

## Holiday Property - UK - May 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



*“One of the most common deterrents to buying a holiday home is the concern over lack of holiday variety. The key is to persuade potential buyers of the virtues of trading variety for depth: developing roots in a place they love and finding authentic experience of another landscape and culture that many of today’s holidaymakers crave.”*

– John Worthington, Senior Analyst

### In this report we answer the key questions:

- How can vendors more effectively promote holiday property to potential buyers?
- Would-be buyers are understandably more cautious than in pre-recessionary times. How can vendors help?
- What is the potential for shared ownership of overseas holiday homes?
- With the place in the sun dream now more than ever just the preserve of wealthy consumers, is there an affordable alternative?
- Has the image and reputation of timeshare improved?

The number of second homes overseas owned by households in England is estimated to have trebled from 129,000 to 389,000 through the course of the last decade, the most conspicuously affluent manifestation of Briton’s love affair with Spain, France and other overseas holiday destinations.

However, in recent years, overseas holidays have been eclipsed by staycations, and the property market has been impacted heavily by the harsh economic climate. Second home transaction volumes remain low but consumer search activity is high and gathering pace – although prices are still falling in many locations and buyers are wary of getting their fingers burned.

This report analyses market trends, consumer preferences and attitudes towards buying holiday homes, investigating the core market factors and dynamics. The report also analyses data drawn from a survey of second home buyers carried out by [Rightmove](#) Overseas. Mintel last reported on this market in *Holiday Property – UK, January 2011*.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market