



 SHORELINE  
WHITBY

*Sea Sells*

ISSUE 20 - MARCH 2025

Welcome to the latest edition of 'Sea Sells' - a round-up of analysis and insight into the property letting market in and around Whitby.

## About Shoreline

Shoreline Cottages is an award winning, local holiday letting and property management agency that has been in business since 1999 and specialises in the Whitby area. Our expertise in this market has been used to produce this information that we hope will help you to make an informed decision when purchasing a holiday let property.

Do call us any time on 01947 668 888 for advice on a particular property, location or any aspect of managing a holiday let. We will be delighted to help.

**David Haycox | Managing Director**

## 1 Current property market analysis

Our research is based upon properties we consider suitable for holiday letting that are under £500,000 and within a 3-mile radius of Whitby. Of the total of 387 properties that are in this area on Rightmove (up from 346 last time), we believe that 146 meet the criteria for holiday let – exactly the same as in our last report. Since then, 18 properties have been removed unsold from Rightmove. Of the total, 19(5.5%) are sold subject to contract and 34 properties have had prices reduced at least once – 23.3% of the total number for sale.

Our calculations show that the average property price is down slightly to £261,608 from £263,908 (around 0.9% down). The average price per room has also fallen slightly to £104,027 to £102,399, down 1.6%. Again, apartments represent the largest type of property for sale being 40% of all properties, parking is at a premium with just 43% having a private space and as ever, finding a sea or river view is difficult, with just 16.4% of properties for sale having one. Just 8 properties have both parking and a sea view.

It is still taking a good deal of time to find a buyer with the average time on the market at 168 days

– with 14 properties added to the market in the past 10 days. We can conclude that properties are continuing to “stick”.

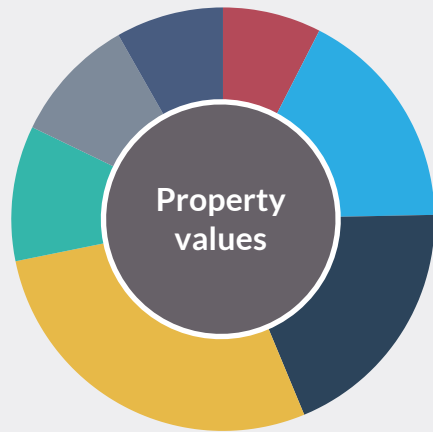
In summary, prices dropped slightly and the time to sell is still lengthy. With 23% of properties having had price reductions, the implication is that the market has yet to stabilise.

Increased operating costs combined with a reduction in number of bookings in the past year have led to holiday letting losses. Interest rates now look unlikely to fall quickly heaping further pressure on owners with mortgages. A recent article in The Times (24 March) concluded through its research that as a result of incoming double council tax, many second homeowners were “looking to sell up” and that “the value of some coastal property has fallen by as much as 10%”. They went on to report that agency Savills said that “demand for second homes has fallen sharply”. Increased stamp duty on second homes is also not helping and we feel it likely that the market will remain uncertain for the next few months.

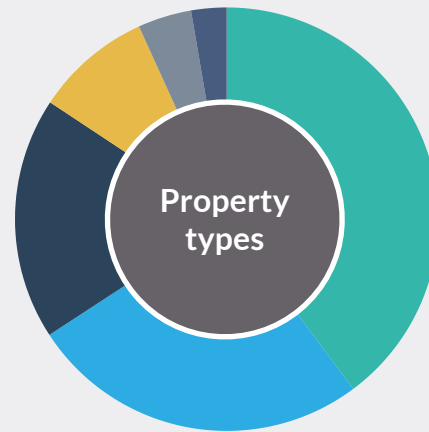
[See our market appraisal >](#)

## 1 Current property market analysis

Based on 146 relevant properties on Rightmove as at 25 March 2025



0%	From £0 to £100,000
7.5%	From £100,000 to £150,000
17.1%	From £150,000 to £200,000
19.2%	From £200,000 to £250,000
28%	From £250,000 to £300,000
10.3%	From £300,000 to £350,000
9.6%	From £350,000 to £400,000
8.2%	From £400,000 to £500,000



39.8%	Apartment
0%	Penthouse
26%	Terrace
18.5%	Cottage
8.9%	Semi detached
4.1%	Bungalow
2.7%	Detached

Nick Henderson, owner of the highly successful, Whitby based estate agency Hendersons, was asked his opinion on how things looked from the perspective of a local estate agent.

