



Sight
Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

12 Month Analysis
Jan – Dec

2022



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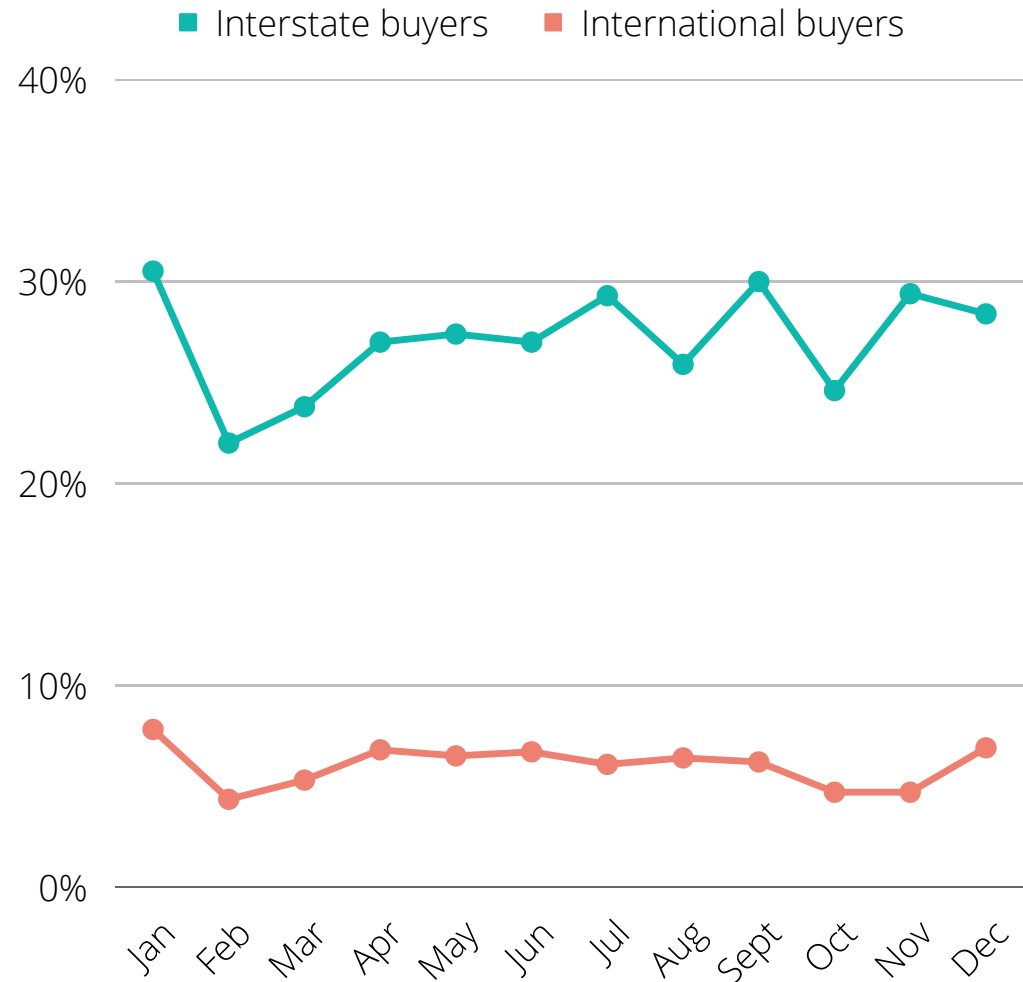
Key Insights

This report analyses over 3 million virtual inspections conducted on the Little Hinges virtual tours platform from 1 January, 2022 to 31 December, 2022.

During this time, we have consistently seen that almost 1 in 3 Australians are inspecting properties outside of their home state.

Interstate inspections were highest in January and September, at 30.4% and 30% respectively.

The number of international inspections has also stayed consistent from January - December 2022, with an average of 6.1% of all inspections being conducted from outside of Australia.



Key Insights

Compared with the first 6 months of the year (Jan - Jun), almost all cities saw an increase in the average percentage of interstate inspections in the 6 months from July to Dec 2022. The exception was Brisbane, which saw a marginal decrease.

