

Rightmove Overseas

Overseas Search Report April 2011

Spain and Italy dominate as bank holiday fever sweeps UK

Highlights

- The province of Valencia in Spain is our top climber for the second month in a row with rise of 69 % in searches.
- Spanish regions dominate our top climbers table with 7 entries out of the top ten
- Italy overtakes Australia into 5th place on our country chart as 19 out of 20 Italian regions see a rise in searches - Le Marche and Tuscany seeing the biggest increases
- Australia sees a decrease in searches for the third month in a row
- Searches for Croatia rise 20% month on month

Commentary

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

"Countries on the Mediterranean coast, especially Spain and Italy, were the big winners in April as searches for Australia fell away once again. Buyers are still fascinated by the Spanish province of Valencia - not only is the Spanish Grand Prix coming to the region in June, it's also been included in Lonely Planet's top 10 beach cities once again. The allure of reduced priced properties are still attracting extra interest in other regions in Spain, with Malaga, Alicante and Minorca all seeing increased user activity in April.

Increased property stock from Italian advertisers has led to virtually all Italian regions seeing an increase in searches. Regions in the centre of Italy have seen the largest increases, especially Le Marche, where you can pick up a renovation project starting from around €10,000. There are also great investment opportunities for people looking to relocate and start a business, such as a bed and breakfast, due to the availability of large country homes at discounted prices. Recent TV programmes aired in the UK highlighting Italian food and culture have no doubt helped increase the interest, with Italy rising to become the 5th most searched for country on Rightmove Overseas.

Price and location are again the dominant factors for UK based buyers looking to purchase in the next few months – they want a property not too far from home and for a bargain price."

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

"With Australian interest rates currently standing at 4.75% and the potential for further rises ahead, the Australian dollar remains extremely strong, driven in part by global investors looking for that interest rate yield advantage. This currency strength has resulted in the waning appeal of Australian property to Brits over the course of this year. Australia's commodity exports have also proved to be a source of great strength to its currency, making property in the country relatively more expensive to British expats. Interest has dropped by 14% compared to last month as a result.

"On the other hand, falling property prices in Italy have contributed to an increasing number of Brits eyeing up opportunities there. Though there are bargains to be had in the recession-hit countries of Europe, the euro remains stable and house prices will not continue to fall forever. Potential investors should plan carefully and be aware of the risks involved with the debt-ridden European countries."

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
Valencia (Province), Spain	69.15%	55	↑28
Valencia (Region), Spain	33.90%	13	↑3
Le Marche, Italy	30.92%	115	↑25
Valencia and Costa del Azahar, Spain	29.05%	33	↑14
Alicante, Spain	26.86%	20	↑6
Minorca, Spain	21.78%	135	↑16
Auckland, New Zealand	15.49%	86	↑9
Costa Blanca North, Spain	13.48%	21	↑3
Málaga, Spain	12.36%	32	↑5
Toscana, Italy	11.08%	48	↑7

Top 10 Fallers	% Change Searches	Chart Position	Chart Change
Western Australia, Australia	-34.82%	72	↓-24
Salzburg, Austria	-19.98%	116	↓-18
Rhône-Alpes, France	-19.53%	98	↓-10
Alps (Alpes), France	-18.18%	62	↓-9
Orlando, USA	-16.63%	140	↓-12
Costa Verde, Portugal	-15.20%	129	↓-17
Costa de Almeria, Spain	-13.97%	57	↓-5
Alentejo, Portugal	-12.42%	103	↓-4
Victoria, Australia	-11.74%	79	↓-4
Queensland, Australia	-11.57%	71	↓-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	Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Valencia	Spain	69.15%	55	↑28	↑104	↑159	↑35
Croatia	Croatia	22.95%	100	↑21	↑31	↑11	↑10
Valencia and Costa del Azahar	Spain	29.05%	33	↑14	↑27	↑26	↑9
Le Marche	Italy	30.92%	115	↑25	↑26	↑20	↑9
Alentejo	Portugal	-12.42%	103	↓-4	↑14	↓-5	↑5
Abruzzo	Italy	6.83%	121	↑5	↑14	↑3	↑5
Ireland	Ireland	8.09%	28	↑2	↑14	↑28	↑5
Midi-Pyrénées	France	8.95%	111	↑11	↑14	↑20	↑5
Liguria	Italy	7.14%	130	↑7	↑13	↓-9	↑4
Toscana	Italy	11.08%	48	↑7	↑11	→0	↑4