At the present time, Nick is concentrating his efforts on family homes on not holiday lets – such is his sentiment about this sector. When asked how he felt the holiday let property market is performing, he commented that “we have seen a small increase in the number of listings but also, some reductions in price with offers well below asking price”. He felt that there were “more chains in the sale process now” and that “as a result, many sales seem to be falling through” with properties returning back to market.

When asked about his use of social media to present properties, he felt that it had “helped a little with particular interest in videos” and will continue to use this medium.

At Shoreline, our advice remains the same for prospective buyers – wait until full effects of government policy and taxation can be seen. However, there is a growing choice of property available, and this might be the moment to grab a bargain and ideally, a property that has sea views, parking and outside space – ideal for holiday letting. It seems as though reduced offers are being accepted – unthinkable a year ago.

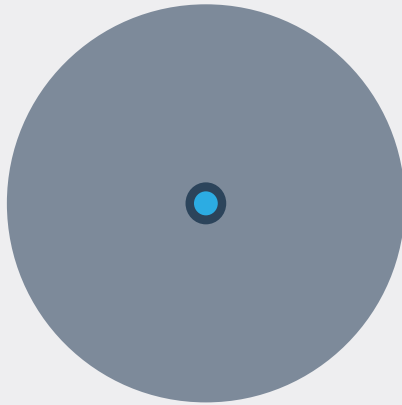
**To contact Hendersons for further information, call them on 01947 60 26 26 or email [info@myhendersons.co.uk](mailto:info@myhendersons.co.uk).**

