




### Mediterranean resurgent as long haul destinations fade

#### Highlights

-  60.4% of indexed locations saw increases in searches,  39.4% decreases,  0.2% no changes
- Search volumes up 60% on March 2009 with much improved sentiment
- Costa Verde, Portugal was our top climber this month with searches up 106%, joined by Lisbon and the Silver Coast in the top 5 climbers up 16% each
- Portugal replaced Australia as the 4<sup>th</sup> most popular country in our chart as Australian searches decrease

#### Commentary

Searches are up 60% on March last year and much improved sentiment amongst both advertisers of property overseas and buyers bodes well for the industry recovering from the recession faster than expected.

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

*"Never mind the arrival of Spring, the arrival of sunshine seems to have set buyers racing for the sun, with big gains for classic Mediterranean destinations this month. Portugal has surged past Australia and reclaimed it's 4<sup>th</sup> place in our chart as the seasonal peak in emigration interest fades. Historically, Italy has rounded out the top 5 countries, but strong performances from Cyprus and Turkey could see an upset as interest builds into Summer.*

*It's striking what a difference 12 months have made. At the recent A Place in The Sun Show at Earls Court we had non-stop enquiries from both people looking for help buying and businesses who have survived the casual investor drought and learned to cope with changed conditions. Transaction volumes may be well down on last year, but we're seeing strong improvements in the numbers of serious 'ready to buy' purchasers."*

Moneycorp, one of the UK's leading foreign exchange specialists, have also seen a similar trend in property related enquiries between February and March with an 18.5% rise in people looking to buy or sell properties in Portugal and a 16.6% rise in Cyprus. Like Rightmove Overseas, Moneycorp also saw a fall in enquiries for Australian properties which amounted to a drop of 11.7%.

David Kerns, Head of Private Clients at Moneycorp says that:

*"The GBP/EUR rate improved during March and is currently showing more signs of life, pressing higher towards the €1.15 level. Compared to February's low of just under €1.10, properties within the eurozone would have appeared a more attractive prospect for euro buyers in March which could account for the rise in enquiries that Rightmove Overseas has seen.*

*The pound has dropped dramatically against the Australian dollar since the beginning of the year, though we have now at least witnessed a halt to the decline. A new low in the interbank market of A\$1.62 was recorded in March, as investors shunned the pound following concerns over the size of the UK's public borrowing deficit. This could account for a fall in enquiries for Australian properties as they became more expensive for people being looking to sell sterling for Australian dollars."*

# Search Data Highlights

## Top 10 Climbers and Fallers this month a day)

(areas with > 100 searches

Destination	% Change Searches	Chart Position	Chart Change
Costa Verde, Portugal	106.07%	91	↑67
Kyrenia, Northern Cyprus	20.37%	153	↑21
Lanzarote, Islas Canarias	17.32%	106	↑21
Lisbon, Portugal	16.80%	148	↑21
Silver Coast, Portugal	16.10%	75	↑15
Mugla, Turkey	15.50%	151	↑19
Provence, France	14.09%	71	↑7
Aegean, Turkey	12.05%	170	↑13
Berlin, Germany	11.94%	118	↑20
Paphos, Cyprus	11.91%	40	↑7

Destination	% Change Searches	Chart Position	Chart Change
Queensland, Australia	-45.66%	50	↓-24
Victoria, Australia	-39.60%	56	↓-18
South Australia, Australia	-38.54%	123	↓-34
Perth, Western Australia	-37.36%	128	↓-34
Western Australia, Australia	-36.28%	32	↓-12
New South Wales, Australia	-29.49%	36	↓-11
Sydney, New South Wales	-28.73%	136	↓-29
Dubai, United Arab Emirates	-20.88%	144	↓-16
Murcia, Murcia	-19.49%	95	↓-12
Auckland, New Zealand	-16.93%	104	↓-7