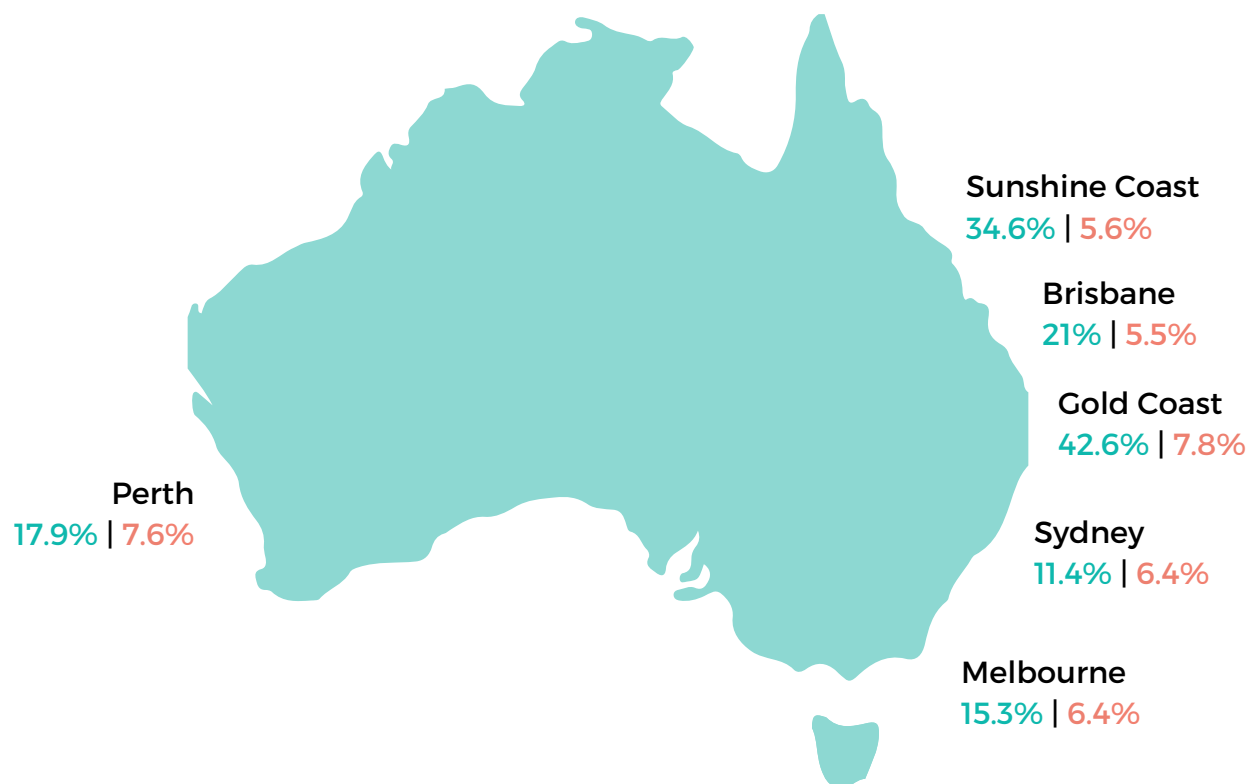
Queensland continues to sit above the national average, with more than 1 in 3 inspections coming from outside of the state. These numbers have remained consistent over the last 12 months, with the Gold Coast consistently seeing almost half of their inspections from outside the region.

Sydney and Melbourne both saw growth over the second half of 2022, with 6 month averages of 12% (Sydney) and 15% (Melbourne).

