

Sight Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

March
2022





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Josh Callaghan, CEO
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Foreword

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

Since we launched Little Hinges 2 years ago, over 3 million people have used our tours to inspect property at any time of the day or night, from anywhere around the world. In the last 3 months alone, almost 900,000 people have virtually inspected the properties on our platform.

In March 2022, an average of 23.8% of properties were inspected from outside the state the property was located in, and an average of almost 6% of properties were inspected from overseas. The Gold Coast continues to retain the crown for most inspected by interstate buyers, with 42.7% of people virtually inspecting properties from outside the region.

Brisbane's interstate inspections slipped slightly in March, from 19.7% to 17%, and the Sunshine Coast's interstate inspections dropped from 26.9% to 25.5%.

Almost 6% of all property inspections are being conducted by people who live outside of Australia this month. We have seen almost 15,000 international visitors to our tours in March, inspecting properties primarily located in Brisbane and the Gold Coast.

These statistics continue to support the notion that Queensland is the place to be. In its latest report, The Centre for Population estimated that Queensland will increase its number of interstate arrivals by 105,100 in 2022.

Read on to see the breakdown of each city for March, 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

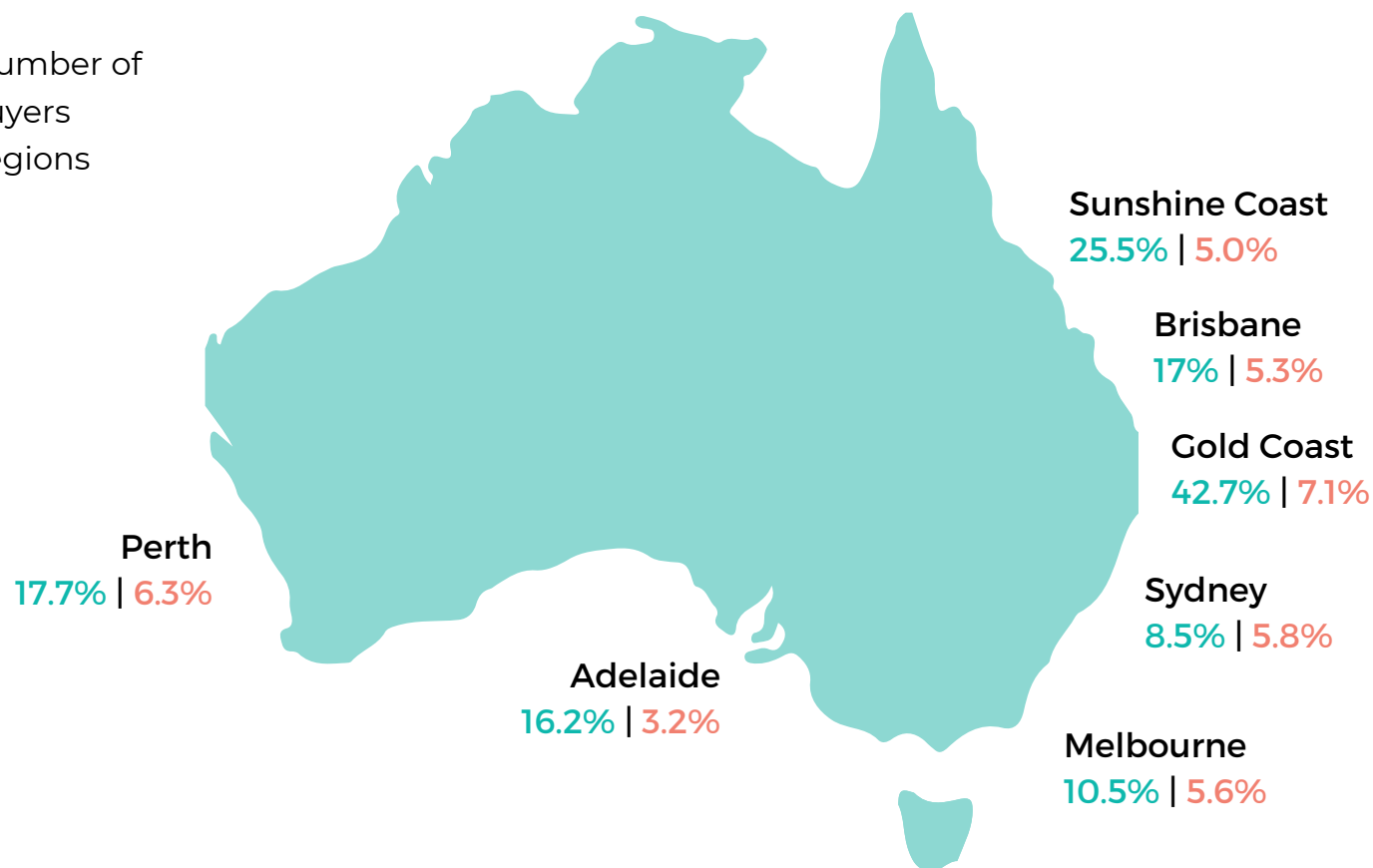
In March 2022, the major regions around Australia saw an average of 23.8% of properties inspected from interstate and 5.3% from overseas.