## 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
Costa Verde	Portugal	106.07%	91	↑67	↑81	↑65	↑27
Malta	Western Europe	20.63%	52	↑8	↑42	↑23	↑14
Slovenia	Eastern Europe	-5.13%	146	↑1	↑38	↑123	↑12
Marbella	Málaga	11.56%	154	↑13	↑34	↑37	↑11
Orlando	Orange County	-5.12%	164	↓-5	↑35	↓-5	↑11
Lanzarote	Islas Canarias	17.32%	106	↑21	↑32	↑47	↑10
Quercy	France	5.08%	161	↑5	↑32	↑15	↑10
Mallorca	Illes Balears	8.80%	89	↑12	↑27	↑26	↑9
Mugla	Turkey	15.50%	151	↑19	↑25	↑57	↑8
Orange County	Florida	-0.91%	134	↑2	↑24	↓-16	↑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	20.55%	-2.04%	3	→0	→0	→0	→0
France	17.76%	3.24%	4	→0	→0	→0	→0
United States of America	11.46%	-4.10%	7	↑2	→0	↓-1	→0
Portugal	6.93%	6.31%	10	↑1	↑1	↑1	→0
Australia	6.47%	-36.85%	11	↓-1	↓-1	↑2	→0
Italy	5.84%	-9.22%	12	→0	→0	↓-2	→0
Cyprus	3.65%	7.42%	13	↑1	↑2	↑1	→0
New Zealand	3.24%	-19.30%	15	↓-2	↓-1	→0	→0
Greece	2.84%	-2.42%	16	↑2	↑2	→0	→0
Turkey	2.23%	6.72%	20	↑3	↑2	↑4	→0
Germany	2.10%	17.37%	22	↑6	↓-3	↓-1	↓-1
Bulgaria	1.60%	-2.26%	28	↑2	↓-2	→0	→0
Canada	1.25%	-18.40%	41	↓-8	↓-16	↓-9	↓-5
Austria	1.08%	-10.05%	45	↓-1	↓-12	→0	↓-4
Thailand	1.00%	-2.58%	48	↑3	↓-1	↓-8	→0
Malta	0.94%	20.63%	52	↑8	↑42	↑23	↑14
India	0.88%	14.22%	55	↑8	→0	↑2	→0
Ireland	0.82%	5.51%	58	↑3	→0	↑10	→0
Switzerland	0.76%	-3.14%	61	↓-2	↓-8	→0	↓-2
Egypt	0.70%	8.35%	65	↑6	↑1	↓-19	→0

## Spain – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Islas Canarias	4.27%	19	↑2	↑1	↑7	→0
Costa del Sol	-2.66%	23	↓-1	↑1	↑4	→0
Andalucía	-4.20%	24	→0	↓-3	↑7	↓-1
Illes Balears	6.47%	25	↑2	↑7	↑5	↑2
Valencia	-1.85%	29	↑3	↑1	↑8	→0
Cataluña	-7.75%	44	↑1	↑5	↓-1	↑1
Costa Blanca South	-1.49%	46	↑3	↑8	↑5	↑2
Costa Blanca North	-9.32%	47	↓-1	↑4	→0	↑1
Costa Calida	-2.38%	69	→0	↑4	↑8	↑1
Valencia & Costa del Azahar	-3.39%	70	↓-3	↑2	↑6	→0
Costa de Almeria	-8.27%	72	↓-6	↓-2	↓-9	→0
Murcia	-3.39%	76	↓-1	→0	↑29	→0
Costa de la Luz	-7.48%	90	↓-2	→0	↓-8	→0
Northern Spain	2.89%	120	↑9	↑16	↓-6	↑5
Costa Tropical	-5.43%	124	↓-3	↑13	↓-11	↑4
Galicia	-6.78%	130	↓-4	↓-15	↓-7	↓-5
Inland Murcia	1.94%	173	↑3	↑23	↓-1	↑7
Sevilla	-9.84%	185	↓-1	↑6	↓-23	↑2
Aragón	6.01%	198	↑10	↑54	↑3	↑18
Madrid	-24.60%	210	↓-28	↓-29	↓-33	↓-9

## France – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	4.48%	26	↑5	↑2	↑8	→0
Languedoc-Roussillon	11.35%	30	↑7	↑8	↑6	↑2
Bretagne	5.61%	34	↑6	↑2	↑1	→0
Normandie	5.43%	38	↑5	↑3	↑1	↑1
French Riviera	-0.50%	49	↑3	↑12	↑4	↑4
Poitou-Charentes	6.74%	54	↑2	↑2	↑4	→0
Limousin	-0.32%	59	↓-1	↑5	↑15	↑1
Pays de la Loire	7.40%	66	↑6	↑2	↑7	→0
Provence	14.09%	71	↑7	↑17	↑9	↑5
Loire Valley	3.90%	77	↑2	↑6	↑2	↑2
Alps (Alpes)	-13.65%	80	↓-7	↓-5	↑8	↓-1
Provence-Alpes-Côte d'Azur	-2.49%	85	→0	↓-6	↑6	↓-2
Île-de-France	-3.28%	86	→0	↓-12	↓-5	↓-4
Pyrenees	-1.59%	93	↑6	↑13	↓-1	↑4
Nord-Pas-de-Calais	1.16%	100	↑5	→0	↓-1	→0
Rhône-Alpes	-12.44%	107	↓-4	↓-9	↑25	↓-3
Gascony (Gascogne)	1.12%	112	↑4	↑23	↑15	↑7
Auvergne	5.59%	143	↑11	↑14	↑15	↑4
Quercy	5.08%	161	↑5	↑32	↑15	↑10
Tarn & Aveyron	8.51%	163	↑9	↑23	↑7	↑7

