

# Sight Unseen



Interstate & International  
Buyer Trends in the  
Australian Property Market

April  
2022





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Josh Callaghan, CEO
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# Foreword

## Welcome to the April 2022 edition of Sight Unseen, Little Hinges' monthly report on interstate and international buyer trends in the Australian property market.

This month, almost 200,000 people have 'walked' through the doors of our virtual property inspections.

In almost every region of Australia we've seen growth in the number of people who are inspecting properties from interstate and overseas, with the Gold Coast (37.8%), Sunshine Coast (27.6%), Brisbane (22.9%) and Adelaide (23.3%) leading the interstate inspection charge.

With more new properties listed in March than in any other month since October 2014, ([REA Protrack Outlook](#)), there seems to be a sense of urgency amongst vendors who see rising interest rates and slowing demand looming on the horizon.

In our regular conversations with agents, there seems to be a consensus that demand is moving from utterly frantic, to plain old hot. Sales volumes have eased, down 7.4% in March compared to last year (REA), and an increase in supply of stock is seeing demand start to slow.

This is affording would-be buyers with much more choice than they have had in recent months. Buyers are now able to take a breath. While prices are still high, there isn't the same level of urgency. However, sellers still want record breaking prices and unprecedented sales times - and expect agents to deliver.

As the market starts to cool, agents will have to think more strategically about their marketing approach in order to reach the widest number of potential buyers. Leveraging the almost 30% of interstate buyers who are currently exploring their property options is a no-brainer.

Read on to see the breakdown of each city for April, 2022.

Little hinges swing big doors.



A handwritten signature in black ink that reads "Josh Callaghan".

Josh Callaghan  
CoFounder and CEO, Little Hinges

# Key Insights

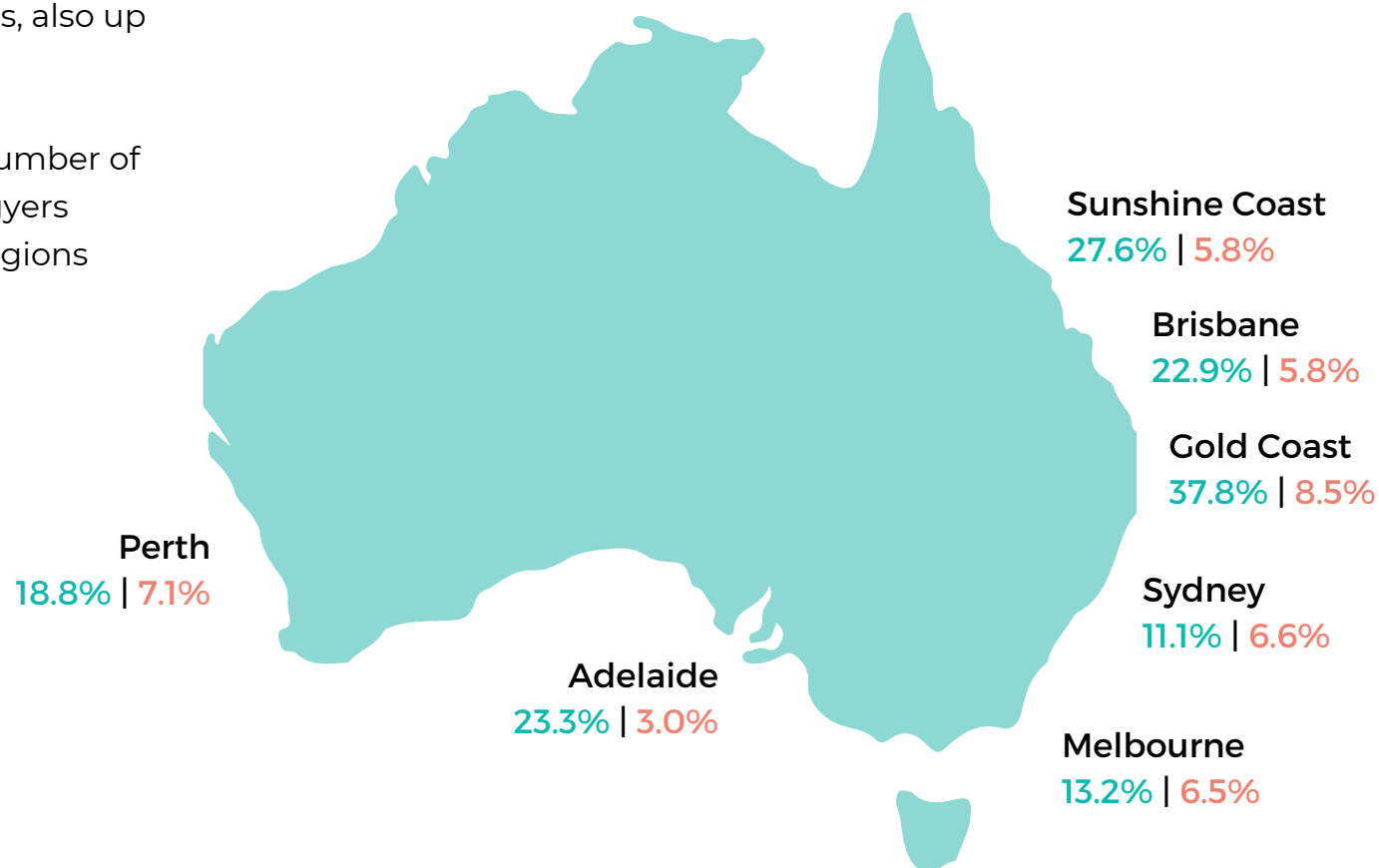
In April 2022, the major regions around Australia saw an average of 27% of properties inspected from interstate, up from 23.8% last month. 6.8% of inspections were from overseas, also up from 5.3% in March.

