



Sight
Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

12 Month Analysis
January – December

2024

BUYER ANALYSIS

2024 WRAP UP

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Key Insights

This report analyses over 4.3 million virtual inspections conducted on the Little Hinges platform from 1 January 2024 to 31 December 2024, offering a comprehensive view of buyer behaviour across Australia.

Interstate buyer interest accounted for 23.7% of digital inspections, with Queensland's Gold Coast (34.7%) and Sunshine Coast (28.4%) leading demand.

International buyer inspections averaged 7.6%, reflecting sustained global engagement. Sydney retained the highest international share (8.6%), despite lower interstate interest (11.7%).

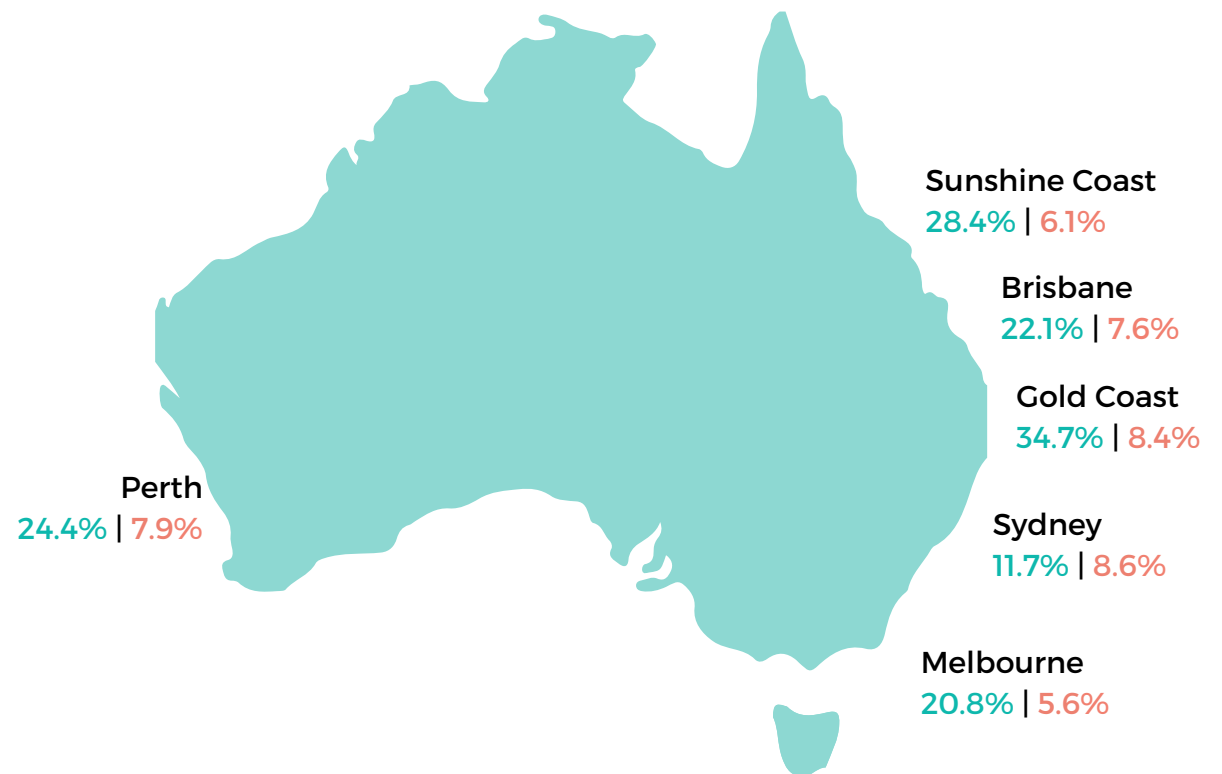
Brisbane recorded 22.1% interstate buyer interest, while Melbourne and Perth attracted 20.8% and 24.4%, respectively.

International demand dipped slightly in high-cost regions (e.g., Gold Coast: ▼2.2%) but rose in more affordable areas like the Sunshine Coast (▲1.6%).

