

Australia surfs massive surge in searches for overseas property in January

Highlights

- ↑ 53% of indexed locations saw increases in searches, ↓ 47% decreases, → 0.1% no changes
- Overall searches up 50% on January 2009 and up 64% on previous month
- Australia closes on the top 3 countries, with triple the searches on last month, and an increase of 71.5 % in market share
- Top 10 climbers and trending destinations dominated by Australian regions

Commentary

January kicked off with a bang thanks to Rightmove's TV advertising accelerating the traditional New Year drive to change lifestyle. Traffic on the site was up 30% on the same period last year, showing the British appetite for property seems to show no signs of slowing.

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

"Sheila and Bruce will be popping corks and throwing another roo on the Barbie this month as Australia continues its climb up the charts, notching up an impressive 71% increase in market share. Australian searches are now a wallabies whisker from overtaking the USA to become the third most popular destination on Rightmove Overseas.

It's an impressive showing given the long distances involved to reach Australia –flight time is nearly three times as much than hopping the Atlantic to Florida. However, if you were considering a long haul location like the USA anyway, it's not that much more of a leap to go down under. Oz isn't the kind of place you can hop over to for a few weeks and maintain a second home, so a big chunk of this traffic must be driven by desire to desert the UK and emigrate.

For developers and agents, the surge in Australian interest is a pressing opportunity which may fade unless you can stand out from the crowd now and help people make the shift from dreaming to actively thinking about a move. You need to think about how to help dreamers put some solid foundations in place to make emigration a reality – these first few months of the year are a critical opportunity to take advantage of the new year sentiment."

Search Data Highlights

Top 10 Climbers and Fallers this month a day)

(areas with > 100 searches

Destination	% Change Searches	Chart Position	Chart Change
Perth, Western Australia	303.18%	75	↑78
Melbourne, Victoria	248.75%	134	↑82
South Australia, Australia	222.07%	80	↑60
Victoria, Australia	196.60%	32	↑28
Brisbane, Queensland	188.17%	162	↑73
Western Australia, Australia	179.23%	18	↑13
New South Wales, Australia	171.07%	23	↑19
Sydney, New South Wales	168.69%	106	↑42
Queensland, Australia	164.37%	27	↑17
Tasmania, Australia	163.63%	170	↑70

Destination	% Change Searches	Chart Position	Chart Change
Dubai, United Arab Emirates	9.78%	125	↓-34
Middle East	10.89%	56	↓-16
Le Marche	29.65%	172	↓-18
Alentejo	32.32%	157	↓-12
Almería	33.96%	143	↓-19
Galicia	34.50%	133	↓-18
West Germany	35.69%	140	↓-17
Puglia	35.85%	146	↓-14
South Germany	37.68%	142	↓-14
Île-de-France	38.28%	85	↓-11

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
Perth	Western Australia	303.18%	75	↑78	↑146	↑157	↑48
Melbourne	Victoria	248.75%	134	↑82	↑139	↑123	↑46
Brisbane	Queensland	188.17%	162	↑73	↑111	↑132	↑37
Tasmania	Australia	163.63%	170	↑70	↑103	↑101	↑34
South Australia	Australia	222.07%	80	↑60	↑79	↓-4	↑26
Sydney	New South Wales	168.69%	106	↑42	↑69	↑95	↑23
West Africa	Africa	90.20%	94	↑15	↑58	↑19	↑19
Victoria	Australia	196.60%	32	↑28	↑42	↑15	↑14
Cape Verde	West Africa	125.09%	112	↑30	↑41	↑3	↑13
Queensland	Australia	164.37%	27	↑17	↑31	↑7	↑10

