



HomeAway.co.uk Marketplace Report First Half 2011

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A solid blue square is positioned to the left of a wide, horizontal photograph of a tropical beach. The beach features a white sandy shore, clear turquoise water, and lush green vegetation in the foreground and background under a blue sky with light clouds.

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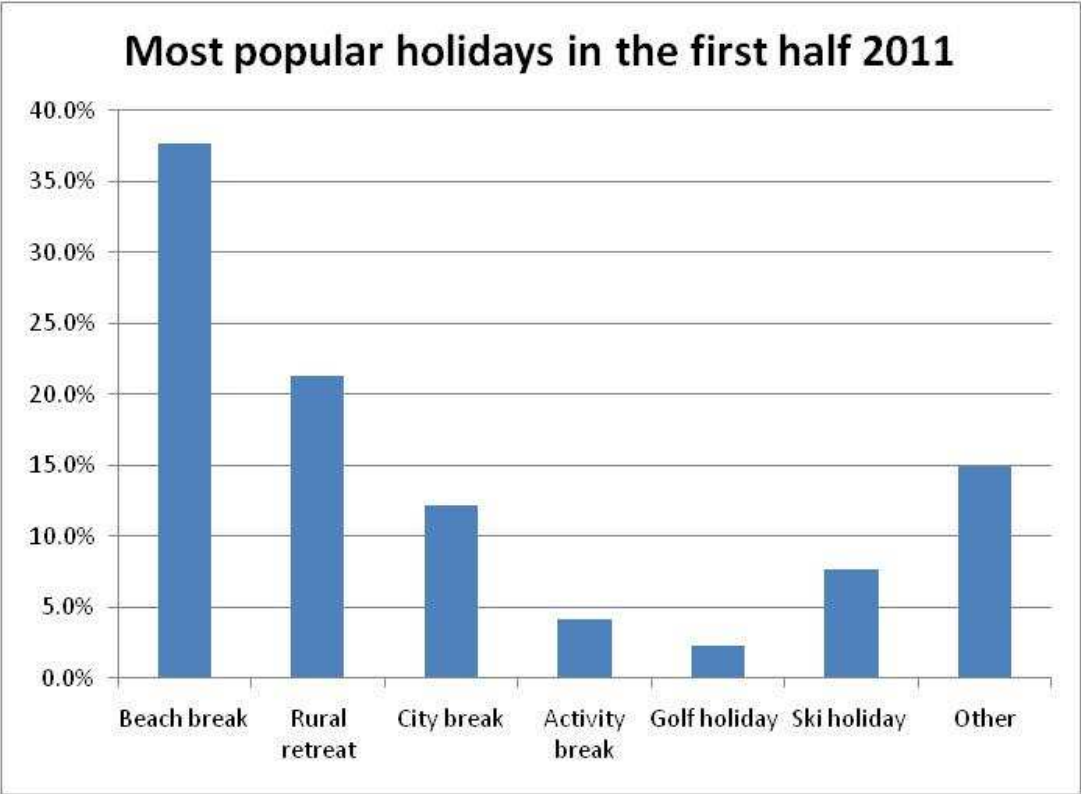
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Traditional beach destinations recover & Royal Wedding fever hits London

London was among the most popular destinations for holidays in the first half 2011. The Royal Wedding in April seemed to have a particularly strong impact, as enquiries for London holidays that month on www.HomeAway.co.uk, the UK's number one holiday rentals website, were up 73% year on year, while the total number of enquiries made for London holidays during the first half 2011 also increased by 35% compared to 2010.

Following the rise of the 'MET' area (Morocco, Egypt and Turkey) for beach breaks in 2010, this year saw a return to established favourites such as the **Cote d'Azur**, **Costa del Sol** and the **Algarve**. The combined increase in the total number of enquiries to these areas was 56% year on year, compared to just 10% for the MET. Andalusia, the Cote d'Azur and the Algarve were also among the top 10 most popular destinations for holidays in the first half 2011. These findings mirror the results of a traveller survey conducted by HomeAway.co.uk in July. According to the survey, which asked holidaymakers about their plans for the first half of 2011, 38% had already booked a beach holiday, 21% a rural retreat and 12% had opted for a city break.