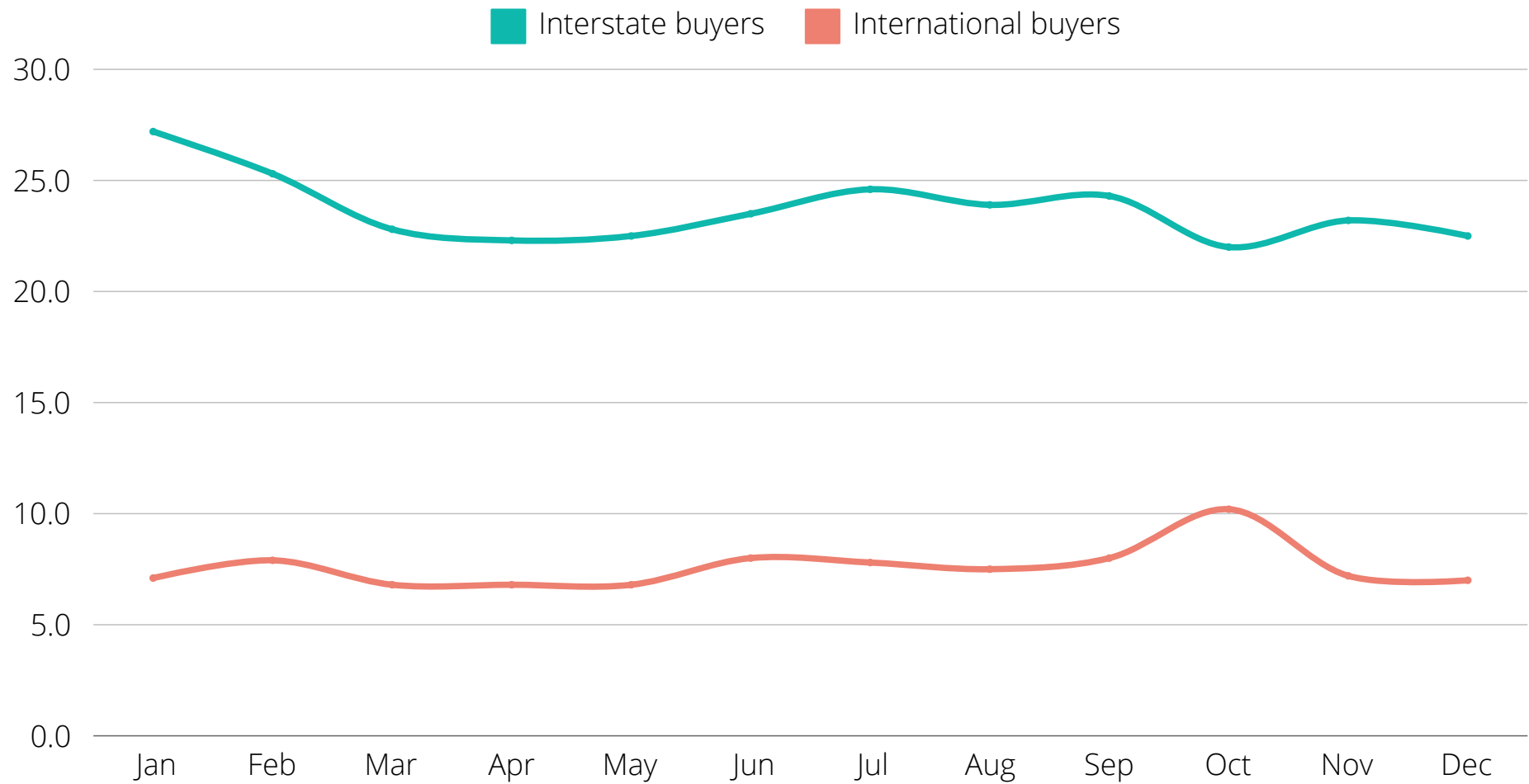
Key Property Markets - 12M Average

INTERSTATE
Average 23.7%

INTERNATIONAL
Average 7.6%

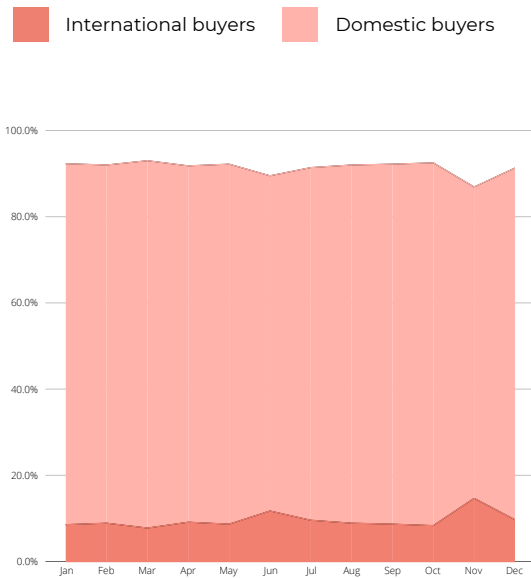


12 MONTH NATIONAL AVERAGE

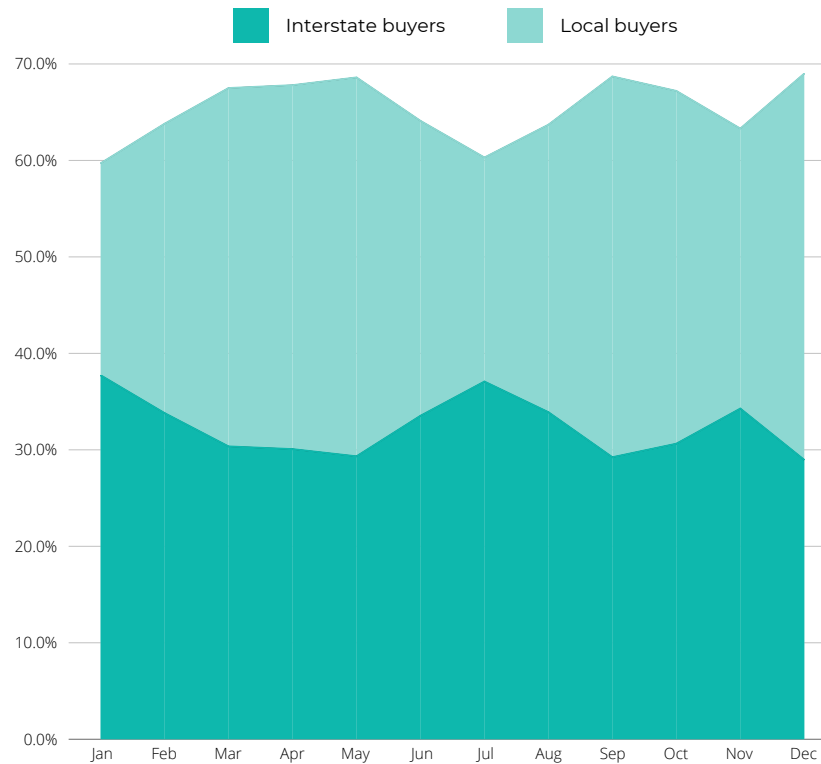


City Spotlight — Gold Coast

INTERNATIONAL

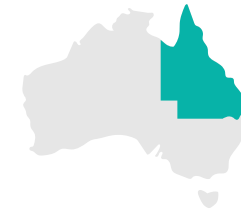


INTERSTATE



Interstate buyer average:

34.7%



Gold Coast remains Australia's top destination for interstate buyers, driven by coastal lifestyle appeal and tourism.

Demand peaked in January (40.4%), aligning with post-holiday relocation trends. Limited supply and migration kept competition high.

City Spotlight — Brisbane

Interstate buyer average:

22.1%

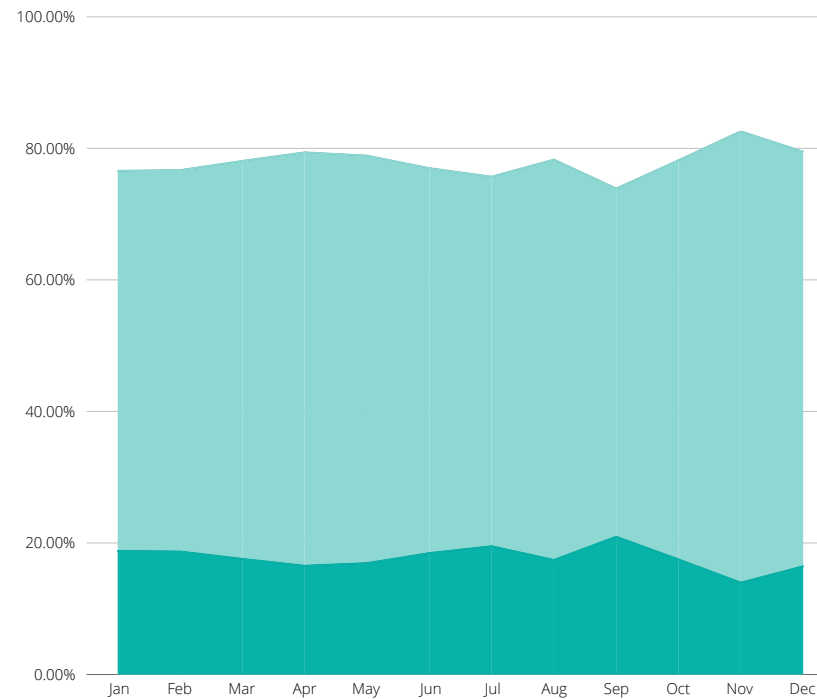


Brisbane saw 22.1% of inspections from interstate buyers, a strong indicator of its continued growth as an affordable alternative to Sydney and Melbourne.

While demand fluctuated throughout the year, peaks in September (26.1%) and December (20.5%) suggest that buyers are increasingly seeing Brisbane as a long-term investment opportunity.