Key Property Markets

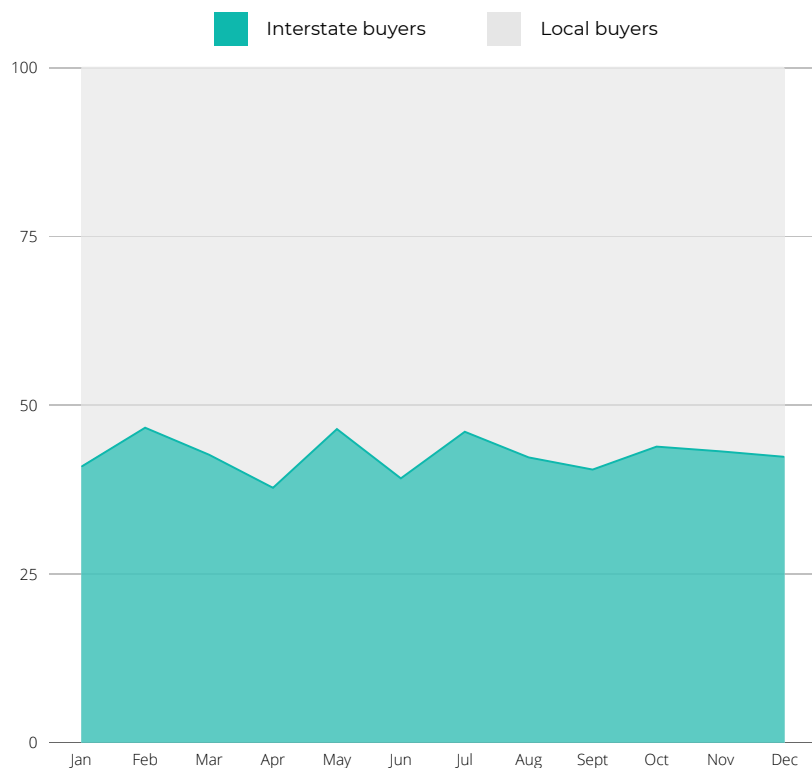
INTERSTATE
Average 27.1%

INTERNATIONAL
Average 6.1%

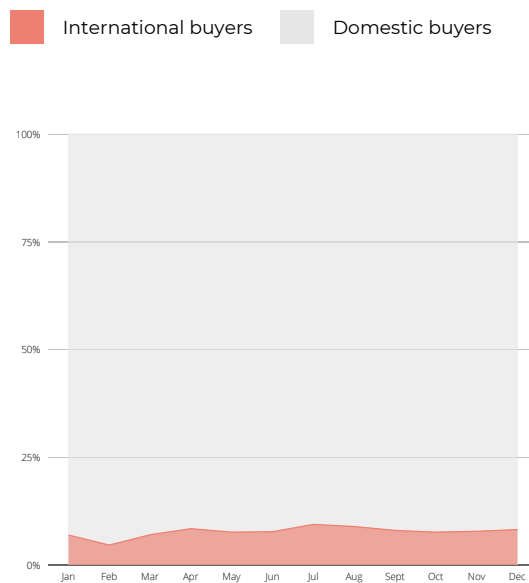


City Spotlight — Gold Coast

INTERSTATE



INTERNATIONAL



Interstate buyer average:

42.7%

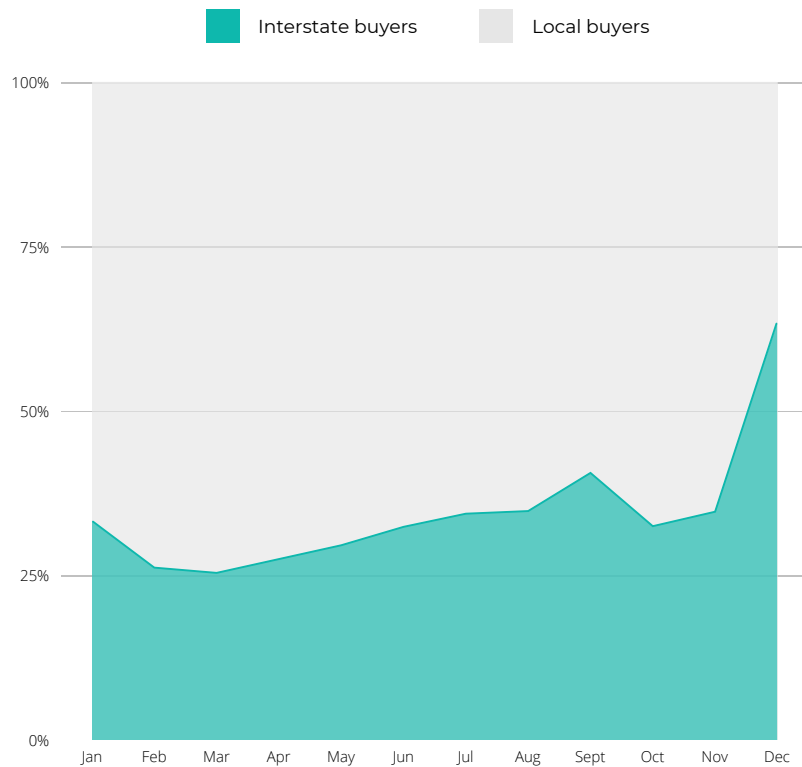


Queensland continues to sit above the national average, with 1 in 3 inspections coming from outside of the state.