This report breaks down the number of interstate and international buyers looking at property in major regions around Australia.

## Key Property Markets

**INTERSTATE**  
Average 27%

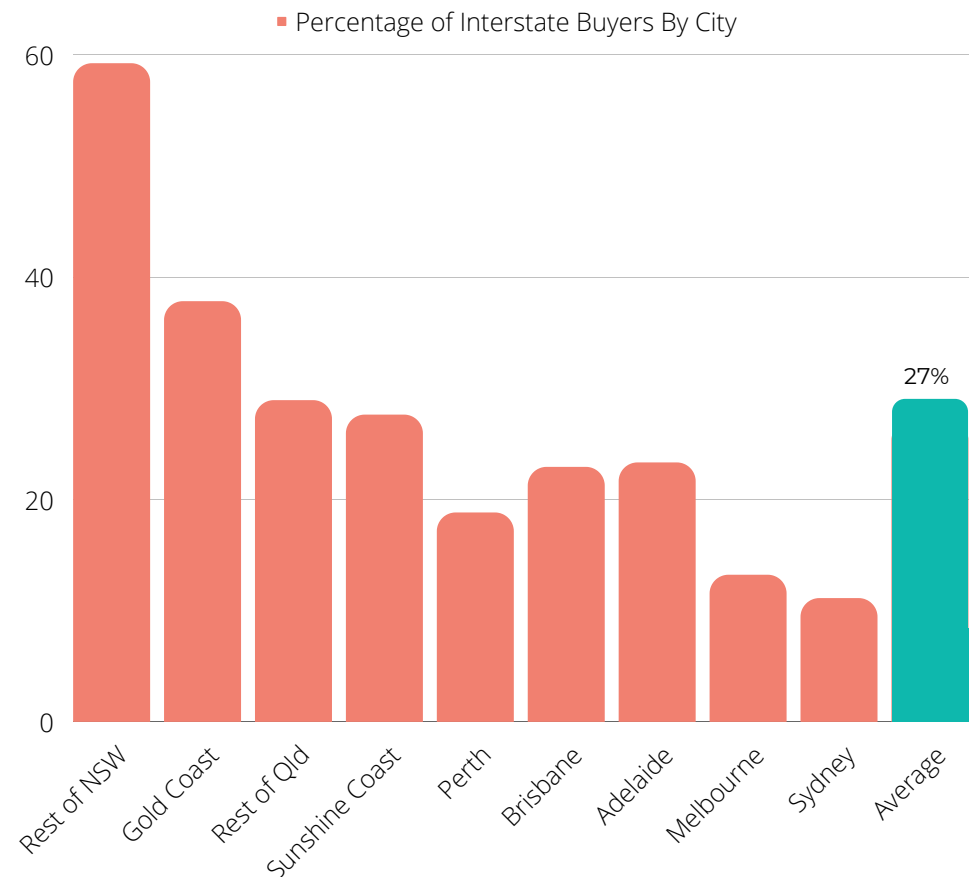
**INTERNATIONAL**  
Average 6.8%



# Interstate Buyer Trends

The number of interstate buyers inspecting property around Australia grew in almost every region this month. The highest growth in interstate inspections was in Adelaide, with almost 23% of inspections coming from outside the region. The Gold Coast still retains its crown as the city with the most potential interstate buyers, with 37.8% of those looking at property coming from outside the state. However, the Gold Coast was the only region to see a drop in interstate property numbers, falling from 42.5% last month.

