

# Spain more popular than ever as short haul holidays reign

Submitted by: HomeAway Ltd

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Q3 Marketplace Report from HomeAway.co.uk reveals Spain as top destination for summer 2011 and growth in rentals market in Thailand and Dubai

Report highlights:

- More Brits than ever opt for Spain as their top summer destination
- Dubai and Thailand see considerable increases in holiday rental supply
- 70% of holiday home owners will not increase their rental rates despite council tax increase
- Holiday rentals are top choice for Christmas holidays

The latest figures from [www.HomeAway.co.uk](http://www.HomeAway.co.uk), the UK's number one holiday rentals website, show Spain was the most popular destination for summer holidays in 2011. In terms of the number of booking enquiries for breaks in Q3 2011, Malaga Province and Majorca claimed first and second place, followed by Ibiza in sixth place.

There was also a clear preference towards short-haul breaks, with nine out of the top ten destinations for summer 2011 holidays being either in the UK, or within a three hour flight distance.

For further details, read the full report page 3

(<http://www.holiday-rentals.co.uk/webdav/site/hr/shared/press/Press%20kit/Q311%20Marketplace%20Report.pdf>)

Investment opportunities in Dubai and Thailand

Dubai and Thailand both experienced a considerable growth in property listings on HomeAway.co.uk in Q3 2011, increasing the number of holiday rentals available to holidaymakers in these destinations. Dubai was the third best performing destination, with a 46% year on year increase in listings. Growth in interest from holidaymakers was also strong; the region saw a massive 86% year-on-year increase in booking enquiries on HomeAway.co.uk during Q3 2011 compared to Q3 2010.

Thailand also performed very well in terms of inventory growth on HomeAway.co.uk, with a 43% year-on-year increase in listings, which suggests a growing number of Brits are investing in this developing property market. Booking enquiries from holidaymakers also grew by a steady 32%.

For further details, read the full report page 5

(<http://www.holiday-rentals.co.uk/webdav/site/hr/shared/press/Press%20kit/Q311%20Marketplace%20Report.pdf>)

Impact of council tax increase on holiday home owners

Following the Government's announcement to end council tax benefits for second home owners, HomeAway.co.uk asked holiday home owners advertising on its site how this might affect their rental rates. The good news for holidaymakers is that almost 70% of those surveyed said they didn't intend to change their rates, however one in ten indicated they may have to increase rates by up to 10% to cover

higher costs.

However, despite the difficult economic climate, almost one in five owners is thinking of buying another property in the next three years, according to research conducted by HomeAway.co.uk. The survey showed 80% would use the additional property for short term rentals, which suggests holiday rentals are still seen as a sound investment in uncertain times.

For further details, read the full report page 6

(<http://www.holiday-rentals.co.uk/webdav/site/hr/shared/press/Press%20kit/Q311%20Marketplace%20Report.pdf>)

Holiday rentals, top choice for Christmas holidays

According to a recent holidaymaker survey conducted by HomeAway.co.uk, 11% of people are planning to go away on holiday this Christmas and 46% will opt for a holiday rental versus 31% for a hotel. A cosy cottage or farmhouse with roaring log fire would be the ideal Christmas holiday home for most people (38%), closely followed by a luxurious villa with pool (32%).

For further details, read the full report page 7

(<http://www.holiday-rentals.co.uk/webdav/site/hr/shared/press/Press%20kit/Q311%20Marketplace%20Report.pdf>)

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About HomeAway UK

HomeAway UK operates the two market-leading websites HomeAway.co.uk ([www.HomeAway.co.uk](http://www.HomeAway.co.uk)) and Owners Direct ([www.OwnersDirect.co.uk](http://www.OwnersDirect.co.uk)), founded respectively in 1996 and 1997. HomeAway.co.uk is the UK's number one holiday rentals website, listing over 250,000 self-catering properties worldwide. HomeAway.co.uk offers independent guest reviews and OwnersDirect.co.uk offers owner profiles for increased peace of mind.

About HomeAway, Inc.

HomeAway is the world leader of the online holiday rentals market, representing over 625,000 property listings across more than 145 countries. The company has contributed significantly to the popularity of the holiday rentals industry, 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 and the market-leading sites in the USA and Brazil.

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