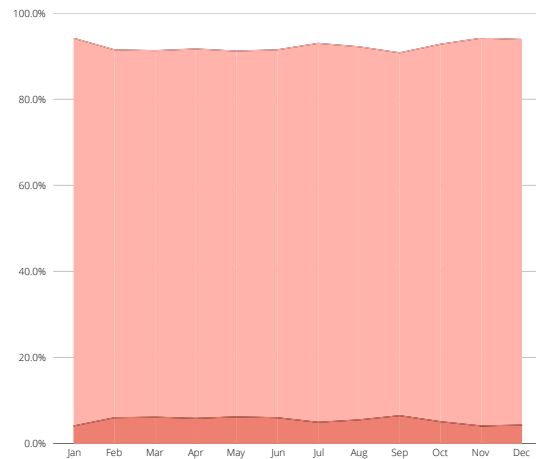
INTERSTATE

■ Interstate buyers ■ Local buyers



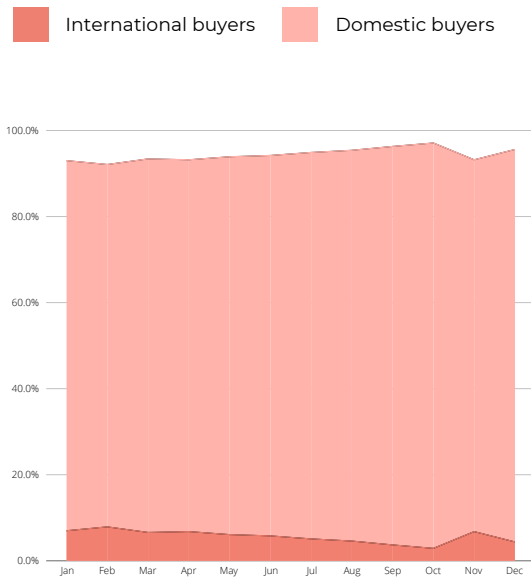
INTERNATIONAL

■ International buyers ■ Domestic buyers

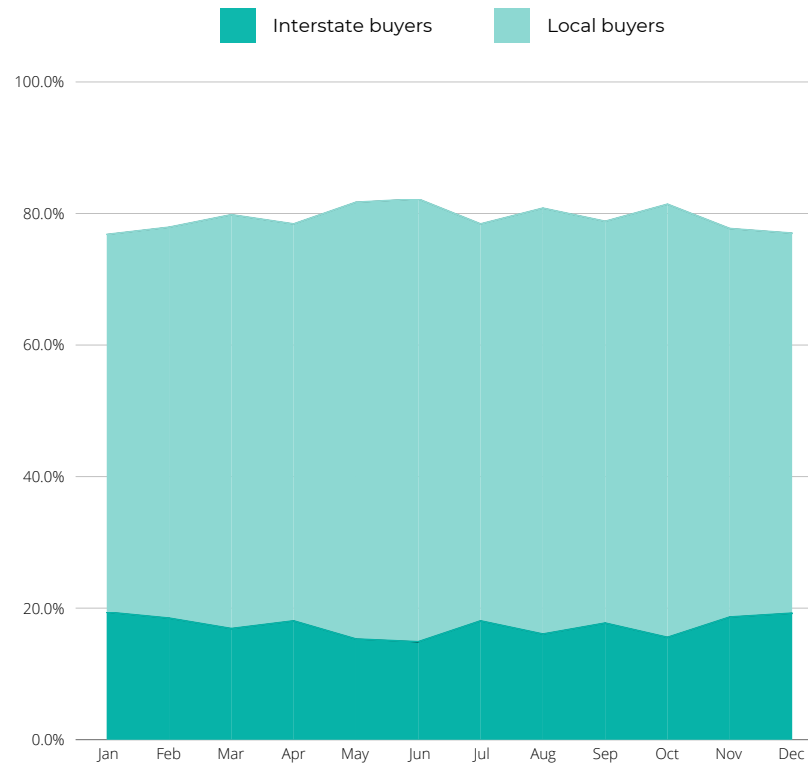


City Spotlight — Melbourne

INTERNATIONAL



INTERSTATE



Interstate buyer average:

20.8%

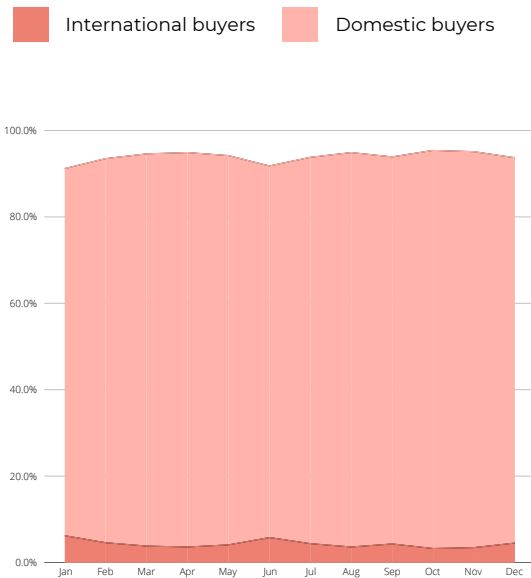


Melbourne's interstate demand sat at 20.8%, showing a balanced mix of local and out-of-state buyers. While numbers dipped mid-year, demand rebounded in December (23%).

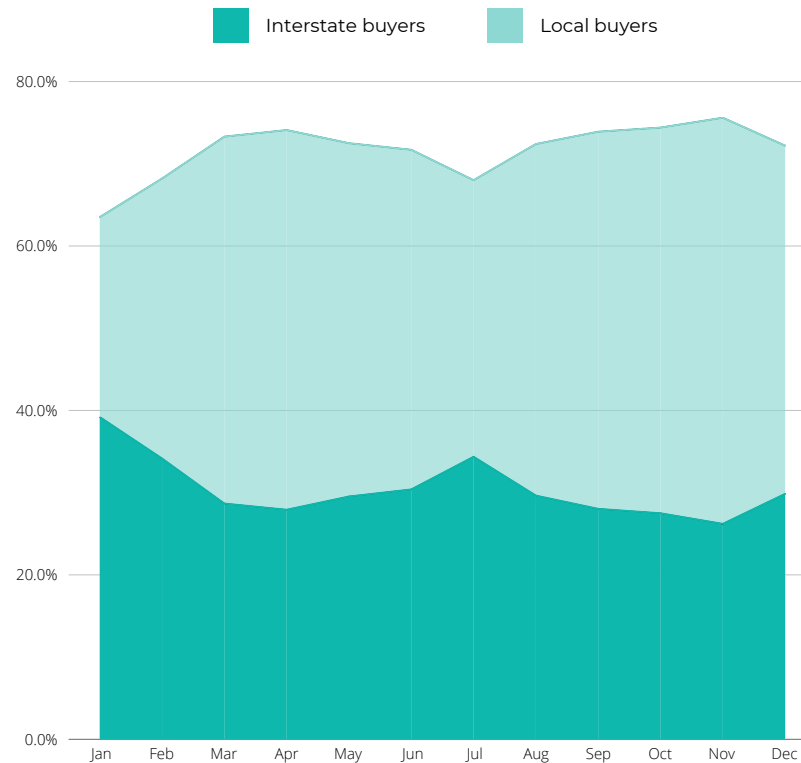
The city's international interest remained lower than Sydney's, averaging 5.6%, but still reflecting Melbourne's strong global appeal.