*Chart Trend is a rolling average of the three previous monthly changes in chart position

You can [download the full Rightmove Overseas 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	Country Chart Position	Overall Chart Position	Monthly Country Chart Change	Quarterly Country Chart Change	Yearly Country Chart Change	Country Chart Trend
Spain	23.72%	3.47%	1	3	→0	→0	→0	→0
France	17.16%	1.45%	2	4	→0	→0	→0	→0
USA	12.11%	-9.12%	3	6	→0	→0	→0	→0
Portugal	6.77%	-2.73%	4	9	→0	↑1	↑1	→0
Italy	6.44%	7.15%	5	10	↑1	↑1	↓-1	→0
Australia	5.16%	-14.45%	6	11	↓-1	↓-2	→0	↓-1
Cyprus	2.94%	1.28%	7	15	→0	↑1	↑1	→0
New Zealand	2.49%	-5.28%	8	16	→0	↓-1	↓-1	→0
Greece	2.43%	4.85%	9	17	→0	→0	→0	→0
Germany	2.16%	-2.73%	10	24	→0	→0	→0	→0
Ireland	1.68%	8.09%	11	28	→0	↑4	↑6	↑1
Turkey	1.56%	3.34%	12	30	→0	→0	↓-1	→0
Bulgaria	1.24%	-5.21%	13	45	→0	→0	↓-1	→0
Canada	1.08%	-9.08%	14	46	↑1	↓-3	↓-1	↓-1
Austria	1.07%	-16.64%	15	47	↓-1	↓-1	↓-1	→0
Malta	0.92%	2.05%	16	53	→0	→0	↓-1	→0
Thailand	0.88%	-0.98%	17	54	→0	→0	↓-1	→0
Switzerland	0.71%	-3.72%	18	67	→0	→0	↑1	→0
India	0.71%	2.05%	19	68	→0	→0	↓-1	→0
UAE	0.52%	-4.81%	20	0	↑1	→0	↑3	→0

Spain – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Costa del Sol	2.10%	12	→0	↑2	→0	↑1
Valencia	33.90%	13	↑3	↑11	↑13	↑4
Illes Balears	8.04%	18	↑3	↑3	↑2	↑1
Andalucía	7.04%	19	↑4	↑6	↑4	↑2
Alicante	26.86%	20	↑6	↑8	↑8	↑3
Costa Blanca North	13.48%	21	↑3	↑2	↑3	↑1
Islas Canarias	-0.76%	22	↓-3	↓-6	↓-4	↓-2
Costa Blanca South	6.48%	26	↓-1	→0	↓-1	→0
Málaga	12.36%	32	↑5	↑11	↑3	↑4
Valencia and Costa del Azahar	29.05%	33	↑14	↑27	↑26	↑9
Costa Brava	0.73%	36	↓-3	↓-1	↑5	→0
Costa Dorada	0.98%	38	↓-3	↓-1	↑4	→0
Cataluña	0.91%	39	↓-3	↓-1	↑4	→0
Costa Calida	-0.63%	49	↑1	↑5	↓-2	↑2
Valencia	69.15%	55	↑28	↑104	↑159	↑35
Costa de Almeria	-13.97%	57	↓-5	→0	↓-4	→0
Murcia	-2.04%	66	↑2	↑4	↑4	↑1
Mallorca	8.04%	70	↑2	↑5	↑12	↑2
Costa de la Luz	-0.54%	76	↑1	↑1	↓-2	→0
Tenerife	-3.44%	88	↓-2	↓-3	↑15	↓-1

France –Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	-1.11%	29	→0	↑2	↓-2	↑1
Bretagne	6.13%	34	→0	↑6	→0	↑2
Languedoc-Roussillon	0.15%	35	↓-3	↓-1	↓-6	→0
Normandie	10.17%	40	↑5	↑4	↓-4	↑1
French Riviera	2.92%	43	→0	↑2	↓-11	↑1
Poitou-Charentes	5.90%	52	↑6	↑10	↑2	↑3
Loire Valley	4.11%	58	↑5	↑10	↑2	↑3
Dordogne	0.44%	61	↑3	↑6	↓-3	↑2
Alps (Alpes)	-18.18%	62	↓-9	↓-10	↑2	↓-3
Pays de la Loire	9.25%	65	↑6	↑8	→0	↑3
Limousin	0.92%	74	↓-1	↓-3	↓-13	↓-1
Gironde	-0.70%	75	↓-1	↑4	↓-4	↑1
Pyrenees	-5.13%	77	↓-1	↓-3	→0	↓-1
Provence-Alpes-Côte d'Azur	1.50%	78	↑4	↑8	↑1	↑3
Île-de-France	-3.59%	83	↑1	↓-1	→0	→0
Vendée	7.83%	85	↑4	↑6	↓-4	↑2
Rhône-Alpes	-19.53%	98	↓-10	↓-9	↑12	↓-3
Nord-Pas-de-Calais	2.92%	101	↑5	↑3	↓-9	↑1
Midi-Pyrénées	8.95%	111	↑11	↑14	↑20	↑5
Alpes-Maritimes	1.55%	137	↑4	↑9	↓-8	↑3