*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	18.25%	54.80%	3	→0	→0	→0	→0
France	16.21%	58.72%	4	→0	→0	↑1	→0
United States of America	11.70%	61.42%	8	↓-1	↓-1	↓-2	→0
Australia	11.01%	181.79%	10	→0	↑2	→0	→0
Portugal	5.89%	53.56%	11	→0	↓-1	↑2	→0
Italy	5.69%	54.68%	12	→0	↓-1	→0	→0
New Zealand	4.34%	95.35%	13	↑1	→0	↑1	→0
Cyprus	3.07%	57.73%	15	→0	↓-2	→0	→0
Greece	2.39%	60.44%	19	↓-1	↓-1	↑2	→0
Germany	2.08%	44.44%	21	↓-2	↓-1	↑7	→0
Turkey	1.96%	57.95%	24	↓-2	↓-5	↑3	↓-1
Canada	1.62%	47.77%	28	↓-3	↓-3	↓-5	↓-1
Bulgaria	1.62%	48.24%	29	↓-3	↓-3	↓-5	↓-1
Austria	1.29%	43.24%	37	↓-4	↑1	↑7	→0
Thailand	1.02%	53.49%	48	↓-1	↓-2	↓-11	→0
India	0.79%	36.07%	58	↓-3	↑2	↓-6	→0
Ireland	0.76%	45.23%	60	↓-2	↓-6	↓-10	↓-2
Switzerland	0.75%	27.13%	61	↓-8	↓-7	↑5	↓-2
United Arab Emirates	0.67%	10.78%	65	↓-13	↓-4	↓-40	↓-1
Malta	0.62%	126.64%	67	↑27	↑3	↓-13	↑1

Spain – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Islas Canarias	54.04%	22	↓-2	↓-1	↑4	→0
Andalucía	48.46%	25	↓-4	↓-4	↑11	↓-1
Costa del Sol	69.66%	26	↓-2	↓-3	↑3	↓-1
Illes Balears	63.93%	30	↑2	↓-3	↑2	↓-1
Valencia	44.64%	34	↓-4	↓-3	↑15	↓-1
Cataluña	50.86%	50	↓-1	↓-7	↓-2	↓-2
Costa Blanca North	58.01%	51	→0	↓-3	↑10	↓-1
Costa Blanca South	56.65%	53	↑1	↓-9	↑12	↓-3
Valencia & Costa del Azahar	59.34%	72	→0	→0	↑7	→0
Costa de Almeria	48.07%	74	↓-4	↓-2	↓-2	→0
Costa Calida	48.24%	79	↓-6	↓-15	↑1	↓-5
Murcia	48.26%	83	↓-7	↓-5	↑37	↓-1
Costa de la Luz	49.65%	101	↓-11	↓-5	↓-12	↓-1
Galicia	34.50%	133	↓-18	↓-20	↓-1	↓-6
Northern Spain	60.52%	135	↑1	↓-10	↓-18	↓-3
Costa Tropical	52.82%	141	↓-4	↓-7	↓-17	↓-2
Aragón	130.06%	195	↑57	↑53	↑23	↑17
Inland Murcia	47.96%	201	↓-5	↓-31	↓-26	↓-10
Madrid	29.47%	202	↓-21	↓-9	↓-8	↓-3
Sevilla	39.07%	203	↓-12	↓-8	↓-30	↓-2

France – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	49.24%	33	↓-5	↓-9	↑10	↓-3
Languedoc-Roussillon	73.64%	36	↑2	↓-1	↑5	→0
Bretagne	60.65%	38	↓-2	↓-6	↑8	↓-2
Normandie	51.80%	42	↓-1	↓-7	↑16	↓-2
French Riviera	66.55%	55	↑6	↑1	↓-4	→0
Poitou-Charentes	39.82%	57	↓-1	↓-10	↑11	↓-3
Limousin	51.30%	63	↑1	→0	↑15	→0
Pays de la Loire	53.14%	68	→0	↓-4	↑23	↓-1
Alps (Alpes)	66.19%	71	↑4	↑17	↑3	↑5
Provence	90.97%	77	↑11	↑3	↑18	↑1
Loire Valley	69.85%	82	↑1	↓-6	↑17	↓-2
Île-de-France	38.28%	85	↓-11	↓-10	↑8	↓-3
Provence-Alpes-Côte d'Azur	50.71%	86	↓-7	↓-16	↑26	↓-5
Pyrenees	85.39%	95	↑11	↑3	↑6	↑1
Rhône-Alpes	55.78%	104	↓-6	↑18	↑41	↑6
Nord-Pas-de-Calais	55.27%	107	↓-7	↓-16	↑11	↓-5
Gascony (Gascogne)	82.07%	122	↑13	↑10	↑15	↑3
Auvergne	79.47%	148	↑9	↓-2	↑38	→0
Tarn & Aveyron	92.09%	161	↑25	↑18	↑35	↑6
Quercy	81.06%	168	↑25	↑5	↑37	↑1

