

WHO IS THE SECOND HOME BUYER IN EUROPE?

1. THE MAJORITY ARE AGED BETWEEN 45 AND 75

2% UNDER 30

38% BETWEEN 45 - 64

10% OVER 75



20% BETWEEN 30 - 44

30% BETWEEN 64 - 75

- Are able to fund a second home out of personal capital or equity built up in primary residence
- Have adult children and grandchildren
- Are focusing on family and family values
- Want to make a lifestyle change



2. THE MOTIVATIONS AND GOALS FOR BUYING A SECOND HOME ABROAD VARY AMONG

- OWNING A HOLIDAY HOME
- TO BE USED BY EXTENDED FAMILY: "A NEW MEETING POINT"
- CHEAP AIRFARES IN EUROPE
- INVESTMENT GOALS AND RENTING
- INCREASED INCOME DURING RETIREMENT
- STABLE ECONOMY OF THE FOREIGN COUNTRY

3. THE IDEAL SECOND HOME HAS THE FOLLOWING ATTRIBUTES:

- PROXIMITY TO AIRPORT FOR EASY AND CHEAP TRAVEL
- SCENIC LOCATION
- NEAR THE SEA
- GETTING VALUE FOR THE PRICE
- GOOD RESALE POTENTIAL
- POSSIBILITY OF RENTING
- IDEAL NUMBER OF BEDROOMS
- MINIMUM SIZE OF 100 M²
- HOT CLIMATE

4. MOST POPULAR LOCATIONS FOR SECOND HOMES IN EUROPE

