

Rightmove Overseas

Overseas Search Report December 2011

Buyers eye up Eurozone properties as Euro loses value

Highlights

- ↑ 56.4% of locations saw an increase in searches, ↓ 43.4% of locations saw a decrease in searches and → 0.08% no changes
- ↑ France remains most popular country but gap is closing with Spain
- ↑ 4 Spanish regions in top 10 climbers
- ↑ India emerges into top 20 most searched for countries
- ↑ Investment destinations such as Germany continue to perform well
- ↓ Turkey and Bulgaria are the biggest fallers of 2011 in the top 20 country chart

Commentary

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

"With the Euro falling to a 15 month low against the pound, we saw many UK buyers look at property in the Eurozone with renewed enthusiasm in December. Spain has been one of the main beneficiaries, where the little known region of Extremadura rose by 55% in searches in December. This could be down to aspirational buyers pursuing their own 'off the beaten track' Spanish retirement dream home alongside increased advertiser activity in those areas.

Germany continues to perform well, with the Rheinland-Pfalz region of Germany increasing by 29% in December. Countries not to come out of 2011 that well are Turkey and Bulgaria, having dropped 5 and 4 places respectively year on year in our top 20 countries chart."

Charles Purdy, Managing Director of **Smart Currency Exchange** said:

"The euro's recent weakness against sterling has certainly helped increase interest in the euro zone especially in the ever popular markets of France and Spain. Over the last six months sterling has gained nearly 10% against the euro which is a saving of £30,000 when you are buying your €350,000 property in the South of France.

Will the euro weaken further? Difficult to say as we wait for the politicians and their resolution to the euro zone debt crisis. A significant reversal with sterling weakening against the euro seems unlikely though."

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, Spain	111.80%	47	↑41
Valencia and Costa del Azahar, Spain	56.19%	33	↑24
Extremadura, Spain	55.24%	186	↑80
Bourgogne, France	42.92%	136	↑47
Rheinland-Pfalz, Germany	28.91%	83	↑17
Tenerife, Spain	23.23%	90	↑14
Mazowieckie, Poland	22.22%	112	↑22
Haute-Savoie, France	19.56%	93	↑15
Alps (Alpes), France	15.05%	41	↑8
Los Angeles County, United States of America	14.71%	126	↑14

Top 10 Fallers	% Change Searches	Chart Position	Chart Change
British Columbia, Canada	-40.50%	168	↓-48
Victoria, Australia	-32.82%	85	↓-19
New South Wales, Australia	-25.84%	53	↓-14
Sachsen-Anhalt, Germany	-24.24%	203	↓-26
Dordogne, France	-23.43%	45	↓-12
Queensland, Australia	-22.23%	65	↓-11
Centre, France	-20.56%	196	↓-21
Paphos, Cyprus	-20.47%	64	↓-9
Sardegna, Italy	-20.40%	142	↓-16
Canterbury, New Zealand	-19.20%	143	↓-16

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
Extremadura	Spain	55.24%	186	↑80	↑168	↑135	↑56
Podkarpackie	Poland	-1.03%	200	↑6	↑129	↑2621	↑43
Lubelskie	Poland	1.29%	194	↑10	↑115	↑3942	↑38
Sachsen-Anhalt	Germany	-24.24%	203	↓-26	↑105	↑7	↑35
Wielkopolskie	Poland	-5.94%	184	↑5	↑103	↑471	↑34
Oberbayern	Germany	-3.54%	127	↑1	↑98	↑385	↑33
Mazowieckie	Poland	22.22%	112	↑22	↑77	↑309	↑26
Slaskie	Poland	10.86%	189	↑19	↑69	↑1564	↑23
Rheinland-Pfalz	Germany	28.91%	83	↑17	↑70	↑113	↑23
Dolnoslaskie	Poland	-2.78%	176	↑8	↑65	↑452	↑22