*Top 10 European destinations
in the first half 2011**

*Top 10 non-European destinations
in the first half 2011**

Top 10

1. Andalusia, Spain
2. Tenerife, Canary Islands
3. London, England
4. Cote d'Azur – Riviera, France
5. Balearic Islands, Spain
6. Rhone-Alps, France
7. Algarve, Portugal
8. Alicante-Costa Blanca, Spain
9. Catalonia, Spain
10. Ile-de-France

Top 10

1. Florida, USA
2. New York, USA
3. Barbados
4. UAE
5. Morocco
6. Thailand
7. South Africa
8. Mauritius
9. California, USA
10. Indonesia

*In terms of number of enquiries for holidays in the first half 2011 on HomeAway.co.uk

*In terms of number of enquiries for holidays in the first half 2011 on HomeAway.co.uk



In terms of the most popular non-European destinations for holidays in the first half 2011, the trend towards beach holidays continues, with Barbados, the UAE, Thailand, Mauritius and Indonesia all in the Top 10. **Long-haul, exotic destinations** seemed to have been particularly popular, which suggests that Brits are now willing to spend more on their main summer holiday. Figures published by the Office for National Statistics in July also showed an upward trend towards non-European destinations. Visits by UK residents to Europe fell by 1 per cent, from 43.9 million to 43.5 million, but those to other parts of the world increased by 2 per cent, from 8.8 million to 8.9 million*.

Barbados has also benefited from a tourism boost this year. From January to May, the island housed 250,385 stay-over visitors, an increase of 13,724 from 2010**. On **HomeAway.co.uk** Barbados was the third best performing destination for holidays in the first half 2011 and its profile was further bolstered by the impending highly publicised visit of their native pop star Rihanna for the Caribbean leg of her Loud tour.

*Source: <http://www.statistics.gov.uk/pdfdir/ottnr0711.pdf>

**Source: http://www.homesgofast.com/view_news/2223/



Seychelles gets boost from Royal honeymoon

Over a million people came together to catch a glimpse of Prince William and Kate Middleton's wedding earlier this year. However, London was not the only destination to reap the benefits of the event. In terms of growth in booking enquiries, the **Seychelles**, the couple's choice for their honeymoon, also topped the charts in the first half of 2011 on HomeAway.co.uk, with a huge +229% increase in number of booking enquiries compared to the same period in 2010. Other long haul destinations included in the Top 10 emerging markets were Trinidad & Tobago, Brazil, Turks & Caicos and Martinique, which suggests continued strong demand for exotic destinations. In February 2011, an omnibus survey conducted by HomeAway.co.uk with TNS Sofres showed that 15% of Brits intended to take their main holiday in a long-haul destination.



*Top 10 emerging markets for demand in the first half 2011**

Top 10

1. Seychelles (+229%)
2. Trinidad & Tobago (+70%)
3. Argentina (+69%)
4. Brazil (+67%)
5. Kenya (+66%)
6. Turks & Caicos (+65%)
7. India (+64%)
8. Holland (+62%)
9. Martinique (+54%)
10. Sri Lanka (+53%)

*In terms of year-on-year growth in booking enquiries during the first half 2011 on HomeAway.co.uk



India is also enjoying a good start to the year, with a 64% year-on-year growth in booking enquiries during the first half 2011 on HomeAway.co.uk. International arrivals to South Asia showed a strong growth in 2011 with all reporting destinations in this sub-region experiencing an increase in foreign arrivals, led, amongst others, by Sri Lanka (+39%) and India (+7%)*.

*Source: http://www.traveldailynews.com/pages/show_page/44707-South-Asia-and-Southeast-Asia-Leading-Asia-Pacific%E2%80%99s-Tourism-Boom



German & Irish property markets see strong growth

Germany has seen a massive growth in property listings on www.HomeAway.co.uk in 2011. In the second half of 2010, the country was not among the top performers, however in the first half of 2011 it was the best performing destination, with a 51% increase year on year. German property is now increasingly seen as a safe haven by investors and, according to the Hypoport Index*, the average apartment in Germany has gained 1.9% in value this year, and overall prices have increased 7.4% since March 2009.