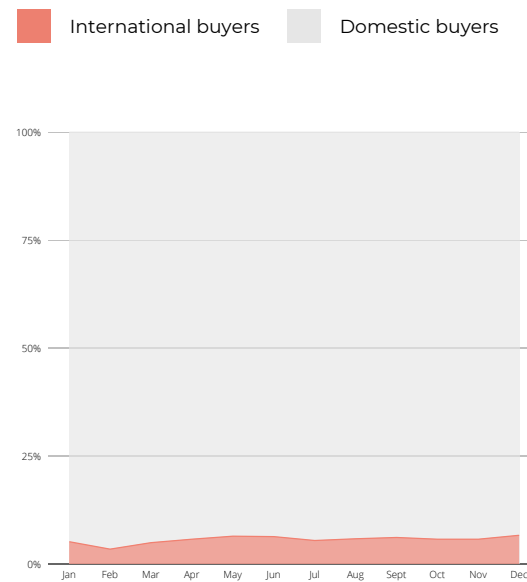
The Gold Coast consistently sees almost half of their inspections from outside the region, as well as the highest number of international inspections of any city, an average of 7.8%.

City Spotlight — Sunshine Coast

INTERSTATE



INTERNATIONAL



Interstate buyer average:

34.6%

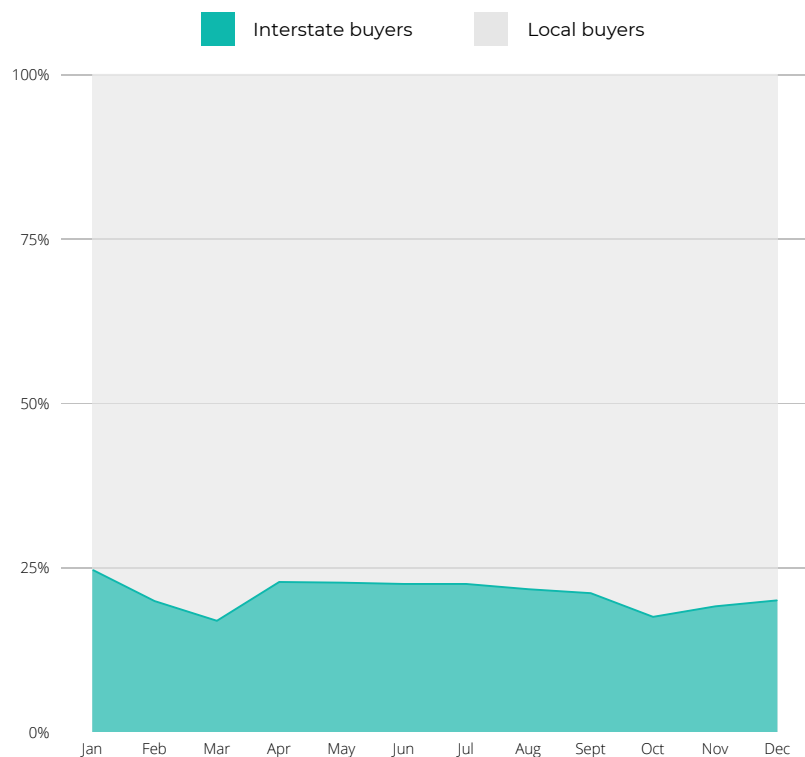


Queensland continues to sit above the national average, with more than 1 in 3 inspections coming from outside of the state.