Italy – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Toscana	61.30%	54	↑3	↓-3	↑8	↓-1
Lombardia	54.38%	108	↓-4	↓-16	↑2	↓-5
Sardegna	53.85%	114	↓-2	↓-12	→0	↓-4
Campania	65.59%	117	↑2	↓-8	↑8	↓-2
Lazio	49.45%	126	↓-8	↓-5	↑16	↓-1
Calabria	61.08%	127	→0	↓-8	↓-4	↓-2
Sicilia	78.71%	145	↑6	↓-2	↓-76	→0
Puglia	35.85%	146	↓-14	↓-18	↓-10	↓-6
Liguria	45.37%	149	↓-10	↓-9	↑27	↓-3
Veneto	58.01%	151	↓-1	↓-6	↑23	↓-2
Abruzzo	61.97%	154	↓-2	↓-10	↓-4	↓-3
Le Marche	29.65%	172	↓-18	↓-16	↓-15	↓-5
Umbria	45.80%	173	↓-5	↓-11	↑44	↓-3
Emilia-Romagna	43.56%	178	↓-7	↓-7	↑37	↓-2
Piemonte	48.65%	186	↓-6	↓-10	↑13	↓-3
Trentino-Alto Adige	53.52%	240	↓-7	↑28	↑42	↑9
Basilicata	41.73%	253	↓-25	↓-13	↑24	↓-4
Friuli-Venezia Giulia	37.14%	328	↓-12	↓-55	↑23	↓-18
Valle d'Aosta	22.06%	370	↓-36	↑19	↑36	↑6
Molise	57.92%	434	↑14	↓-45	↓-68	↓-15

USA – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
California	45.79%	20	↑3	↑7	→0	↑2
Orlando / Central Coast	37.33%	31	↓-4	↓-1	↓-1	→0
Florida	48.90%	39	↓-2	↓-2	→0	→0
North-East	10.46%	52	↓-6	↓-2	↓-14	→0
New York	44.46%	66	↑5	↑16	↑4	↑5
Gulf Coast	19.93%	76	↓-7	↓-7	↓-9	↓-2
Miami / The Keys	-1.80%	96	↓-9	↓-2	↓-25	→0
West	16.51%	100	↓-8	→0	↓-19	→0
Central	14.50%	103	↓-18	↑1	↓-19	→0
South-East	15.74%	119	↓-11	↑12	↓-19	↑4
Northern Florida	0.20%	158	↓-2	↓-1	↓-29	→0
Nevada	53.64%	189	↑71	↑84	↑11	↑28
Hawaii	-7.30%	211	↑13	↑36	↓-56	↑12
Texas	27.32%	238	↑13	↑35	↓-1	↑11
Illinois	8.30%	321	↓-6	↑67	↓-31	↑22
Georgia	51.23%	371	↑13	↑18	↑16	↑6
Colorado	57.26%	372	↑162	↑17	↑19	↑5
New Jersey	-19.98%	402	↑3	↓-13	↓-104	↓-4
Michigan	57.73%	417	↓-44	↓-28	↑4	↓-9
Pennsylvania	11.76%	432	↓-6	↓-43	↓-60	↓-14

Portugal – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	67.20%	44	↑1	↓-5	↑29	↓-1
Central Algarve	58.70%	64	↑1	↓-2	↑11	→0
Silver Coast (Costa de Prata)	82.06%	87	↑10	↑2	↑21	→0
Western Algarve	46.92%	92	↓-8	↓-11	↑4	↓-3
Eastern Algarve	50.79%	93	↓-7	↓-7	↑13	↓-2
Lisbon & Lisbon Coast	42.94%	139	↓-13	→0	↑5	→0
Alentejo	32.32%	157	↓-12	↓-10	↑23	↓-3
Lisboa	55.52%	159	→0	↑2	↑153	→0
Costa Verde	59.64%	166	↑6	↓-1	↑3	→0
Arquipélago da Madeira	51.98%	171	↑2	↓-8	↑31	↓-2
Costa Azul	65.31%	192	↑10	↑3	↑24	↑1
Santarém	47.64%	207	↓-6	↓-23	↑56	↓-7
Inland North	56.57%	248	↓-1	↓-9	↑16	↓-3
Leiria	15.68%	298	↓-49	↓-25	↑162	↓-8
Arquipélago dos Açores	37.83%	408	↓-13	↓-135	↑122	↓-45
Beja	27.54%	411	↓-33	↓-138	↑62	↓-46
Coimbra	-14.60%	480	↓-122	↓-207	↑131	↓-69
Portalegre	-6.83%	548	↓-119	↓-159	↑198	↓-53
Porto	57.53%	578	↑6	↓-189	↑305	↓-63
Évora	-14.71%	603	↓-145	↓-214	↑295	↓-71