Brisbane's interstate buyer numbers remain high, with an almost 6% growth in the number of people inspecting property from beyond the Queensland capital's borders. Sydney still remains an unpopular choice for those outside of NSW, with only 11.1% of buyers coming from interstate. This does still represent growth of almost 3%, with Melbourne also seeing a 3% growth in the number of people inspecting property from outside of Victoria.

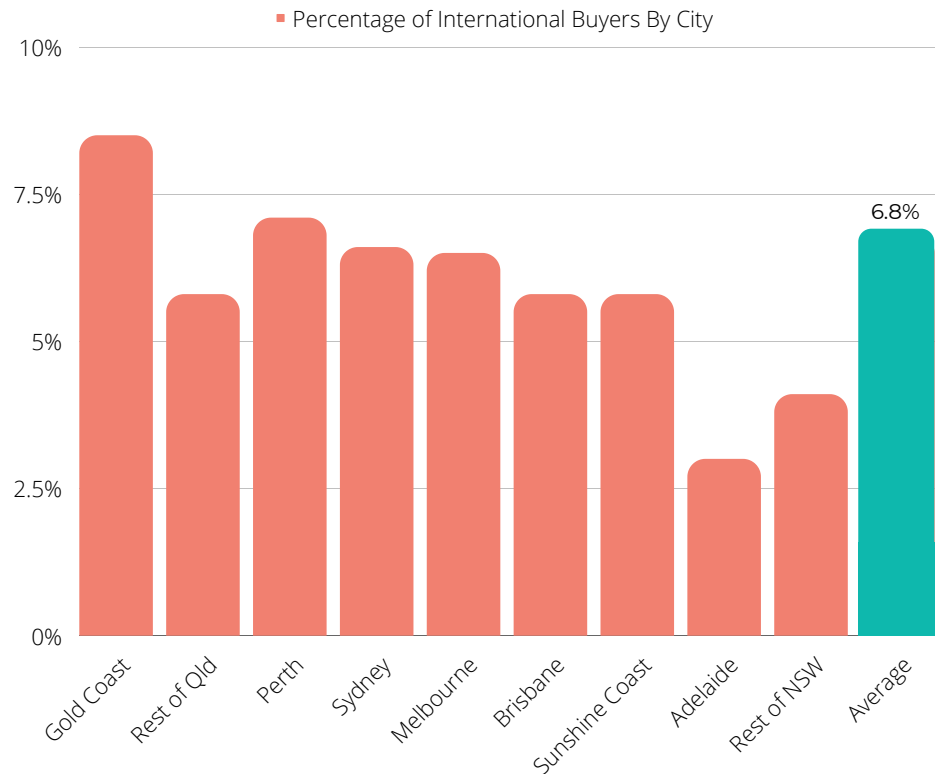
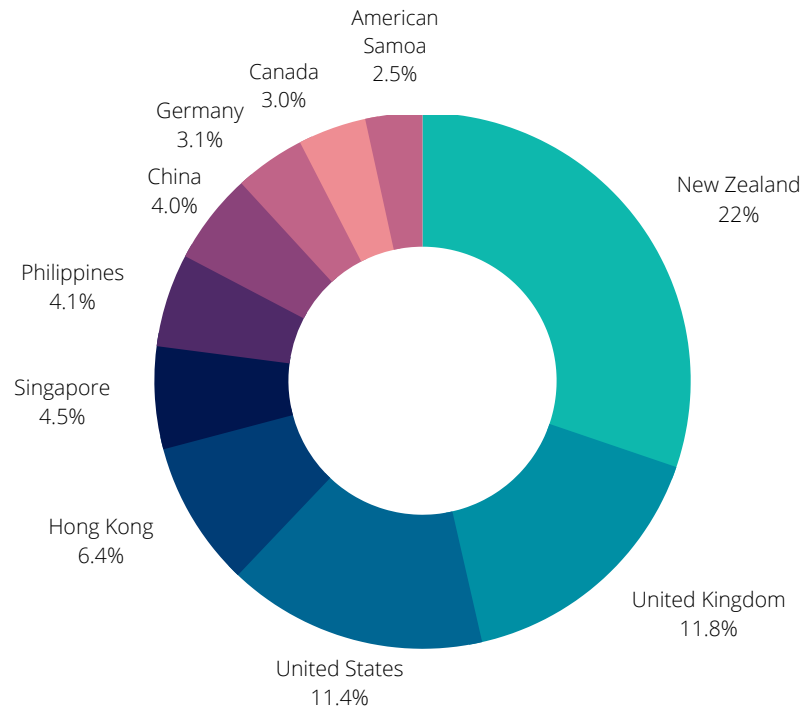