## 1 Current property market analysis

Based on 146 relevant properties on Rightmove as at 25 March 2025



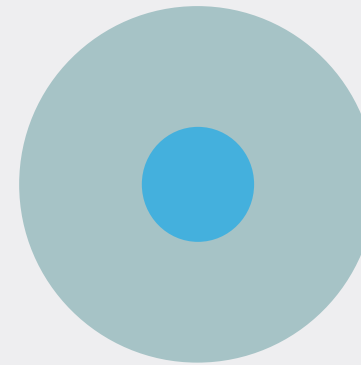
Property status



95.2% Ready to go  
1.4% Renovation  
3.4% Some renovation



Property views



83.6% No  
16.4% Yes



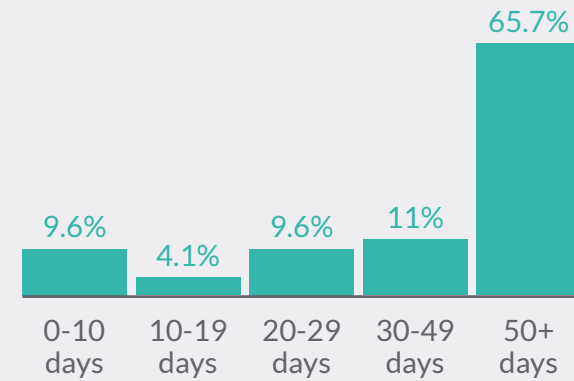
Parking



43.2% Yes  
56.8% No

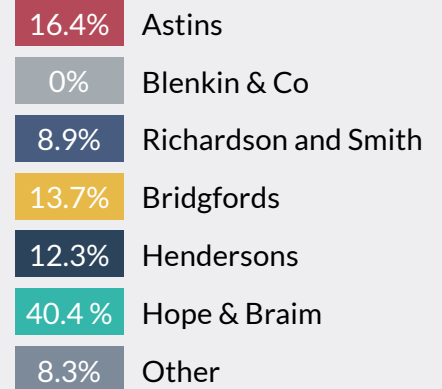
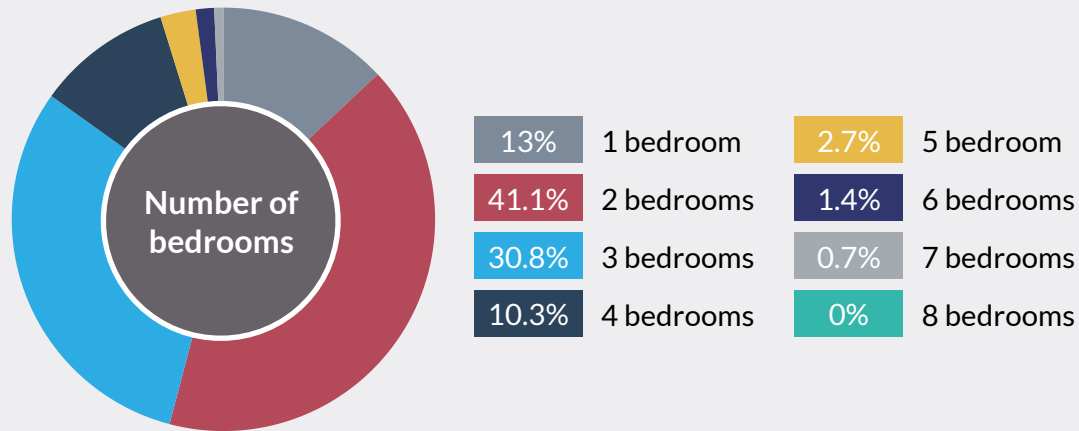


Time on market

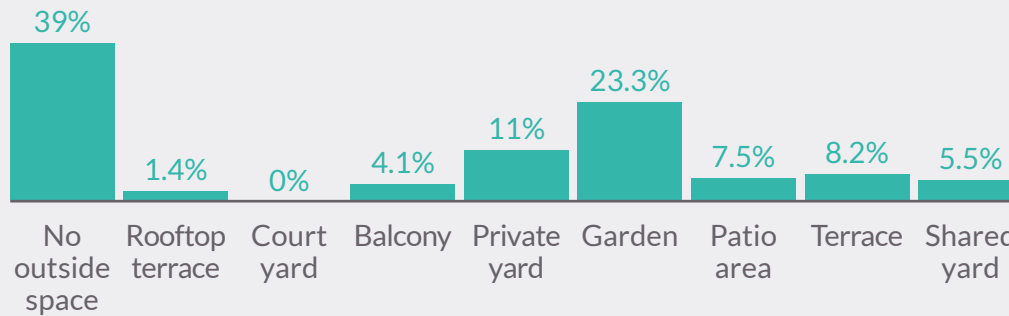


## 1 Current property market analysis

Based on 146 relevant properties on Rightmove as at 25 March 2025



**Exterior facilities**



## 2 Staycations - the market at present

Comparisons over 2 month period: 14 January - 25 March 2025 to same period in 2024

Shoreline has seen a small increase of 4.6% in booking volume over the same two month period in 2024 but with a growth in revenue of 9.2%.

We can see that in the past period our web site search volume has fallen by 15% over the same period in 2024. However, what is interesting is that the conversion rate has grown and website revenues have increased by 5.5% in this period.

The number of guests bringing pets has increased to 45% from 42% and this reflects in the superior financial performance of our pet friendly properties. It is pleasing to see repeat visitors up from 45% to 49% for this period when compared to 2024 and is indicative of the quality of our properties and service.

There is a continuing trend to book online with 73% of our bookings made that way compared to 68% last year. Nevertheless, it is clear that the personal touch is still important for many guests when booking.