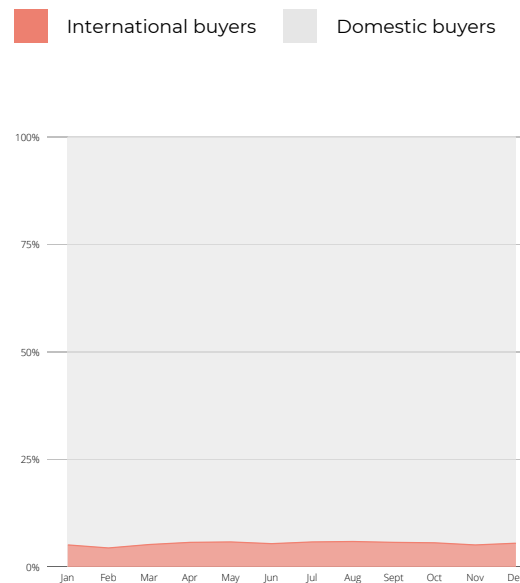
The Sunshine Coast has the second highest interstate inspection percentages in the country. Southern buyers continue to look for sea and tree changes in Queensland.

City Spotlight — Brisbane

INTERSTATE



INTERNATIONAL



Interstate buyer average:

21%

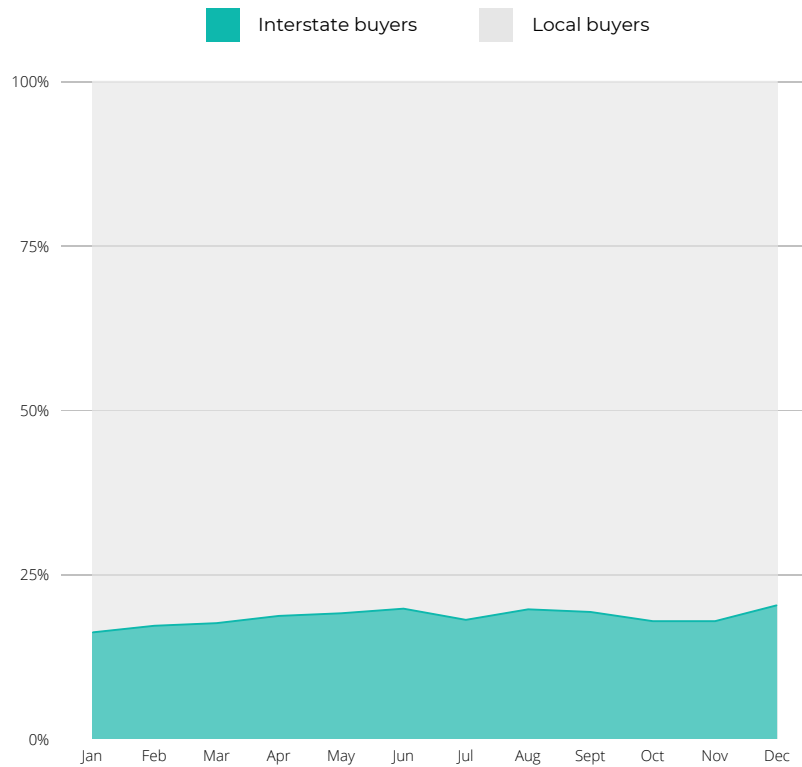


Queensland continues to sit above the national average, with 1 in 3 inspections coming from outside of the state, with Brisbane seeing 1 in 4.

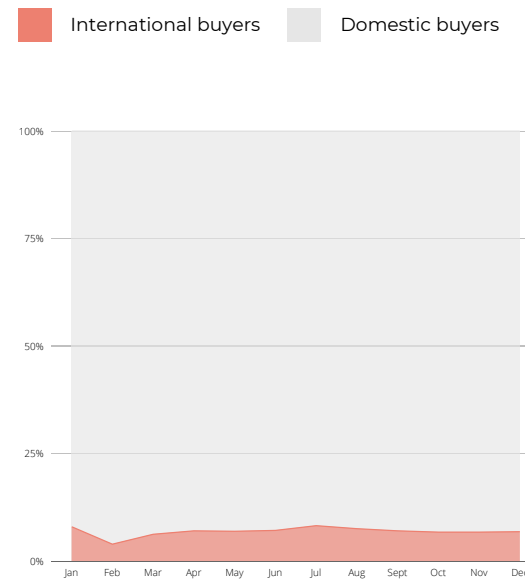
Brisbane has seen consistent percentages of interstate inspections over the last 12 months, with a peak of 24.75% in January '22.