*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	Country Chart Position	Overall Chart Position	Monthly Country Chart Change	Quarterly Country Chart Change	Yearly Country Chart Change	Country Chart Trend
France	19.08%	-7.62%	1	3	→0	↑1	↑1	→0
Spain	19.02%	1.54%	2	4	→0	↓-1	↓-1	→0
United States of America	11.26%	8.83%	3	7	→0	→0	→0	→0
Italy	6.02%	-7.88%	4	9	→0	→0	↑2	→0
Portugal	5.56%	-4.89%	5	10	→0	→0	→0	→0
Australia	4.23%	-20.45%	6	11	→0	→0	↓-2	→0
Germany	3.20%	-4.59%	7	13	→0	↑1	↑1	→0
Cyprus	2.70%	-10.51%	8	15	→0	↓-1	↑1	→0
New Zealand	2.61%	-11.10%	9	16	→0	→0	↓-2	→0
Poland	2.57%	1.21%	10	17	→0	↑4	↑16	↑1
Greece	2.17%	-10.76%	11	21	→0	↓-1	↓-1	→0
Ireland	2.04%	-6.08%	12	23	→0	→0	→0	→0
Canada	1.89%	-6.06%	13	26	→0	↓-2	↑1	↓-1
Thailand	1.60%	12.49%	14	32	↑1	↑1	↑2	→0
Austria	1.39%	0.67%	15	36	↑1	↑2	→0	↑1
Turkey	1.33%	0.61%	16	39	↑1	↓-3	↓-5	↓-1
Bulgaria	1.28%	-11.50%	17	42	↓-3	↓-1	↓-4	→0
Malta	1.22%	23.46%	18	44	↑1	→0	↓-1	→0
Switzerland	1.14%	4.30%	19	48	↓-1	→0	↓-1	→0
India	0.82%	40.77%	20	63	↑2	→0	↓-1	→0

Spain – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Valencia	11.93%	14	↑3	↑4	↑11	↑1
Costa del Sol	0.68%	18	↑2	↓-4	↓-5	↓-1
Andalucía	-3.56%	20	↑1	→0	↑2	→0
Islas Canarias	13.86%	22	↑3	↑2	↓-5	↑1
Alicante	-13.79%	31	↓-7	↓-8	↑3	↓-3
Valencia and Costa del Azahar	56.19%	33	↑24	↑22	↑28	↑7
Illes Balears	-4.40%	34	↓-2	↓-13	↓-13	↓-4
Costa Blanca South	-13.42%	37	↓-3	↓-4	↓-10	↓-1
Costa Blanca North	-11.19%	38	↓-2	↓-4	↓-14	↓-1
Málaga	1.29%	46	→0	↓-6	↓-4	↓-2
Valencia	111.80%	47	↑41	↑51	↑103	↑17
Costa Brava	-3.52%	49	↓-4	↓-5	↓-12	↓-2
Costa Dorada	-2.85%	50	↓-3	↓-1	↓-11	→0
Cataluña	-2.99%	51	↓-3	↓-1	↓-11	→0
Costa Calida	-6.70%	70	↓-5	↓-14	↓-7	↓-5
Costa de Almeria	-5.42%	74	↓-2	↓-7	↓-12	↓-2
Murcia	-9.39%	78	↓-5	↓-9	↑1	↓-3
Mallorca	-0.48%	89	→0	↓-21	↓-8	↓-7
Tenerife	23.23%	90	↑14	↑9	↓-2	↑3
Costa de la Luz	-1.66%	97	↓-1	↓-11	↓-19	↓-4

France –Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Aquitaine	-16.98%	19	↓-3	↓-4	↑14	↓-1
Languedoc-Roussillon	-3.50%	28	↑1	↑9	↑10	↑3
Bretagne	-7.10%	29	↓-1	↑7	↑14	↑2
Normandie	-11.81%	35	↓-4	↑3	↑11	↑1
Alps (Alpes)	15.05%	41	↑8	↑18	↑9	↑6
Dordogne	-23.43%	45	↓-12	↓-17	↑24	↓-6
Poitou-Charentes	-8.87%	52	↓-8	↓-7	↑14	↓-2
French Riviera	-3.75%	54	↓-2	↓-12	↓-9	↓-4
Pays de la Loire	-12.47%	60	↓-4	↓-3	↑16	↓-1
Provence-Alpes-Côte d'Azur	-7.53%	61	→0	↓-1	↑25	→0
Rhône-Alpes	13.23%	62	↑8	↑21	↑27	↑7
Midi-Pyrénées	-11.35%	66	↓-3	↑14	↑68	↑5
Limousin	-12.96%	67	↓-5	↓-9	↑7	↓-3
Loire Valley	-10.79%	68	↓-4	↓-5	↑2	↓-2
Pyrenees	-5.97%	71	↓-4	↑2	↑12	↑1
Gironde	-9.55%	80	↓-3	↓-6	↑4	↓-2
Vendée	-7.28%	87	↓-1	↓-6	↑13	↓-2
Île-de-France	-5.11%	92	↓-2	↓-7	↓-7	↓-2
Haute-Savoie	19.56%	93	↑15	↑31	↑37	↑10
Aude	-0.55%	99	→0	↑38	↑85	↑13