## Italy – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Toscana	-15.70%	51	↓-3	↑6	↑3	↑2
Lombardia	-5.97%	101	↓-1	↑3	↑5	↑1
Campania	-11.24%	113	↓-4	↑6	↑17	↑2
Puglia	3.17%	121	↑9	↑11	↑13	↑3
Calabria	0.17%	126	↑7	↑1	↓-17	→0
Lazio	-16.39%	129	↓-15	↓-11	↑14	↓-3
Sardegna	-15.39%	131	↓-16	↓-19	↓-30	↓-6
Abruzzo	8.53%	141	↑14	↑11	→0	↑3
Liguria	-10.44%	150	↓-4	↓-11	↑7	↓-3
Veneto	-10.79%	155	↓-7	↓-5	↑9	↓-1
Sicilia	-16.13%	156	↓-13	↓-5	↓-10	↓-1
Le Marche	1.58%	160	↑3	↓-6	↓-10	↓-2
Emilia-Romagna	-2.00%	166	↓-4	↑5	↑15	↑1
Umbria	-10.62%	181	→0	↓-13	↑8	↓-4
Piemonte	-13.76%	186	↓-8	↓-6	↑12	↓-2
Basilicata	-12.05%	268	↓-25	↓-40	↑10	↓-13
Trentino-Alto Adige	-20.46%	275	↓-41	↓-42	↑20	↓-14
Friuli-Venezia Giulia	6.39%	312	↑18	↑4	↑31	↑1
Valle d'Aosta	-17.18%	355	↓-37	↓-21	↑111	↓-7
Molise	-13.12%	452	↓-50	↓-4	↓-33	↓-1

## USA – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
California	-5.28%	21	↓-2	↑2	↓-3	→0
Orlando / Central Coast	-4.50%	27	↑2	→0	↓-10	→0
Florida	0.23%	31	↑3	↑6	↓-2	↑2
North-East	-0.48%	53	↑2	↓-7	↓-12	↓-2
Gulf Coast	-2.82%	73	↑1	↓-4	↓-17	↓-1
New York	-4.34%	78	↓-2	↓-7	↓-8	↓-2
Miami / The Keys	-3.61%	92	↑3	↓-5	↓-26	↓-1
Central	-8.23%	108	→0	↓-23	↓-24	↓-7
West	-15.26%	115	↓-11	↓-23	↓-28	↓-7
South-East	-12.66%	135	↓-16	↓-27	↓-38	↓-9
Northern Florida	-15.07%	172	↓-16	↓-16	↓-65	↓-5
Hawaii	3.80%	221	↑6	↑3	↓-54	↑1
Texas	11.17%	236	↑28	↑15	↓-31	↑5
Nevada	-12.31%	251	↓-23	↑9	↓-15	↑3
Illinois	10.60%	379	↑19	↓-64	↓-63	↓-21
Georgia	-4.53%	413	↓-23	↓-29	↓-23	↓-9
Michigan	35.87%	417	↑64	↓-44	↓-25	↓-14
Pennsylvania	14.38%	426	↑19	→0	↓-66	→0
New Jersey	-6.45%	449	↓-32	↓-44	↓-153	↓-14
Colorado	-18.73%	485	↓-73	↑49	↓-64	↑16

## Portugal – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	0.58%	42	→0	↑3	↑17	↑1
Central Algarve	2.01%	60	↑4	↑5	↑12	↑1
Silver Coast (Costa de Prata)	16.10%	75	↑15	↑22	↑18	↑7
Western Algarve	-3.42%	81	↓-1	↑3	↑9	↑1
Eastern Algarve	-1.34%	87	↑5	↓-1	↑15	→0
Costa Verde	106.07%	91	↑67	↑81	↑65	↑27
Lisbon & Lisbon Coast	6.07%	119	↑15	↑7	↑26	↑2
Alentejo	-15.15%	142	↓-7	↑3	→0	↑1
Lisboa	16.80%	148	↑21	↑11	↑78	↑3
Costa Azul	4.36%	177	↑10	↑25	↑29	↑8
Arquipélago da Madeira	-26.41%	200	↓-27	↓-27	↓-18	↓-9
Inland North	0.50%	214	→0	↑33	↑39	↑11
Santarém	-1.85%	226	↓-3	↓-25	↑38	↓-8
Leiria	9.22%	257	↑19	↓-8	↑92	↓-2
Beja	-9.95%	393	↓-33	↓-15	↓-40	↓-5
Coimbra	16.77%	402	↑29	↓-44	↑77	↓-14
Arquipélago dos Açores	0.70%	420	↓-9	↓-25	↑85	↓-8
Porto	31.83%	530	↑59	↑54	↑189	↑18
Viana do Castelo	34.95%	577	↑88	↑164	↑109	↑54
Portalegre	30.72%	585	↑76	↓-156	↓-18	↓-52