Italy –Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Toscana	11.08%	48	↑7	↑11	→0	↑4
Lombardia	4.13%	90	↑3	↑7	↑1	↑2
Lazio	4.95%	97	↑5	↑3	↑9	↑1
Campania	10.26%	105	↑14	↑6	↓-10	↑2
Puglia	4.00%	110	↑4	↓-2	↓-3	↓-1
Le Marche	30.92%	115	↑25	↑26	↑20	↑9
Calabria	4.60%	118	↑5	↓-9	↓-10	↓-3
Abruzzo	6.83%	121	↑5	↑14	↑3	↑5
Sardegna	-9.93%	123	↓-13	↓-5	↓-23	↓-2
Veneto	7.09%	124	↑6	↑9	↑3	↑3
Liguria	7.14%	130	↑7	↑13	↓-9	↑4
Sicilia	4.94%	136	↑2	↑2	↓-51	↑1
Emilia-Romagna	12.50%	148	↑14	↑12	↓-20	↑4
Umbria	11.86%	149	↑14	↑18	↓-4	↑6
Piemonte	7.31%	162	↑12	↓-6	→0	↓-2
Alps (Alpi)	2.91%	185	↑1	↓-9	↑4	↓-3
Lakes	5.28%	236	↑14	↑34	↑46	↑11
Basilicata	13.14%	240	↑23	↑13	↓-35	↑4
Roma	7.21%	242	↑13	↑5	↑53	↑2
Firenze	10.08%	255	↑22	↑41	↑15	↑14

USA – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Los Angeles County	-8.05%	25	↓-5	↓-8	↓-6	↓-3
Orange County	-9.43%	31	↓-3	↓-1	→0	→0
Orlando	-11.19%	63	↓-4	↑1	↑13	→0
Hawaii	-5.02%	107	↑1	↓-2	↑2	↓-1
Miami-Dade County	-10.18%	112	↓-8	↑7	↑11	↑2
Texas	-16.63%	140	↓-12	↑7	↑6	↑2
Nevada	-6.56%	154	→0	→0	↑38	→0
New York County	-13.33%	166	↓-11	↓-11	↓-10	↓-4
Osceola County	3.94%	169	↑8	↑1	↑80	→0
Clark County	-7.85%	190	↓-10	↓-6	↑35	↓-2
Los Angeles	-7.43%	207	↓-7	↑2	↓-25	↑1
New York	-9.99%	225	↓-15	↓-43	↓-22	↓-14
Polk County	-2.83%	237	↓-4	↓-5	↑5	↓-2
Manhattan	-3.90%	257	↓-5	↓-8	↓-34	↓-3
San Francisco County	-8.05%	263	↓-12	↓-1	↓-42	→0
Illinois	3.67%	264	↑9	↓-23	↓-21	↓-8
Georgia	-12.59%	287	↓-28	↑8	↑112	↑3
Kissimmee	3.50%	302	↑19	↑7	↑58	↑2
Las Vegas	-10.32%	306	↓-19	↓-39	↑40	↓-13
Sarasota County	12.38%	313	↑30	↑41	↑59	↑14

