




# Rightmove Overseas

## Overseas Search Report August 2010

### Portugal pushes Italy into 5<sup>th</sup> place as searches climb 23%

#### Highlights

-  61% of indexed locations saw increases in searches,  38% decreases,  0.1% no changes
- Portugal leads the recovery among traditional destinations with a 23% rise in searches
- Portugal and United States dominate Top 10 climbers
- Poland is the top trending location averaging an increase of 12 places a month up the charts.

#### Commentary

August is a historically strong month for search activity on Rightmove Overseas as British buyers return from their summer holidays abroad with dreams of capturing the experience by owning property where they were staying. August 2010 was no different with a 12% lift on July's search activity.

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

*"As the summer holidays draw to a close it seems Portugal and the United States have been the biggest winners taking 8 out of the 10 Top Climber places in our chart. The surge in interest for Portugal has pushed it up into 4<sup>th</sup> place, back in front of its arch rival Italy for the first time since May. Key regions driving the change were Costa Verde and the Western Algarve, both up 45% with the Silver Coast also putting in a 25% uplift in searches*

*Across the other side of the Atlantic, the South Eastern United States are also strongly up in search activity with The Keys and Gulf Coast up 25% and Florida in general up 30%.*

*Poland's first showing in our trending chart is a positive sign for Eastern Europe, delivering consistent upward performance over the last quarter in searches on Rightmove.*

*Finally, as memories of the world cup fade, searches for South African property are also on the decline, down 7% on July, probably settling back to a more natural level."*

David Kerns, Private Client Dealing Manager at Moneycorp, says:

*"Sterling's renewed strength against the Euro in August could very well have contributed to the increased demand for property in Portugal. The rate was above the €1.20 level for most of the month and even reached highs of €1.22. At Moneycorp, we've seen an 87% increase in demand for property in Portugal between July and August, which certainly mirrors this currency movement.*

*Across the pond, the property market in Florida seems to be recovering from the disastrous Gulf of Mexico oil spill. While the U.S. Dollar strengthened against the Pound during August, making property more expensive for British investors, a good exchange rate at the start of the month and a stream of negative US financial data may have encouraged UK interest in property."*

# Search Data Highlights

## Top 10 Climbers and Fallers this month (areas with > 100 searches a day)

Top 10 Climbers	% Change Searches	Chart Position	Chart Change
Costa Verde, Portugal	45.45%	121	↑32
Western Algarve, Portugal	45.34%	68	↑15
Los Angeles County, California	43.73%	101	↑19
South-East, United States of America	29.58%	106	↑9
Florida, United States of America	29.58%	32	↑6
Provence, France	28.09%	65	↑7
Silver Coast (Costa de Prata), Portugal	25.89%	84	↑12
Gulf Coast, United States of America	25.56%	72	↑3
Miami / The Keys, United States of America	24.05%	76	↑4
Provence-Alpes-Côte d'Azur, France	23.55%	75	↑3

Top 10 Fallers	% Change Searches	Chart Position	Chart Change
United Arab Emirates, Middle East	-9.08%	91	↓-14
Sardegna, Italy	-8.20%	110	↓-9
Republic of South Africa, Southern Africa	-7.44%	98	↓-13
Southern Africa, Africa	-7.30%	97	↓-13
Brazil, South America	-5.39%	136	↓-17
Galicia, Spain	-3.84%	133	↓-15
Valencia & Costa del Azahar, Spain	-1.59%	70	↓-9
Germany, Western Europe	-1.18%	17	↓-3
Costa de la Luz, Spain	-0.64%	90	↓-8
Le Marche, Italy	-0.50%	142	↓-15

## 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
Poland	Eastern Europe	11.67%	120	↑4	↑37	↓-18	↑12
Minorca	Illes Balears	15.73%	119	↑6	↑32	↑55	↑10
Barbados	Caribbean	23.20%	102	↑4	↑29	↑50	↑9
Costa Verde	Portugal	45.45%	121	↑32	↑26	↑29	↑8
Ibiza	Illes Balears	20.67%	134	↑13	↑24	↑45	↑8
Midi-Pyrénées	France	9.23%	130	↑1	↑23	↓-3	↑7
Rhône-Alpes	France	18.12%	109	↑4	↑18	↑1	↑6
Emilia-Romagna	Italy	23.40%	128	↑17	↑20	↑33	↑6
Miami / The Keys	United States of America	24.05%	76	↑4	↑14	↑5	↑4
Los Angeles County	California	43.73%	101	↑19	↑12	↑36	↑4

