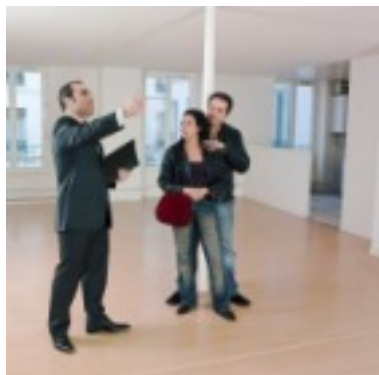


# Holiday Property Abroad - UK - October 2009

Report Price: £1500 / \$3000 / €2250



## What is this report about?

Despite a global property crash the holiday home dream remains undiminished but consumers are now far more risk-averse. A quarter are concerned about being 'ripped off' or about possible legal problems and belief in the investment value of owning a home abroad has also halved over the past two years.

This report provides an overview of trends in holiday property abroad, investigating the core market factors, strengths and weaknesses, consumer dynamics and likely future developments.

## What have we found out?

- The 'place in the sun' dream has survived the recession – almost 7 million adults are interested in buying property abroad, the same number as in 2007.
- People have become more afraid about doing so, however – over 12 million now think that it is "too risky", worrying about being "ripped off" or possible legal problems.
- Around 270,000 households in England owned homes abroad in 2007/08.
- An estimated 425,000 properties overseas were owned by UK residents then – meaning the market more than doubled between 2000/01 and 2007/08.
- Over 60% of these homes are in the UK's five most-popular holiday countries – Spain, France, Italy, the US and Portugal.
- Potential buyers are most likely to be cohabiting couples, in £50,000+ earning households, living in London, Yorkshire/the North East or Scotland.

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