Portugal – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	6.68%	37	↑1	↑9	↑2	↑3
Central Algarve	2.63%	44	→0	↑5	↓-11	↑2
Eastern Algarve	3.33%	64	↑3	↑8	↓-2	↑3
Silver Coast (Costa de Prata)	-5.00%	69	↓-4	↑9	↑3	↑3
Lisbon and Lisbon Coast	-4.33%	89	↓-4	↑5	↓-9	↑2
Alentejo	-12.42%	103	↓-4	↑14	↓-5	↑5
Costa Verde	-15.20%	129	↓-17	↓-5	↓-11	↓-2
Leiria	5.93%	163	↑9	↑109	↑101	↑36
Lisboa	-8.01%	165	↓-5	↑1	↓-27	→0
Costa Azul	-9.78%	173	↓-7	↑1	↓-34	→0
Arquipélago da Madeira	-18.90%	183	↓-18	↓-32	↓-16	↓-11
Albufeira	12.91%	186	↑17	↑21	↑2	↑7
Santarém	-5.76%	191	↓-9	↓-3	↓-23	↓-1
Vilamoura	-8.31%	206	↓-9	↑18	↓-5	↑6
Alvor	28.77%	245	↑53	↑118	↑54	↑39
Carvoeiro	14.38%	251	↑33	↑69	↑17	↑23
Praia da Luz	-1.77%	267	↓-2	↑30	↑30	↑10
Coimbra	11.34%	271	↑25	↑76	↑135	↑25
Lagos	9.81%	290	↑32	↑61	↑30	↑20
Beja	6.24%	291	↑22	↑78	↑26	↑26

Top 40 Locations

Destination	Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Europe		1.82%	1	→0	→0	→0	→0
Western Europe		1.91%	2	→0	→0	→0	→0
Spain	Spain	3.47%	3	→0	→0	→0	→0
France	France	1.45%	4	→0	→0	→0	→0
North America		-9.12%	5	→0	→0	→0	→0
USA	USA	-9.12%	6	→0	→0	↑1	→0
Eastern Europe		1.29%	7	→0	↑1	↓-1	→0
Australasia		-11.67%	8	→0	↓-1	→0	→0
Portugal	Portugal	-2.73%	9	→0	↑1	↑1	→0
Italy	Italy	7.15%	10	↑1	↑1	↓-1	→0
Australia	Australia	-14.45%	11	↓-1	↓-2	→0	↓-1
Costa del Sol	Spain	2.10%	12	→0	↑2	→0	↑1
Valencia	Spain	33.90%	13	↑3	↑11	↑13	↑4
Asia		-2.89%	14	↓-1	↓-1	→0	→0
Cyprus	Cyprus	1.28%	15	↓-1	→0	→0	→0
New Zealand	New Zealand	-5.28%	16	↓-1	↓-4	↓-3	↓-1
Greece	Greece	4.85%	17	↑1	↑3	↓-1	↑1
Illes Balears	Spain	8.04%	18	↑3	↑3	↑2	↑1
Andalucía	Spain	7.04%	19	↑4	↑6	↑4	↑2
Alicante	Spain	26.86%	20	↑6	↑8	↑8	↑3
Costa Blanca North	Spain	13.48%	21	↑3	↑2	↑3	↑1
Islas Canarias	Spain	-0.76%	22	↓-3	↓-6	↓-4	↓-2
Caribbean		-5.53%	23	↓-6	↓-5	↓-6	↓-2
Germany	Germany	-2.73%	24	↓-2	↓-2	↓-3	↓-1
California	USA	-8.05%	25	↓-5	↓-8	↓-6	↓-3
Costa Blanca South	Spain	6.48%	26	↓-1	→0	↓-1	→0
New South Wales	Australia	-6.03%	27	→0	↓-8	↑17	↓-3
Ireland	Ireland	8.09%	28	↑2	↑14	↑28	↑5
Aquitaine	France	-1.11%	29	→0	↑2	↓-2	↑1
Turkey	Turkey	3.34%	30	↑1	↑3	↓-8	↑1
Florida	USA	-9.43%	31	↓-3	↓-1	→0	→0
Málaga	Spain	12.36%	32	↑5	↑11	↑3	↑4
Valencia and Costa del Azahar	Spain	29.05%	33	↑14	↑27	↑26	↑9
Bretagne	France	6.13%	34	→0	↑6	→0	↑2
Languedoc-Roussillon	France	0.15%	35	↓-3	↓-1	↓-6	→0
Costa Brava	Spain	0.73%	36	↓-3	↓-1	↑5	→0
Algarve	Portugal	6.68%	37	↑1	↑9	↑2	↑3
Costa Dorada	Spain	0.98%	38	↓-3	↓-1	↑4	→0
Cataluña	Spain	0.91%	39	↓-3	↓-1	↑4	→0
Normandie	France	10.17%	40	↑5	↑4	↓-4	↑1

Editors Notes

This data is compiled from searches made by users of www.rightmoveoverseas.co.uk during the period 1st April to 30th April 2011. 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

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