\*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	20.89%	6.83%	3	→0	→0	→0	→0
France	19.28%	10.18%	4	→0	→0	→0	→0
United States of America	12.59%	18.15%	6	→0	↑1	→0	→0
Portugal	6.85%	22.88%	10	↑1	→0	↓-2	→0
Italy	6.55%	7.12%	11	↓-3	→0	↓-2	→0
Australia	4.54%	20.57%	12	→0	→0	↑1	→0
Cyprus	2.80%	12.17%	14	↑1	↓-1	→0	→0
Greece	2.70%	13.10%	15	↑1	↓-1	→0	→0
Germany	2.50%	-1.18%	17	↓-3	↑4	→0	↑1
New Zealand	2.43%	19.84%	18	↑1	↓-2	↓-2	→0
Turkey	2.50%	7.44%	23	→0	→0	↓-5	→0
Bulgaria	1.35%	2.88%	36	↓-4	→0	↓-11	→0
Canada	1.30%	19.98%	37	↑2	↑5	↓-11	↑1
Ireland	1.10%	14.95%	43	↑2	↑4	↑15	↑1
Malta	1.04%	17.89%	47	↑2	↓-3	↑23	↓-1
Austria	1.02%	11.49%	50	↓-3	↓-4	↓-10	↓-1
Thailand	0.98%	28.58%	51	↑2	↑6	↓-3	↑2
Switzerland	0.77%	16.65%	58	↑5	↑7	↓-1	↑2
India	0.63%	11.48%	74	↓-3	↓-2	↓-8	→0
Egypt	0.50%	15.76%	83	↑7	↓-19	↓-33	↓-6

## Spain – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Illes Balears	9.69%	16	↑1	↑1	↑5	→0
Costa del Sol	2.97%	22	↓-2	→0	→0	→0
Islas Canarias	9.75%	24	→0	→0	↑4	→0
Andalucía	9.17%	25	→0	→0	↓-6	→0
Valencia	14.12%	31	→0	↓-4	↑4	↓-1
Cataluña	3.46%	38	↓-5	→0	↑5	→0
Costa Blanca North	14.64%	40	↑2	↑1	↑11	→0
Costa Blanca South	11.94%	41	→0	↓-1	↑6	→0
Costa Calida	11.17%	67	↑1	→0	↑1	→0
Costa de Almeria	6.92%	69	↓-3	↓-8	↑4	↓-2
Valencia & Costa del Azahar	-1.59%	70	↓-9	↓-7	↑4	↓-2
Murcia	7.30%	77	↓-4	↓-9	↑14	↓-3
Costa de la Luz	-0.64%	90	↓-8	↓-3	↑5	↓-1
Northern Spain	1.74%	105	↓-7	→0	↑17	→0
Galicia	-3.84%	133	↓-15	↓-19	↓-16	↓-6
Costa Tropical	2.81%	138	↓-8	↓-13	↓-7	↓-4
Madrid	-2.68%	184	↓-16	↓-18	↑8	↓-6
Inland Murcia	-1.48%	193	↓-18	↓-23	↓-17	↓-7
Sevilla	-1.42%	197	↓-13	↓-18	↑8	↓-6
Castilla-La Mancha	-3.21%	238	↓-22	↓-23	↓-9	↓-7

## France –Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	12.81%	26	→0	→0	↓-3	→0
Bretagne	11.44%	27	→0	↑4	↑2	↑1
Languedoc-Roussillon	15.95%	29	→0	→0	↑4	→0
Normandie	10.65%	30	→0	↑2	↑7	→0
French Riviera	8.42%	48	↓-2	↓-5	↑1	↓-1
Poitou-Charentes	5.63%	49	↓-5	↑1	↓-5	→0
Pays de la Loire	2.75%	57	↓-3	↑5	↓-3	↑1
Limousin	7.53%	59	↑1	↓-1	↑2	→0
Provence	28.09%	65	↑7	↑6	↑6	↑2
Loire Valley	6.87%	73	↓-4	↑3	↓-1	↑1
Provence-Alpes-Côte d`Azur	23.55%	75	↑3	↑6	↓-8	↑2
Île-de-France	2.48%	81	↓-5	↓-2	↑8	→0
Pyrenees	2.84%	86	↓-5	↑2	↑14	→0
Alps (Alpes)	10.91%	87	↑2	↑5	↑17	↑1
Nord-Pas-de-Calais	6.23%	95	↓-2	↑1	↑2	→0
Rhône-Alpes	18.12%	109	↑4	↑18	↑1	↑6
Gascony (Gascogne)	17.52%	111	↑6	↑1	↑7	→0
Midi-Pyrénées	9.23%	130	↑1	↑23	↓-3	↑7
Auvergne	-0.77%	164	↓-10	↓-9	↓-16	↓-3
Tarn & Aveyron	114.17%	166	↑82	↓-3	↑6	↓-1

