

Signs of increased confidence as Mediterranean begins spring takeover

Highlights

- ↑ 60% of indexed locations saw increases in searches, ↓ 40% decreases, → 0.1% no changes
- Mediterranean countries are on the up this month as thoughts begin to shift from winter sports and emigrating to the summer season
- Alentejo (Portugal) is our top climber this month, up 22 places with searches up by 27.3%
- Tuscany consolidates its place as favourite Italian region with an increase of 12.5% in searches
- Emigration hotspots New Zealand, Australia, and Canada are biggest losers in our country chart, down an average of 17% on January as the peak emigration season starts to tail away
- Germany's ascent falters with Berlin the biggest faller, down 44.6% on last month

Commentary

After adjusting for this being the shortest month, February actually saw an increase on January searches, in stark contrast to last year's drop off after the January peak. Year on Year February searches are up 54% on 2009 which is really encouraging for the market. We're also starting to see signs of increased confidence from advertisers. This month, the number of new advertisers choosing longer contract periods doubled on January's new joiners, indicating an much improved long term outlook on the state of the market.

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

"As expected, the new year surge in Australian and New Zealand interest looks like it's on the wane now as those simply dreaming of emigration, rather than actively investigating it, lose impetus and drift away. Oceania's loss is the Mediterranean's gain though, with good lifts in search activity for Greece, up 8.2%, Malta up 11.3%, Spain up 2.5% and Italy up 0.9%.

The surge in German searches also looks to be cooling, but the gains made through Summer 2009 look like being permanent. It may only be a matter of time before Germany joins the Top 10 country club."

Search Data Highlights

Top 10 Climbers and Fallers this month a day)

(areas with > 100 searches

Destination	% Change Searches	Chart Position	Chart Change
Alentejo, Portugal	27.28%	135	↑22
Orlando, Orange County	15.40%	159	↑20
Punjab, India	13.68%	160	↑16
Costa Calida, Spain	13.45%	69	↑10
Orange County, Florida	13.07%	136	↑17
Toscana, Italy	12.52%	48	↑6
Mainland, Greece	11.34%	151	↑14
Costa Tropical, Spain	10.44%	121	↑20
Emilia-Romagna, Italy	10.25%	162	↑16
Costa de Almeria, Spain	8.40%	66	↑8

Destination	% Change Searches	Chart Position	Chart Change
Berlin, Germany	-44.57%	138	↓-47
Marbella	-34.25%	167	↓-29
Perth	-25.70%	94	↓-19
Melbourne	-24.65%	153	↓-19
Western Australia	-23.82%	20	↓-2
Victoria	-19.83%	38	↓-6
New York	-19.13%	76	↓-10
Auckland	-18.23%	97	↓-13
Salzburg	-17.30%	111	↓-9
South Australia	-16.63%	89	↓-9

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
Brisbane	Queensland	-8.96%	165	↓-3	↑122	→0	↑40
Melbourne	Victoria	-24.65%	153	↓-19	↑88	→0	↑29
Perth	Western Australia	-25.70%	94	↓-19	↑68	→0	↑22
Sydney	New South Wales	-12.92%	107	↓-1	↑60	→0	↑20
Slovenia	Eastern Europe	11.44%	147	↑17	↑56	→0	↑18
South Australia	Australia	-16.63%	89	↓-9	↑51	→0	↑17
Orlando	Orange County	15.40%	159	↑20	↑52	→0	↑17
Los Angeles County	California	-5.06%	106	↑3	↑31	→0	↑10
Victoria	Australia	-19.83%	38	↓-6	↑28	→0	↑9
Queensland	Australia	-9.59%	26	↑1	↑25	→0	↑8

