from searches made by users of www.rightmoveoverseas.co.uk during the period 1st December to 31st December 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.

- **% 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.

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