Italy –Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Toscana	-11.43%	56	↓-5	↓-2	↑8	↓-1
Abruzzo	-8.46%	103	↓-1	↑7	↑32	↑2
Calabria	-10.67%	105	↓-2	↑8	↑13	↑3
Puglia	-10.58%	109	↓-2	↓-1	↑7	→0
Lombardia	-11.77%	110	↓-4	↓-19	↓-11	↓-6
Le Marche	-9.42%	117	↓-4	↑13	↑30	↑4
Lazio	-11.82%	132	↓-9	↓-21	↓-24	↓-7
Liguria	0.63%	139	↑2	↓-10	↑13	↓-3
Sardegna	-20.40%	142	↓-16	↓-15	↓-28	↓-5
Emilia-Romagna	-5.14%	152	↑1	↓-13	↑3	↓-4
Piemonte	-0.34%	153	↑6	↑11	↑15	↑4
Alps (Alpi)	-5.22%	161	↑1	↑1	↑19	→0
Veneto	-13.13%	164	↓-6	↓-33	↓-26	↓-11
Campania	-13.09%	169	↓-9	↓-52	↓-47	↓-17
Sicilia	-15.57%	172	↓-11	↓-40	↓-30	↓-13
Umbria	-10.42%	187	↓-7	↓-40	↓-13	↓-13
Lakes	-14.95%	213	↓-12	↓-27	↑79	↓-9
Cosenza	-5.58%	236	↓-6	↑110	↑160	↑37
Firenze	-13.90%	259	↓-13	↑18	↑39	↑6
L'Aquila	-2.81%	267	↑15	↑136	↑549	↑45

USA – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
California	5.67%	25	↑2	↓-3	↓-6	↓-1
Florida	8.59%	30	↑5	↓-1	↓-2	→0
New York	4.48%	76	↑3	↓-11	↓-17	↓-4
Los Angeles County	14.71%	126	↑14	↓-5	↓-19	↓-2
Orange County	2.39%	155	↑8	↓-32	↓-16	↓-11
Hawaii	2.37%	222	↑14	↓-24	↓-58	↓-8
Orlando	-6.52%	241	→0	↓-78	↓-76	↓-26
Orange County	29.97%	242	↑67	↑28	↑111	↑9
Miami-Dade County	-0.43%	249	↑12	↓-71	↓-92	↓-24
Polk County	46.32%	250	↑88	↑16	↓-27	↑5
Osceola County	21.84%	251	↑48	↓-21	↑17	↓-7
Texas	-4.48%	252	↑3	↓-56	↓-82	↓-19
Manhattan	26.61%	282	↑65	↑10	↓-44	↑3
Nevada	-9.72%	298	↓-7	↓-63	↓-108	↓-21
Sarasota County	0.45%	325	↑16	↑89	↑4	↑30
Davenport	149.91%	336	↑240	↑117	↑1	↑39
Kissimmee	38.87%	341	↑93	↓-21	↑13	↓-7
Illinois	5.57%	357	↑31	↓-25	↓-113	↓-8
New York County	-34.95%	372	↓-78	↓-160	↓-167	↓-53
San Francisco County	12.42%	379	↑48	↓-39	↓-71	↓-13