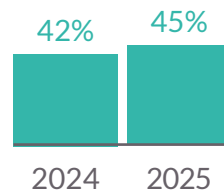
The average time from booking to arrival has reduced to 92 days from 101 days in the same period in 2024 reflecting a market wide tendency for last minute bookings.

There is still price resistance and as such, a need to make special offers continues to be required to achieve this volume. The web sites of all our main competitors are still showing substantial discounting and overall price reductions through a "dynamic pricing model".

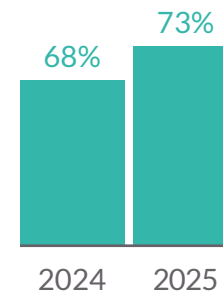
Search volume



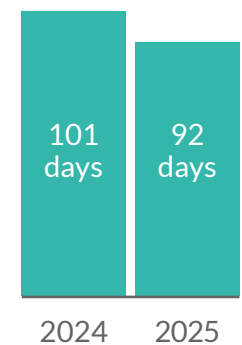
Bringing pets



Booking online



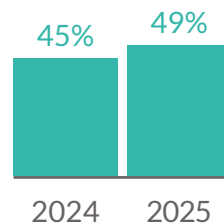
Time from booking to arriving



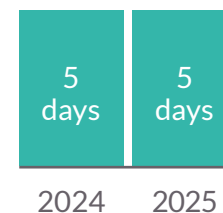
Number of bookings



Repeat customers



Holiday duration



### 3 The past years

The table below highlights some data that you may find interesting:

Newsletter	No. of potential holiday properties	Average price	Average bedrooms	Average rate per room	Average days on market
September 22	32	£315,914	2.75	£114,878	106.5
December 22	56	£318,295	2.69	£118,325	93.3
April 23	74	£315,454	2.49	£126,688	96.6
June 23	104	£300,003	2.56	£117,189	120
September 23	110	£291,792	2.58	£113,098	146
November 23	112	£282,955	2.57	£110,808	110
January 24	106	£263,042	2.43	£108,248	189
March 24	120	£261,157	2.34	£111,526	154
May 24	136	£260,381	2.40	£108,293	144
July 24	145	£256,238	2.45	£104,660	154
September 24	153	£262,494	2.54	£103,509	160
November 24	152	£259,831	2.49	£104,207	171
January 25	146	£263,908	2.49	£105,853	201
March 25	146	£261,608	2.55	£102,399	168

Much depends on the mix of property sizes for sale and so it is too early to draw conclusions. It is also likely that following the change in stamp duty on 1 April this year, the recent surge to complete purchases will end and demand may well drop back again. This will almost certainly affect selling price.

The following table shows the different type of property that have been available in each of the recent reports:

Property Type	May 24	July 24	Sept 24	Nov 24	Jan 25	Mar 25
Apartment	47.06%	47.59%	43.80%	42.80%	41.1%	39.7%
Penthouse	0%	0%	0%	0%	0%	0%
Terrace (incl. Town Houses)	22.79%	20.69%	22.23%	22.40%	22.6%	26%
Cottage	19.12%	20%	22.21%	20.4%	20.6%	18.5%
Semi-detached	7.35%	8.97%	8.5%	9.2%	10.3%	8.9%
Bungalow	0%	0.69%	1.3%	2.6%	3.4%	4.1%
Detached	3.68%	2.07%	1.96%	2.6%	2%	2.8%

Apartments remain the largest share of the market (39.7%) with the number of cottages available falling and terraced houses increasing substantially. Of the properties for sale, 95.2% are fully renovated and ready to let, indicating an exit from the holiday let market by some. Of those on the market, just 16.4% have a view of the sea or river and 43% have parking, perhaps linked to the number of apartments for sale. The distribution of properties across agents has changed this month with Hope & Braim having the majority of holiday lets at 40.4%. Hendersons have around 12.3%, Bridgfords have 13.7%, Astins have 16.4%. The remainder are spread across various other agencies.



01947 668 888

[www.shoreline-cottages.com](http://www.shoreline-cottages.com)