Top 40 Locations

Country	Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Europe	World	55.29%	1	→0	→0	→0	→0
Western Europe	Europe	55.25%	2	→0	→0	→0	→0
Spain	Western Europe	54.80%	3	→0	→0	→0	→0
France	Western Europe	58.72%	4	→0	→0	↑1	→0
Pacific Ocean	World	150.08%	5	↑3	↑3	↑3	↑1
Australasia	Pacific Ocean	150.22%	6	↑3	↑3	↑3	↑1
North America	World	59.62%	7	↓-2	↓-3	↓-3	↓-1
United States of America	North America	61.42%	8	↓-1	↓-1	↓-2	→0
Eastern Europe	Europe	55.48%	9	↓-3	↓-3	↓-2	↓-1
Australia	Australasia	181.79%	10	→0	↑2	→0	→0
Portugal	Western Europe	53.56%	11	→0	↓-1	↑2	→0
Italy	Western Europe	54.68%	12	→0	↓-1	→0	→0
New Zealand	Australasia	95.35%	13	↑1	→0	↑1	→0
Asia	World	32.15%	14	↓-1	↓-1	↓-3	→0
Cyprus	Eastern Europe	57.73%	15	→0	↓-2	→0	→0
Caribbean	West Indies	57.11%	16	→0	→0	↑1	→0
West Indies	World	57.11%	17	→0	→0	↑1	→0
Western Australia	Australia	179.23%	18	↑13	↑22	↑17	↑7
Greece	Eastern Europe	60.44%	19	↓-1	↓-1	↑2	→0
California	United States of America	100.81%	20	↑3	↑7	→0	↑2
Germany	Western Europe	44.44%	21	↓-2	↓-1	↑7	→0
Islas Canarias	Spain	54.04%	22	↓-2	↓-1	↑4	→0
New South Wales	Australia	171.07%	23	↑19	↑29	↑40	↑9
Turkey	Eastern Europe	57.95%	24	↓-2	↓-5	↑3	↓-1
Andalucía	Spain	48.46%	25	↓-4	↓-4	↑11	↓-1
Costa del Sol	Spain	69.66%	26	↓-2	↓-3	↑3	↓-1
Queensland	Australia	164.37%	27	↑17	↑31	↑7	↑10
Canada	North America	47.77%	28	↓-3	↓-3	↓-5	↓-1
Bulgaria	Eastern Europe	48.24%	29	↓-3	↓-3	↓-5	↓-1
Illes Balears	Spain	63.93%	30	↑2	↓-3	↑2	↓-1
Orlando / Central Coast	United States of America	53.37%	31	↓-4	↓-1	↓-1	→0
Victoria	Australia	196.60%	32	↑28	↑42	↑15	↑14
Aquitaine	France	49.24%	33	↓-5	↓-9	↑10	↓-3
Valencia	Spain	44.64%	34	↓-4	↓-3	↑15	↓-1
South Asia	Asia	44.09%	35	↓-6	↓-8	↓-13	↓-2
Languedoc-Roussillon	France	73.64%	36	↑2	↓-1	↑5	→0
Austria	Western Europe	43.24%	37	↓-4	↑1	↑7	→0
Bretagne	France	60.65%	38	↓-2	↓-6	↑8	↓-2
Florida	United States of America	61.14%	39	↓-2	↓-2	→0	→0
Málaga	Andalucía	68.88%	40	↑3	↑1	↑24	→0

Editors Notes

This data is compiled from searches made by users of www.rightmoveoverseas.co.uk during the period 1st January to 31st January 2010. 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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