## Top 40 Locations

Country	Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Europe	World	1.09%	1	→0	→0	→0	→0
Western Europe	Europe	0.58%	2	→0	→0	→0	→0
Spain	Western Europe	-2.04%	3	→0	→0	→0	→0
France	Western Europe	3.24%	4	→0	→0	→0	→0
Eastern Europe	Europe	3.44%	5	↑3	↑1	↑2	→0
North America	World	-5.72%	6	↑1	↓-1	↓-1	→0
United States of America	North America	-4.10%	7	↑2	→0	↓-1	→0
Pacific Ocean	World	-31.64%	8	↓-3	→0	→0	→0
Australasia	Pacific Ocean	-31.92%	9	↓-3	→0	→0	→0
Portugal	Western Europe	6.31%	10	↑1	↑1	↑1	→0
Australia	Australasia	-36.85%	11	↓-1	↓-1	↑2	→0
Italy	Western Europe	-9.22%	12	→0	→0	↓-2	→0
Cyprus	Eastern Europe	7.42%	13	↑1	↑2	↑1	→0
Asia	World	-1.94%	14	↑1	↓-1	↓-2	→0
New Zealand	Australasia	-19.30%	15	↓-2	↓-1	→0	→0
Greece	Eastern Europe	-2.42%	16	↑2	↑2	→0	→0
Caribbean	West Indies	-9.94%	17	↓-1	↓-1	↑5	→0
West Indies	World	-9.94%	18	↓-1	↓-1	↑5	→0
Islas Canarias	Spain	4.27%	19	↑2	↑1	↑7	→0
Turkey	Eastern Europe	6.72%	20	↑3	↑2	↑4	→0
California	United States of America	-5.28%	21	↓-2	↑2	↓-3	→0
Germany	Western Europe	17.37%	22	↑6	↓-3	↓-1	↓-1
Costa del Sol	Spain	-2.66%	23	↓-1	↑1	↑4	→0
Andalucía	Spain	-4.20%	24	→0	↓-3	↑7	↓-1
Illes Balears	Spain	6.47%	25	↑2	↑7	↑5	↑2
Aquitaine	France	4.48%	26	↑5	↑2	↑8	→0
Orlando / Central Coast	United States of America	-4.50%	27	↑2	→0	↓-10	→0
Bulgaria	Eastern Europe	-2.26%	28	↑2	↓-2	→0	→0
Valencia	Spain	-1.85%	29	↑3	↑1	↑8	→0
Languedoc-Roussillon	France	11.35%	30	↑7	↑8	↑6	↑2
Florida	United States of America	0.23%	31	↑3	↑6	↓-2	↑2
Western Australia	Australia	-36.28%	32	↓-12	↓-1	↑23	→0
South Asia	Asia	-1.15%	33	↑2	↓-4	↓-8	↓-1
Bretagne	France	5.61%	34	↑6	↑2	↑1	→0
Alicante	Valencia	-1.22%	35	↑1	→0	↑7	→0
New South Wales	Australia	-29.49%	36	↓-11	↑6	↑24	↑2
Málaga	Andalucía	-3.37%	37	↑2	↑6	↑13	↑2
Normandie	France	5.43%	38	↑5	↑3	↑1	↑1
North Africa	World	3.74%	39	↑2	↓-5	↓-20	↓-1
Paphos	Cyprus	11.91%	40	↑7	↑8	↑9	↑2

## 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> to 31<sup>st</sup> March 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.

## About Rightmove Overseas

Rightmove Overseas is part of Rightmove.co.uk, the UK's number one property website and advertises properties for sale in over 90 countries around the globe from agents, developers and owners. On average, Rightmove Overseas receives 80,000 unique visitors a week and generates over 1,000,000 overseas property searches a month for advertisers. Visit us at [www.rightmoveoverseas.co.uk](http://www.rightmoveoverseas.co.uk).