Portugal – Top 20 Breakdown

Area	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Algarve	-5.89%	40	↑1	↓-9	↑4	↓-3
Central Algarve	-5.14%	58	↑2	↓-11	↓-9	↓-4
Western Algarve	-12.81%	73	↓-4	↓-12	↓-8	↓-4
Eastern Algarve	-5.32%	82	↑2	↓-11	↓-11	↓-4
Silver Coast (Costa de Prata)	-13.24%	86	↓-4	↓-9	↓-14	↓-3
Alentejo	-17.73%	111	↓-10	↑4	↑9	↑1
Lisbon and Lisbon Coast	-6.70%	119	↓-1	↓-16	↓-25	↓-5
Costa Verde	-2.15%	170	↑1	↓-26	↓-39	↓-9
Santarém	4.95%	183	↑14	↑22	↑21	↑7
Leiria	-6.75%	202	↓-2	↓-1	↑69	→0
Lisboa	-14.28%	210	↓-11	↓-33	↓-39	↓-11
Arquipélago da Madeira	-14.25%	215	↓-13	↓-25	↓-48	↓-8
Castelo Branco	-1.26%	224	↑8	↑50	↑174	↑17
Beja	-20.23%	233	↓-28	↑19	↑173	↑6
Costa Azul	-4.29%	255	↑9	↓-36	↓-78	↓-12
Albufeira	-2.88%	265	↑9	↓-86	↓-12	↓-29
Vilamoura	-10.28%	278	↓-2	↓-83	↓-50	↓-28
Coimbra	-18.33%	283	↓-24	↑8	↑24	↑3
Lagos	-15.27%	348	↓-13	↓-64	→0	↓-21
Carvoeiro	-22.66%	350	↓-30	↓-126	↓-31	↓-42

Top 40 Locations

Destination	Country	% Change Searches	Chart Position	Monthly Chart Change	Quarterly Chart Change	Yearly Chart Change	Chart Trend
Europe		-3.89%	1	→0	→0	→0	→0
Western Europe		-3.35%	2	→0	→0	→0	→0
France	France	-7.62%	3	→0	↑1	↑2	→0
Spain	Spain	1.54%	4	→0	↓-1	↓-1	→0
North America		6.40%	5	↑1	→0	↓-1	→0
Eastern Europe		-6.39%	6	↓-1	→0	↑1	→0
United States of America	United States of America	8.83%	7	→0	→0	↓-1	→0
Australasia		-17.13%	8	→0	→0	→0	→0
Italy	Italy	-7.88%	9	→0	→0	↑2	→0
Portugal	Portugal	-4.89%	10	→0	→0	→0	→0
Australia	Australia	-20.45%	11	→0	→0	↓-2	→0
Asia		11.93%	12	→0	↑1	→0	→0
Germany	Germany	-4.59%	13	→0	↑3	↑2	↑1
Valencia	Spain	11.93%	14	↑3	↑4	↑11	↑1
Cyprus	Cyprus	-10.51%	15	↓-1	↓-3	↑1	↓-1
New Zealand	New Zealand	-11.10%	16	↓-1	↑1	↓-2	→0
Poland	Poland	1.21%	17	↑1	↑22	↑85	↑7
Costa del Sol	Spain	0.68%	18	↑2	↓-4	↓-5	↓-1
Aquitaine	France	-16.98%	19	↓-3	↓-4	↑14	↓-1
Andalucía	Spain	-3.56%	20	↑1	→0	↑2	→0
Greece	Greece	-10.76%	21	↓-2	↓-2	↓-1	↓-1
Islas Canarias	Spain	13.86%	22	↑3	↑2	↓-5	↑1
Ireland	Ireland	-6.08%	23	↓-1	↑4	↑7	↑1
South Asia		8.00%	24	↑2	↑6	↑2	↑2
California	United States of America	5.67%	25	↑2	↓-3	↓-6	↓-1
Canada	Canada	-6.06%	26	↓-3	→0	↑9	→0
Caribbean		6.07%	27	↑3	↓-2	↓-9	↓-1
Languedoc-Roussillon	France	-3.50%	28	↑1	↑9	↑10	↑3
Bretagne	France	-7.10%	29	↓-1	↑7	↑14	↑2
Florida	United States of America	8.59%	30	↑5	↓-1	↓-2	→0
Alicante	Spain	-13.79%	31	↓-7	↓-8	↑3	↓-3
Thailand	Thailand	12.49%	32	↑8	↑9	↑20	↑3
Valencia and Costa del Azahar	Spain	56.19%	33	↑24	↑22	↑28	↑7
Illes Balears	Spain	-4.40%	34	↓-2	↓-13	↓-13	↓-4
Normandie	France	-11.81%	35	↓-4	↑3	↑11	↑1
Austria	Austria	0.67%	36	↑6	↑12	↑5	↑4
Costa Blanca South	Spain	-13.42%	37	↓-3	↓-4	↓-10	↓-1
Costa Blanca North	Spain	-11.19%	38	↓-2	↓-4	↓-14	↓-1
Turkey	Turkey	0.61%	39	↑4	↓-7	↓-10	↓-2
Algarve	Portugal	-5.89%	40	↑1	↓-9	↑4	↓-3

Editors Notes

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

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