*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	20.01%	2.48%	3	→0	→0	→0	→0
France	16.41%	-5.38%	4	→0	→0	→0	→0
United States of America	11.40%	-8.92%	9	↓-1	↓-2	→0	→0
Australia	9.76%	-17.10%	10	→0	↑2	→0	→0
Portugal	6.21%	-1.39%	11	→0	↓-1	→0	→0
Italy	6.14%	0.90%	12	→0	↓-1	→0	→0
New Zealand	3.82%	-17.68%	13	→0	↑1	→0	→0
Cyprus	3.24%	-1.22%	14	↑1	↑1	→0	→0
Greece	2.77%	8.26%	18	↑1	→0	→0	→0
Turkey	1.99%	-4.80%	23	↑1	↓-2	→0	→0
Germany	1.71%	-23.33%	28	↓-7	↓-9	→0	↓-3
Bulgaria	1.56%	-10.08%	30	↓-1	↓-6	→0	↓-2
Canada	1.46%	-16.19%	33	↓-5	↓-8	→0	↓-2
Austria	1.15%	-16.68%	44	↓-7	↓-5	→0	↓-1
Thailand	0.98%	-9.90%	51	↓-3	↓-4	→0	↓-1
Switzerland	0.75%	-6.20%	59	↑2	↓-3	→0	↓-1
Malta	0.74%	11.32%	60	↑7	↑14	→0	↑4
Ireland	0.74%	-9.05%	61	↓-1	↓-7	→0	↓-2
India	0.73%	-13.50%	63	↓-5	↓-5	→0	↓-1
United Arab Emirates	0.67%	-6.37%	65	→0	↓-20	→0	↓-6

Spain – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Islas Canarias	-2.68%	21	↑1	↑1	→0	→0
Costa del Sol	1.93%	22	↑4	↑1	→0	→0
Andalucía	-4.09%	24	↑1	↓-4	→0	↓-1
Illes Balears	3.71%	27	↑3	↑3	→0	↑1
Valencia	1.19%	32	↑2	↓-1	→0	→0
Cataluña	7.96%	45	↑5	↑4	→0	↑1
Costa Blanca North	5.24%	46	↑5	↑4	→0	↑1
Costa Blanca South	5.78%	49	↑4	↑3	→0	↑1
Costa de Almeria	8.40%	66	↑8	↑4	→0	↑1
Valencia & Costa del Azahar	5.18%	67	↑5	↑6	→0	↑2
Costa Calida	13.45%	69	↑10	↑3	→0	↑1
Murcia	4.40%	75	↑8	→0	→0	→0
Costa de la Luz	6.56%	88	↑13	↑5	→0	↑1
Costa Tropical	10.44%	121	↑20	↑12	→0	↑4
Galicia	-4.12%	126	↑7	↓-3	→0	↓-1
Northern Spain	-1.37%	129	↑6	↑2	→0	→0
Inland Murcia	15.21%	176	↑25	↑17	→0	↑5
Madrid	11.20%	182	↑20	↓-6	→0	↓-2
Sevilla	9.18%	184	↑19	↑16	→0	↑5
Aragón	-20.80%	208	↓-13	↑51	→0	↑17

France – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	-4.06%	31	↑2	↓5	→0	↓-1
Languedoc-Roussillon	-9.23%	37	↓-1	↓4	→0	↓-1
Bretagne	-7.18%	40	↓-2	↓8	→0	↓-2
Normandy	-4.74%	43	↓-1	↓3	→0	↓-1
French Riviera	5.65%	52	↑3	↑7	→0	↑2
Poitou-Charentes	-2.94%	56	↑1	↓3	→0	↓-1
Limousin	1.01%	58	↑5	↑5	→0	↑1
Pays de la Loire	-5.82%	72	↓-4	↓-10	→0	↓-3
Alps (Alpes)	-3.86%	73	↓-2	↑15	→0	↑5
Provence	-8.55%	78	↓-1	↑6	→0	↑2
Loire Valley	-6.49%	79	↑3	↓-1	→0	→0
Provence-Alpes-Côte d'Azur	-5.32%	85	↑1	↑2	→0	→0
Île-de-France	-7.95%	86	↓-1	↓-10	→0	↓-3
Pyrenees	-10.15%	99	↓-4	↑5	→0	↑1
Rhône-Alpes	-9.22%	103	↑1	↑7	→0	↑2
Nord-Pas-de-Calais	-9.27%	105	↑2	↓-15	→0	↓-5
Gascony (Gascogne)	-4.28%	116	↑6	↑13	→0	↑4
Auvergne	-14.10%	154	↓-6	↓-7	→0	↓-2
Quercy	-1.75%	166	↑2	↑13	→0	↑4
Tarn & Aveyron	-13.69%	172	↓-11	↑10	→0	↑3