Ireland's property market also experienced improvement in January as home prices rose and an increase in sales was noted**. The country saw a 24% year-on-year increase in inventory growth on HomeAway.co.uk during the first half 2011, as British buyers have become more interested in owning homes closer to the UK due to increased transport costs, according to Rightmove Overseas***. What's more, in a recent survey conducted by HomeAway.co.uk, 42% of owners advertising on the site were concerned that rising fuel prices, which can increase travel costs for holidaymakers, will impact this year's rental business.

*Top 10 emerging markets for supply (first half 2010 v. first half 2011)**

Top 10

1. Germany (+51%)
2. Indonesia (+50%)
3. Slovenia (+42%)
4. Thailand (+39%)
5. Mauritius (+38%)
6. Croatia (+33%)
7. Malta (+30%)
8. Ireland (+24%)
9. Switzerland (+22%)
10. Egypt / India (+19%)

*in terms of inventory growth on HomeAway.co.uk during the first half 2011 compared to the first half 2010

*Source: <http://www.property-abroad.com/germany/news-story/german-property-interest-high-as-investors-seek-safety-19317129/>

**Source: <http://www.property-abroad.com/ireland/news-story/irish-property-market-looking-up-in-2011-19316998/>

***Source: <http://www.rightmove.co.uk/overseas-magazine/may-2011-rightmove-overseas-search-report>



The end of the ‘staycation’ trend?

According to the traveller survey conducted by HomeAway.co.uk in July, even though we had some great weather in April and May, 56% of holidaymakers were still planning to go abroad this year, regardless of the weather at home. However, they are still very price-conscious and looking to save wherever possible, either by requesting discounts or booking more last-minute. In another study conducted by HomeAway.co.uk among owners advertising on the site, 36% noted that guests requested more discounts in 2011 than usual. Last minute bookings were also very popular, with 31% of owners declaring that guests were booking closer to their travel dates.

The traveller survey also showed holiday rentals as the most popular choice of accommodation. 87% of people surveyed said they preferred holiday home rentals to hotels and 99% said they would recommend this type of accommodation to their friends and family.

Top 10 most unusual questions asked by holidaymakers

Based on the findings of the owners’ survey, HomeAway.co.uk has also put together a Top 10 list of the most unusual and amusing questions they have been asked by potential guests. These include:

1. Where can we keep our donkey at night?
2. Could you please send a picture of the toaster?
3. Am I likely to get eaten by an alligator? (for a property in Florida)
4. Is there any way to stop the church bells from ringing at 7am?
5. Can you guarantee the pool heat at a constant 88 degrees and if not can we get a discount for every degree under?
6. Could you please guarantee that it will not rain during our time there?
7. Could you please provide directions to your property in Spain (all the way from London!)?
8. How many mosquitoes do you have?
9. Do you cater for UK swinger holidays?
10. Is it all right to jump naked into the pool?

About the HomeAway.co.uk Marketplace Report

Data for the HomeAway.co.uk Marketplace Report was collected via surveys that poll holidaymakers and homeowners on holiday home rental-related issues. Holidaymaker results were based on over 1,580 responses collected from HomeAway.co.uk visitors from July 6 and August 8, 2011. Owner results were based on over 745 responses between July 12 and August 8, 2011. Market trends were based on a combination of in-depth research of supplier and consumer markets from the HomeAway, Inc. database.

About HomeAway, Inc.

HomeAway is the worldwide leader of the online holiday rentals market, representing over 625,000 vacation rental home listings across more than 145 countries. The company has contributed significantly to the popularity of holiday home rentals, making it easier than ever for both owners to advertise and profit from their second homes and for millions of holidaymakers to find the perfect holiday rental. HomeAway operates sites in 11 European countries, including HomeAway.co.uk and OwnersDirect.co.uk in the UK, plus the market-leading sites in the USA and Brazil.