City Spotlight — Sunshine Coast

INTERNATIONAL



INTERSTATE



Interstate buyer average:

28.4%

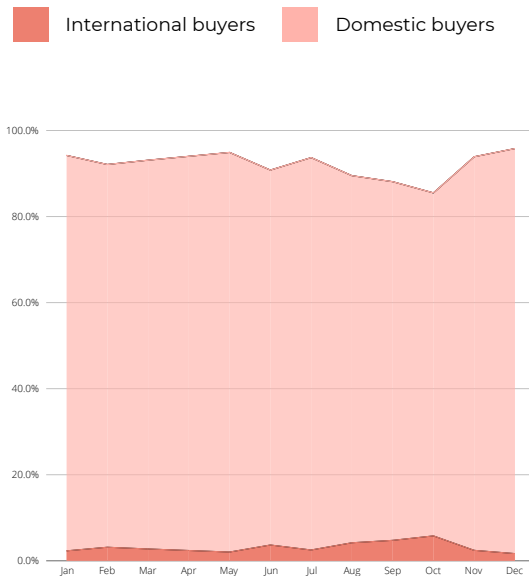


The Sunshine Coast remained a top choice for interstate movers, with 28.4% of all inspections coming from buyers outside Queensland.

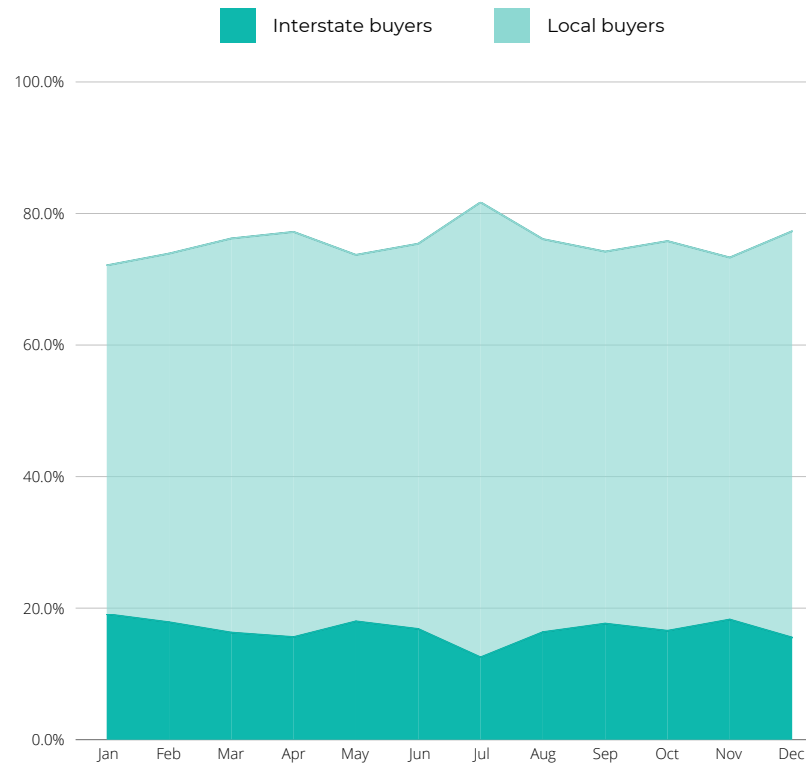
January was the standout month (36.5%), likely driven by those looking for a sea change at the start of the year. Despite some fluctuations, demand remained above the national average, proving the region's lasting appeal for those seeking lifestyle-driven relocations.