Italy – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Tuscany	12.52%	48	↑6	↑9	→0	↑3
Lombardy	2.41%	100	↑8	→0	→0	→0
Campania	3.81%	109	↑8	↑9	→0	↑3
Lazio	2.99%	114	↑12	↑12	→0	↑4
Sardinia	-10.40%	115	↓-1	↓-14	→0	↓-4
Puglia	8.31%	130	↑16	↓-2	→0	→0
Calabria	-11.35%	133	↓-6	↑1	→0	→0
Sicily	-6.55%	143	↑2	↑15	→0	↑5
Liguria	-4.97%	146	↑3	↑3	→0	↑1
Veneto	-5.12%	148	↑3	↑2	→0	→0
Abruzzo	-9.02%	155	↓-1	↓-1	→0	→0
Emilia-Romagna	10.25%	162	↑16	↑9	→0	↑3
Le Marche	6.71%	163	↑9	↓-3	→0	↓-1
Piedmont	-1.08%	178	↑8	↑12	→0	↑4
Umbria	-8.12%	181	↓-8	↑8	→0	↑2
Trentino-Alto Adige	-5.02%	234	↑6	↑50	→0	↑16
Basilicata	-6.90%	243	↑10	↑28	→0	↑9
Valle d'Aosta	20.35%	318	↑52	↑69	→0	↑23
Friuli-Venezia Giulia	-7.26%	330	↓-2	↑7	→0	↑2
Molise	2.61%	402	↑32	↑95	→0	↑31

USA – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
California	-14.00%	19	↑1	↑8	→0	↑2
Orlando / Central Coast	-0.23%	29	↑2	↓-1	→0	→0
Florida	3.27%	34	↑5	→0	→0	→0
North-East	-12.74%	55	↓-3	↓-9	→0	↓-3
Gulf Coast	2.24%	74	↑2	↓-5	→0	↓-1
New York	-19.13%	76	↓-10	↓-5	→0	↓-1
Miami / The Keys	-3.98%	95	↑1	↓-4	→0	↓-1
West	-14.62%	104	↓-4	↓-7	→0	↓-2
Central	-14.97%	108	↓-5	↓-13	→0	↓-4
South-East	-9.76%	119	→0	↓-7	→0	↓-2
Northern Florida	-0.59%	156	↑2	↓-5	→0	↓-1
Hawaii	-22.31%	227	↓-16	↑3	→0	↑1
Nevada	-36.22%	228	↓-39	↑35	→0	↑11
Texas	-21.08%	264	↓-26	↓-12	→0	↓-4
Georgia	-16.07%	390	↓-19	↑27	→0	↑9
Illinois	-35.69%	398	↓-77	↑27	→0	↑9
Colorado	-22.83%	412	↓-40	↑196	→0	↑65
New Jersey	-13.29%	417	↓-15	↑2	→0	→0
Pennsylvania	-16.39%	445	↓-13	↑74	→0	↑24
Arizona	17.53%	458	↑61	↑74	→0	↑24

Portugal – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	-1.77%	42	↑2	↓-1	→0	→0
Central Algarve	-1.89%	64	→0	→0	→0	→0
Western Algarve	7.49%	80	↑12	↑6	→0	↑2
Silver Coast (Costa de Prata)	-7.25%	90	↓-3	↑4	→0	↑1
Eastern Algarve	-3.38%	92	↑1	↓-3	→0	↓-1
Lisbon & Lisbon Coast	-0.84%	134	↑5	↑5	→0	↑1
Alentejo	27.28%	135	↑22	↑10	→0	↑3
Costa Verde	4.25%	158	↑8	↑23	→0	↑7
Lisboa	-13.61%	169	↓-10	↓-3	→0	↓-1
Arquipélago da Madeira	-5.11%	173	↓-2	↓-8	→0	↓-2
Costa Azul	-4.32%	187	↑5	↑18	→0	↑6
Inland North	9.05%	214	↑34	↑63	→0	↑21
Santarém	-23.64%	223	↓-16	↓-48	→0	↓-16
Leiria	3.35%	276	↑22	↑13	→0	↑4
Beja	13.62%	360	↑51	↓-57	→0	↓-19
Arquipélago dos Açores	-9.28%	411	↓-3	↓-31	→0	↓-10
Coimbra	9.98%	431	↑49	↓-2	→0	→0
Évora	8.49%	557	↑46	↓-116	→0	↓-38
Porto	-12.99%	589	↓-11	↓-51	→0	↓-17
Setúbal	20.72%	653	↑95	↓-54	→0	↓-18