# International Buyer Trends

The number of international buyers inspecting Australian property grew in April, up to 6.8% from 5.9% in March. This is still lower than February's high of 11.2%.

The Gold Coast, Perth and Sydney were most attractive to international buyers, who were inspecting property from locations including the New Zealand, the US and the UK.

Where Australia's International Buyers are Located:





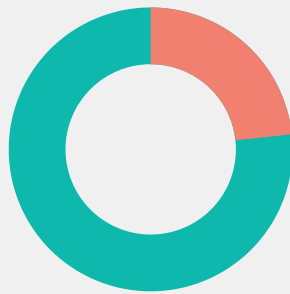
# City Spotlights

# City Spotlight — Adelaide



## INTERSTATE

Local buyers  
76.7%



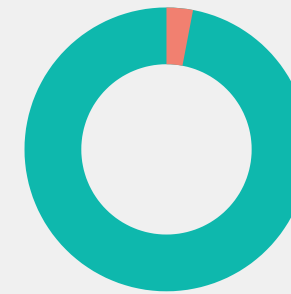
Interstate buyers  
23.3% (+7.1%)

Almost 24% of buyers looking to purchase in Adelaide are inspecting property from other states. This is up from 16.2% from March '22. Buyers from NSW and VIC make up the largest numbers of buyers looking to migrate.



## INTERNATIONAL

International buyers  
3%



Domestic buyers  
97%

Most popular countries of origin for international migrants looking to move to Adelaide:



UK



Hong Kong



USA

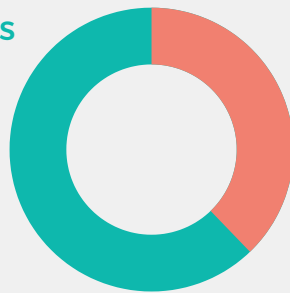


# City Spotlight — Gold Coast



## INTERSTATE

Local buyers  
62.1%



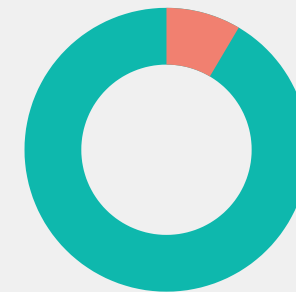
Interstate buyers  
37.8% (-4.9%)

Almost 40% of buyers looking to purchase on the Gold Coast are inspecting property from other states. This is down from 42.7% in Mar '22. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

Domestic buyers  
91.5%



International buyers  
8.5%

Most popular countries of origin for international migrants looking to move to Gold Coast:



NZ



USA



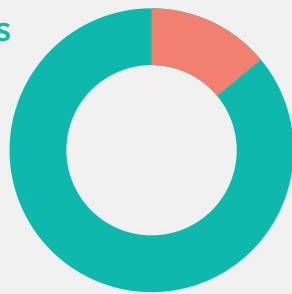
UK

# City Spotlight — Melbourne



## INTERSTATE

Local buyers  
86.8%



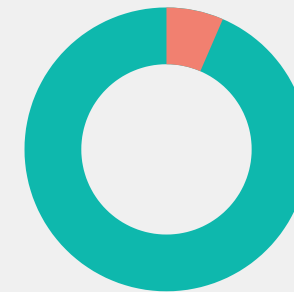
Interstate buyers  
13.2% (+2.7%)

Almost 15% of buyers looking to purchase in Melbourne are inspecting property from other states, up from under 10% in Mar '22. Buyers from **NSW and QLD** make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
6.5%



Domestic buyers  
93.5%

Most popular countries of origin for international migrants looking to move to Melbourne:



USA



Philippines



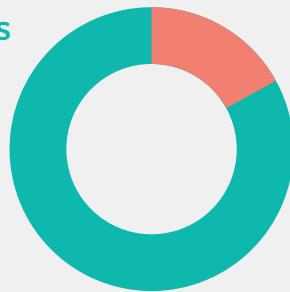
Germany

# City Spotlight — Brisbane



## INTERSTATE

Local buyers  
77.1%



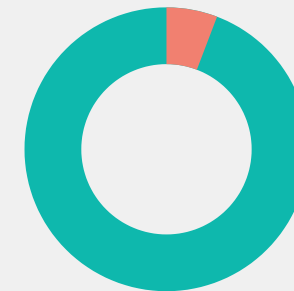
Interstate buyers  
22.9% (+5.9%)

Almost 25% of buyers looking to purchase in Brisbane are inspecting property from other states, up from 17% in Mar '22. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
5.8%



Domestic buyers  
94.2%

Most popular countries of origin for international migrants looking to move to Brisbane:



NZ



USA



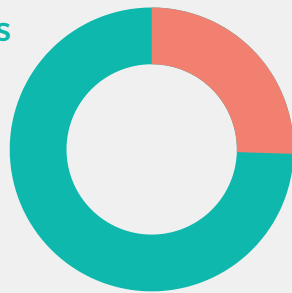
UK

# City Spotlight — Sunshine Coast



## INTERSTATE

Local buyers  
72.4%



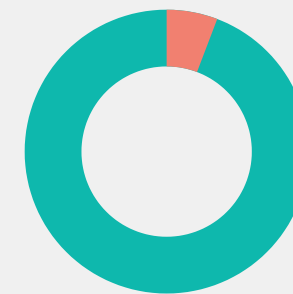
Interstate buyers  
27.6% (+2.1%)

Almost 28% of buyers looking to purchase on the Sunshine Coast are inspecting property from other states. This is up from 25.5% in Mar '22. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

Domestic buyers  
94.2%



International buyers  
5.8%

Most popular countries of origin for international migrants looking to move to Sunshine Coast:



NZ



USA



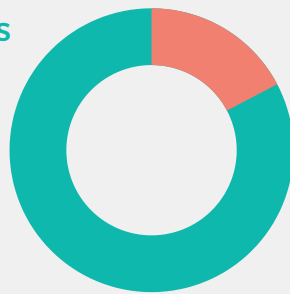
UK

# City Spotlight — Perth



## INTERSTATE

Local buyers  
81.2%



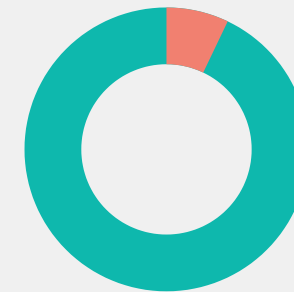
Interstate buyers  
18.8% (+1.1%)

Almost 20% of buyers looking to purchase in Perth are inspecting property from other states, up from 17.7% in Mar '22. Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
7.1%



Domestic buyers  
92.9%

Most popular countries of origin for international migrants looking to move to Perth:



NZ



UK



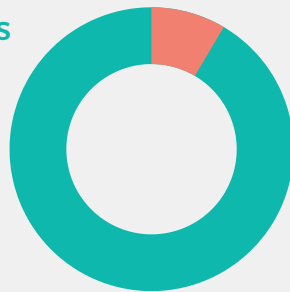
USA

# City Spotlight — Sydney



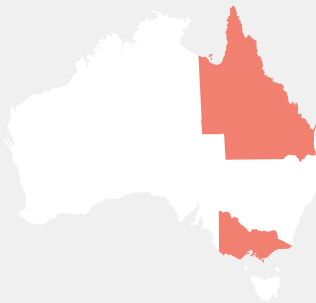
## INTERSTATE

Local buyers  
88.9%



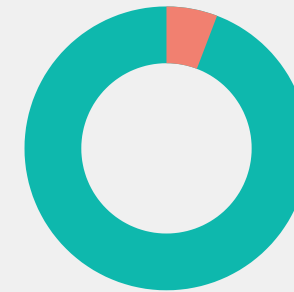
Interstate buyers  
11.1% (+2.7%)

11.1% of buyers looking to purchase in Sydney are inspecting property from other states, up from 8.5% in Mar '22. Buyers from VIC and QLD make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
6.6%



Domestic buyers  
93.4%

Most popular countries of origin for international migrants looking to move to Sydney:



Hong Kong



UK

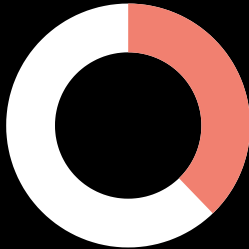


US

# Interstate Buyers at a Glance

## GOLD COAST

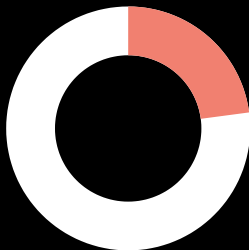
Local buyers  
62.1%



Interstate buyers  
37.8%

## BRISBANE

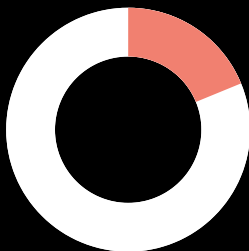
Local buyers  
77.1%



Interstate buyers  
22.9%

## PERTH

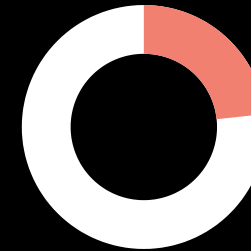
Local buyers  
81.2%



Interstate buyers  
18.8%

## ADELAIDE

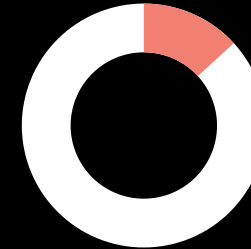
Local buyers  
76.7%



Interstate buyers  
23.3%

## MELBOURNE

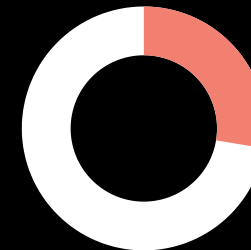
Local buyers  
86.8%



Interstate buyers  
13.2%

## SUNSHINE COAST

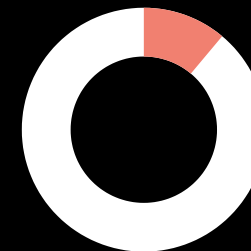
Local buyers  
72.4%



Interstate buyers  
27.6%

## SYDNEY

Local buyers  
88.9%

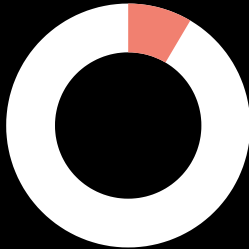


Interstate buyers  
11.1%

# International Buyers at a Glance

## GOLD COAST

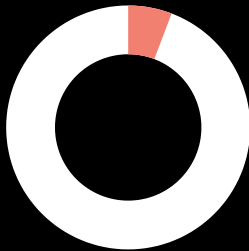
Local buyers  
91.5%



International buyers  
8.5%

## BRISBANE

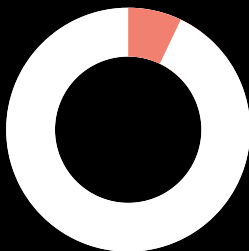
Local buyers  
94.2%



International buyers  
5.8%

## PERTH

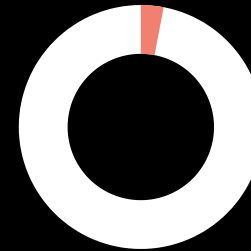
Local buyers  
92.9%



International buyers  
7.1%

## ADELAIDE

Local buyers  
97%



International buyers  
3%

## MELBOURNE

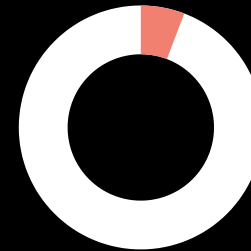
Local buyers  
93.5%



International buyers  
6.5%

## SUNSHINE COAST

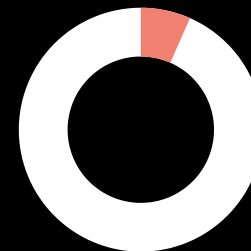
Local buyers  
94.2%



International buyers  
5.8%

## SYDNEY

Local buyers  
93.4%



International buyers  
6.6%



# Methodology

The main sections of this report are based on the analysis of April 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 1000 virtual inspections, areas with less virtual inspections than this benchmark have been excluded for data robustness.

# References

Proprietary virtual inspection data is sourced from Little Hinges virtual inspections conducted between 1/4/2022 and 30/4/2022 (April 2022). April 2022 analysis conducted over a dataset of 186,374 virtual inspections. This dataset represents Australia's largest dataset for property inspection numbers.



# About Little Hinges

Little Hinges is Australia's #1 virtual tours provider, 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:



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