City Spotlight — Perth

INTERNATIONAL



INTERSTATE



Interstate buyer average:

24.4%

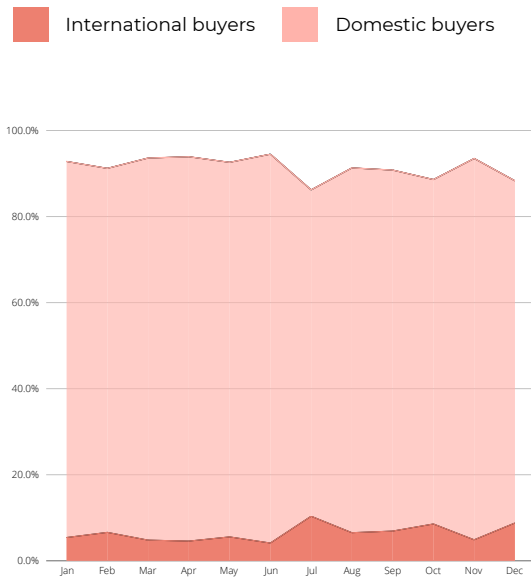


With 24.4% of inspections from interstate buyers, Perth is proving to be an increasingly attractive market. January saw peak interest (27.9%), and demand remained steady throughout the year.

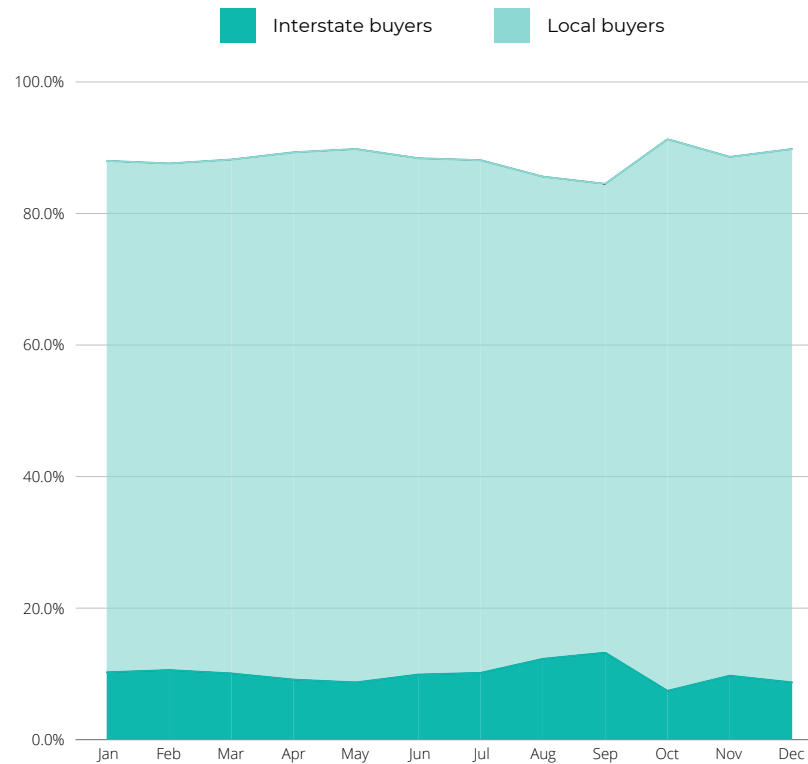
The combination of affordability, lifestyle, and investment potential makes Perth a top choice for those seeking value outside the East Coast.

City Spotlight — Sydney

INTERNATIONAL



INTERSTATE



Interstate buyer average:

11.7%



Sydney saw the lowest interstate buyer interest among major cities, averaging 11.7% in 2024, with a slight rise in September (15.5%), possibly driven by spring market activity and increased property listings.

International demand remained steady at 8.6%, reinforcing Sydney's global appeal as a key market for overseas buyers and investors.

Methodology

This report is based on an analysis of virtual inspection data recorded by Little Hinges Pty Ltd from January to December 2024, unless otherwise stated. Insights into interstate migration trends, buyer behaviour, and market demand have been derived from this data.

A virtual inspection refers to a unique viewing session of a 3D virtual tour by an individual user. To maintain accuracy, only property markets with a minimum of 1,000 virtual inspections have been included, ensuring statistical reliability.

All proprietary data is sourced from Little Hinges virtual tours, making this the largest dataset of digital property inspections in Australia. These insights offer a comprehensive view of buyer interest and movement across key markets nationwide.

About Little Hinges

Little Hinges is Australia's largest virtual inspection platform, combining world class Matterport 3D technology with our nationwide team of experts and our world-first analytics and insights portal.

Our goal is to change the way Australians transact property.

To book a virtual tour for your listing:



vt@littlehinges.com.au



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Book direct via our website at
www.littlehinges.com.au/book