Top 40 Locations

Country	Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Europe	World	-2.63%	1	→0	→0	→0	→0
Western Europe	Europe	-2.56%	2	→0	→0	→0	→0
Spain	Western Europe	2.48%	3	→0	→0	→0	→0
France	Western Europe	-5.38%	4	→0	→0	→0	→0
Pacific Ocean	World	-17.30%	5	→0	↑3	→0	↑1
Australasia	Pacific Ocean	-17.29%	6	→0	↑3	→0	↑1
North America	World	-9.80%	7	→0	↓-2	→0	→0
Eastern Europe	Europe	-2.98%	8	↑1	↓-2	→0	→0
United States of America	North America	-8.92%	9	↓-1	↓-2	→0	→0
Australia	Australasia	-17.10%	10	→0	↑2	→0	→0
Portugal	Western Europe	-1.39%	11	→0	↓-1	→0	→0
Italy	Western Europe	0.90%	12	→0	↓-1	→0	→0
New Zealand	Australasia	-17.68%	13	→0	↑1	→0	→0
Cyprus	Eastern Europe	-1.22%	14	↑1	↑1	→0	→0
Asia	World	-10.68%	15	↓-1	↓-2	→0	→0
Caribbean	West Indies	-4.50%	16	→0	→0	→0	→0
West Indies	World	-4.50%	17	→0	→0	→0	→0
Greece	Eastern Europe	8.26%	18	↑1	→0	→0	→0
California	United States of America	-14.00%	19	↑1	↑8	→0	↑2
Western Australia	Australia	-23.82%	20	↓-2	↑18	→0	↑6
Islas Canarias	Spain	-2.68%	21	↑1	↑1	→0	→0
Costa del Sol	Spain	1.93%	22	↑4	↑1	→0	→0
Turkey	Eastern Europe	-4.80%	23	↑1	↓-2	→0	→0
Andalucía	Spain	-4.09%	24	↑1	↓-4	→0	↓-1
New South Wales	Australia	-15.05%	25	↓-2	↑23	→0	↑7
Queensland	Australia	-9.59%	26	↑1	↑25	→0	↑8
Illes Balears	Spain	3.71%	27	↑3	↑3	→0	↑1
Germany	Western Europe	-23.33%	28	↓-7	↓-9	→0	↓-3
Orlando / Central Coast	United States of America	-0.23%	29	↑2	↓-1	→0	→0
Bulgaria	Eastern Europe	-10.08%	30	↓-1	↓-6	→0	↓-2
Aquitaine	France	-4.06%	31	↑2	↓-5	→0	↓-1
Valencia	Spain	1.19%	32	↑2	↓-1	→0	→0
Canada	North America	-16.19%	33	↓-5	↓-8	→0	↓-2
Florida	United States of America	3.27%	34	↑5	→0	→0	→0
South Asia	Asia	-8.58%	35	→0	↓-6	→0	↓-2
Alicante	Valencia	3.28%	36	↑5	↑1	→0	→0
Languedoc-Roussillon	France	-9.23%	37	↓-1	↓-4	→0	↓-1
Victoria	Australia	-19.83%	38	↓-6	↑28	→0	↑9
Málaga	Andalucía	-2.81%	39	↑1	↑3	→0	↑1
Bretagne	France	-7.18%	40	↓-2	↓-8	→0	↓-2

Editors Notes

This data is compiled from searches made by users of www.rightmoveoverseas.co.uk during the period 1st February to 28th 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.

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.

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