City Spotlight — Perth

INTERSTATE



INTERNATIONAL



Interstate buyer average:

17.9%

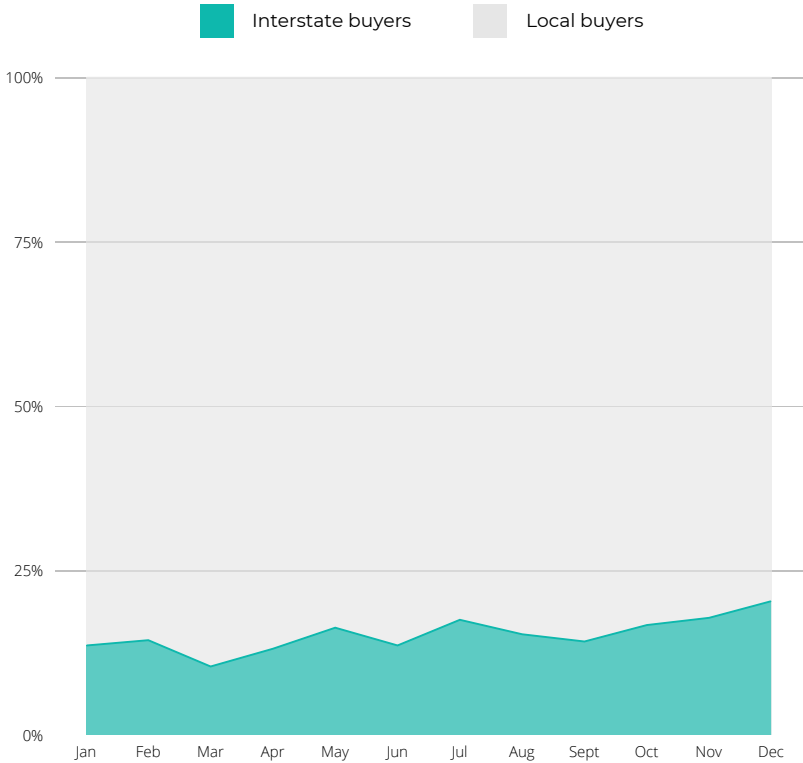


Perth continues to remain a popular choice for interstate buyers. Interstate inspection numbers in the city peaked at 19.8% in August, and are sitting at an average of 17.9% for the year.

Perth is averaging the second highest numbers for international buyers at 7.6%, just behind the Gold Coast (7.8%).

City Spotlight — Melbourne

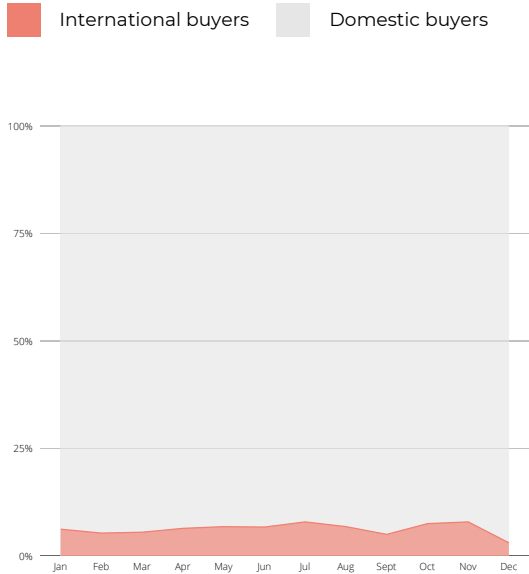
INTERSTATE



Interstate buyer average:

15.3%

INTERNATIONAL



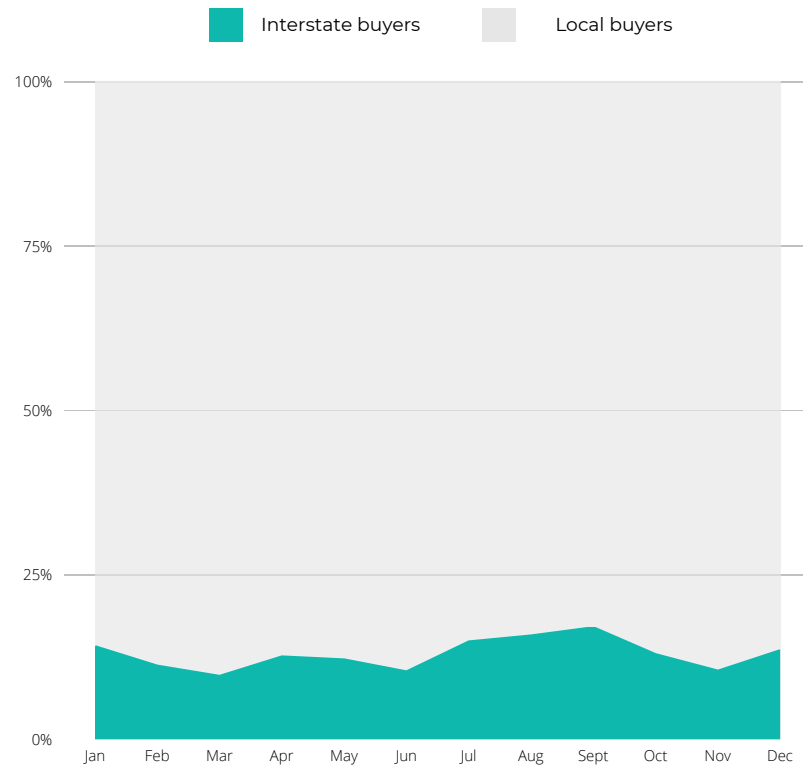
Melbourne's average percentage of interstate inspections has increased by 2% since Jun '22 to 15.3%.

An average of almost 7% of buyers are inspecting from overseas, largely the US, UK and New Zealand.

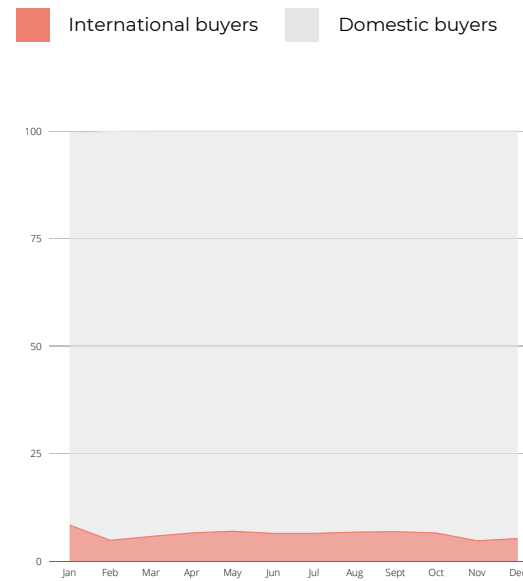
The city now consistently performs ahead of Sydney.

City Spotlight — Sydney

INTERSTATE



INTERNATIONAL



Interstate buyer average:

11.4%



Sydney represents the lowest number of interstate inspections of any Australian city, with half the interstate inspections of Brisbane and Perth. However, this percentage has increased by 1% since June '22.

International inspections have stayed consistent at 6.5% for the year.

Methodology

The main sections of this report are based on the analysis of January - December 2022 virtual inspections data recorded by Little Hinges Pty Ltd, unless otherwise stated. Commentary in this report relating to interstate migration, consumer sentiment and purchasing behaviour is based on an extrapolation of this data.

A virtual inspection is defined as one unique session or viewing of a virtual tour by an individual. Property markets discussed have a minimum of 1,000 virtual inspections, areas with less virtual inspections than this benchmark have been excluded for data robustness.

Proprietary virtual inspection data is sourced from Little Hinges virtual inspections conducted between 1/1/2022 (Jan 2022) and 31/12/2022 (December 2022). This dataset represents Australia's largest dataset for property inspection numbers.

About Little Hinges

Little Hinges is Australia's largest and fastest growing virtual tours platform. We combine world class Matterport 3D technology with our nationwide team of experts and our world-first analytics and insights portal, and have a client list that includes some of the biggest names in property. Since launching in 2020, we've helped over 4 million people inspect property digitally.

To book a virtual tour for your listing:



vt@littlehinges.com.au



1300 BOOK VT (1300 266 588)



Book direct via our website at
www.littlehinges.com.au/virtual-tour-booking