## Italy –Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Toscana	7.02%	44	↓-4	↑5	↑8	↑1
Lombardia	4.78%	92	↓-4	↑3	↑7	↑1
Campania	15.09%	96	↑3	↑6	↑18	↑2
Sardegna	-8.20%	110	↓-9	↓-7	↓-25	↓-2
Lazio	5.15%	115	↓-6	↓-7	↑15	↓-2
Calabria	1.43%	117	↓-9	↑11	↑12	↑3
Puglia	7.75%	118	↓-4	↓-7	↑16	↓-2
Emilia-Romagna	23.40%	128	↑17	↑20	↑33	↑6
Liguria	11.34%	135	↑5	↑4	↑8	↑1
Abruzzo	1.68%	137	↓-11	↓-5	↑1	↓-1
Sicilia	7.53%	140	↑1	↓-7	↑15	↓-2
Le Marche	-0.50%	142	↓-15	↑3	↑7	↑1
Veneto	8.71%	143	↓-1	↓-8	↑2	↓-2
Umbria	8.76%	161	↓-2	↑13	↑33	↑4
Piemonte	15.58%	172	↑2	↑6	↑17	↑2
Basilicata	19.21%	242	↑9	↑5	↑42	↑1
Trentino-Alto Adige	15.23%	256	↓-2	↑13	↑40	↑4
Friuli-Venezia Giulia	9.97%	305	↓-21	↑19	↑8	↑6
Valle d`Aosta	30.02%	371	↑28	↓-23	↑44	↓-7
Molise	19.93%	402	↑10	↑14	↑43	↑4

## USA – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
California	14.09%	19	↓-1	↑1	↑8	→0
Orlando / Central Coast	12.98%	28	→0	→0	↓-8	→0
Florida	29.58%	32	↑6	↑3	→0	↑1
North-East	22.10%	45	↑5	↑6	→0	↑2
New York	7.24%	66	↓-2	↑3	↑12	↑1
Gulf Coast	25.56%	72	↑3	↑5	↓-8	↑1
Miami / The Keys	24.05%	76	↑4	↑14	↑5	↑4
West	14.60%	93	↑2	↑8	↓-10	↑2
Central	18.26%	94	↑6	↑6	↓-10	↑2
South-East	29.99%	106	↑9	↑9	↑2	↑3
Northern Florida	1.54%	152	↓-1	↑17	↓-13	↑5
Hawaii	6.29%	203	↓-10	↑4	↓-18	↑1
Texas	30.17%	223	↑23	↑17	↓-39	↑5
Nevada	6.65%	230	↓-8	↑44	↓-43	↑14
Illinois	25.61%	375	↑18	↓-1	↑28	→0
New Jersey	22.13%	408	↑19	↑41	↑42	↑13
Michigan	11.48%	411	↓-6	↑33	↑3	↑11
Georgia	24.02%	429	↑17	↓-37	↑78	↓-12
Washington	9.42%	458	↓-18	↑44	↑94	↑14
Connecticut	105.88%	483	↑161	↑341	↑578	↑113

## Portugal – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	22.77%	33	↑2	↑4	↑9	↑1
Central Algarve	11.47%	55	↑2	↑1	↑8	→0
Western Algarve	45.34%	68	↑15	↑10	↑12	↑3
Silver Coast (Costa de Prata)	25.89%	84	↑12	↑2	↑8	→0
Eastern Algarve	15.84%	89	↑5	↑2	↑5	→0
Costa Verde	45.45%	121	↑32	↑26	↑29	↑8
Lisbon & Lisbon Coast	15.77%	127	↑11	↓-3	↑13	↓-1
Alentejo	15.45%	156	↑4	↓-16	↑1	↓-5
Lisboa	3.00%	179	↓-8	↓-14	↑21	↓-4
Santarém	41.60%	199	↑28	↓-5	↑4	↓-1
Arquipélago da Madeira	17.94%	205	↑4	↑5	↓-47	↑1
Costa Azul	22.77%	206	↑8	↓-25	→0	↓-8
Inland North	35.61%	224	↑28	↑11	↑15	↑3
Leiria	38.86%	246	↑32	↑16	↑93	↑5
Coimbra	104.56%	338	↑140	↑98	↑55	↑32
Beja	29.14%	384	↑36	↓-70	↓-33	↓-23
Arquipélago dos Açores	14.36%	401	↓-3	↑1	→0	→0
Castelo Branco	30.48%	543	↑39	↓-3	↓-71	↓-1
Évora	15.90%	563	↓-1	↑19	↑56	↑6
Viana do Castelo	32.77%	575	↑42	↑187	↑187	↑62

## Top 40 Locations

Destination	Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Europe	World	10.04%	1	→0	→0	→0	→0
Western Europe	Europe	9.77%	2	→0	→0	→0	→0
Spain	Western Europe	6.83%	3	→0	→0	→0	→0
France	Western Europe	10.18%	4	→0	→0	→0	→0
North America	World	18.32%	5	→0	→0	→0	→0
United States of America	North America	18.15%	6	→0	↑1	→0	→0
Eastern Europe	Europe	11.45%	7	→0	↓-1	→0	→0
Pacific Ocean	World	20.37%	8	↑1	→0	↑2	→0
Australasia	Pacific Ocean	20.35%	9	↑1	→0	↑2	→0
Portugal	Western Europe	22.88%	10	↑1	→0	↓-2	→0
Italy	Western Europe	7.12%	11	↓-3	→0	↓-2	→0
Australia	Australasia	20.57%	12	→0	→0	↑1	→0
Asia	World	15.39%	13	→0	↑2	↓-1	→0
Cyprus	Eastern Europe	12.17%	14	↑1	↓-1	→0	→0
Greece	Eastern Europe	13.10%	15	↑1	↓-1	→0	→0
Illes Balears	Spain	9.69%	16	↑1	↑1	↑5	→0
Germany	Western Europe	-1.18%	17	↓-3	↑4	→0	↑1
New Zealand	Australasia	19.84%	18	↑1	↓-2	↓-2	→0
California	United States of America	14.09%	19	↓-1	↑1	↑8	→0
Caribbean	West Indies	15.36%	20	↑1	↓-2	↑10	→0
West Indies	World	15.36%	21	↑1	↓-2	↑10	→0
Costa del Sol	Spain	2.97%	22	↓-2	→0	→0	→0
Turkey	Eastern Europe	7.44%	23	→0	→0	↓-5	→0
Islas Canarias	Spain	9.75%	24	→0	→0	↑4	→0
Andalucía	Spain	9.17%	25	→0	→0	↓-6	→0
Aquitaine	France	12.81%	26	→0	→0	↓-3	→0
Bretagne	France	11.44%	27	→0	↑4	↑2	↑1
Orlando / Central Coast	United States of America	12.98%	28	→0	→0	↓-8	→0
Languedoc-Roussillon	France	15.95%	29	→0	→0	↑4	→0
Normandie	France	10.65%	30	→0	↑2	↑7	→0
Valencia	Spain	14.12%	31	→0	↓-4	↑4	↓-1
Florida	United States of America	29.58%	32	↑6	↑3	→0	↑1
Algarve	Portugal	22.77%	33	↑2	↑4	↑9	↑1
South Asia	Asia	25.58%	34	↑3	↑5	→0	↑1
Alicante	Valencia	16.30%	35	↓-1	↓-5	↑4	↓-1
Bulgaria	Eastern Europe	2.88%	36	↓-4	→0	↓-11	→0
Canada	North America	19.98%	37	↑2	↑5	↓-11	↑1
Cataluña	Spain	3.46%	38	↓-5	→0	↑5	→0
Málaga	Andalucía	9.58%	39	↓-3	↓-5	↓-1	↓-1
Costa Blanca North	Spain	14.64%	40	↑2	↑1	↑11	→0

## 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> August to 31<sup>st</sup> August 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

RightmoveOverseas 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 1,500,000 overseas property searches a month for advertisers. Visit us at [www.rightmoveoverseas.co.uk](http://www.rightmoveoverseas.co.uk).