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

Key Property Markets

INTERSTATE
Average 23.8%

INTERNATIONAL
Average 5.3%



Interstate Buyer Trends

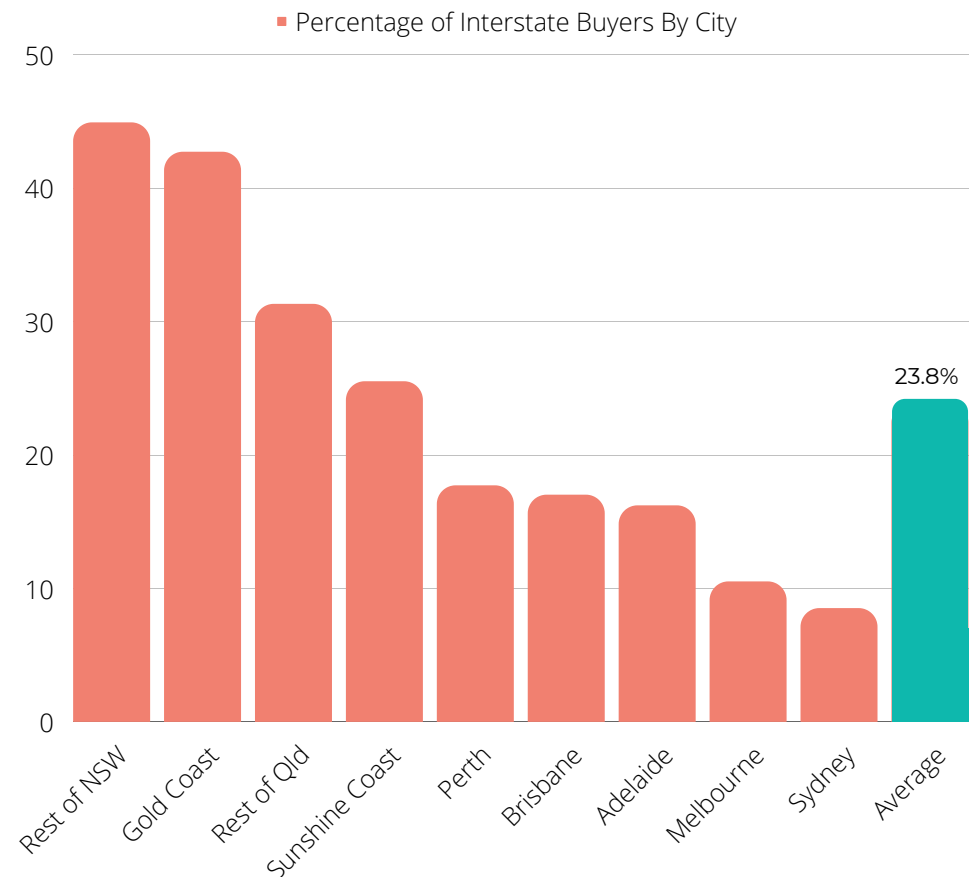
Interstate buyers are flocking to Queensland, and most of them want the sand, surf and sunshine lifestyle. 42.7% of domestic interstate buyers are inspecting property on the Gold Coast, while over 7% of international buyers are also keen on a sea-change.

Brisbane's interstate buyer numbers also remain high with 17% of inspections coming from outside the state. Sydney is seeing the lowest number of interstate buyers, with only 8.5% of those inspecting property looking from outside of NSW.

These figures mirror ABS data released late last month, which showed Brisbane's population grew by 21,900 in 2020-21, while Sydney's population decreased by 5,200 and Melbourne's population declined by 60,500 ([Sky News](#)).

Queensland's continued popularity can, in part, be attributed to house prices that typically sit between 20 - 40% lower than the major capital cities. While Queensland house prices have jumped by about 25 per cent in the past year, the median house value sits at \$757,194, which is -23.3% less than Melbourne and -44.3% less than Sydney ([Sky News](#)).

The majority of those migrating interstate are in the owner occupiers market, and they are able to sell their southern properties and snap up a considerable upgrade in the Sunshine State ([REA](#)).

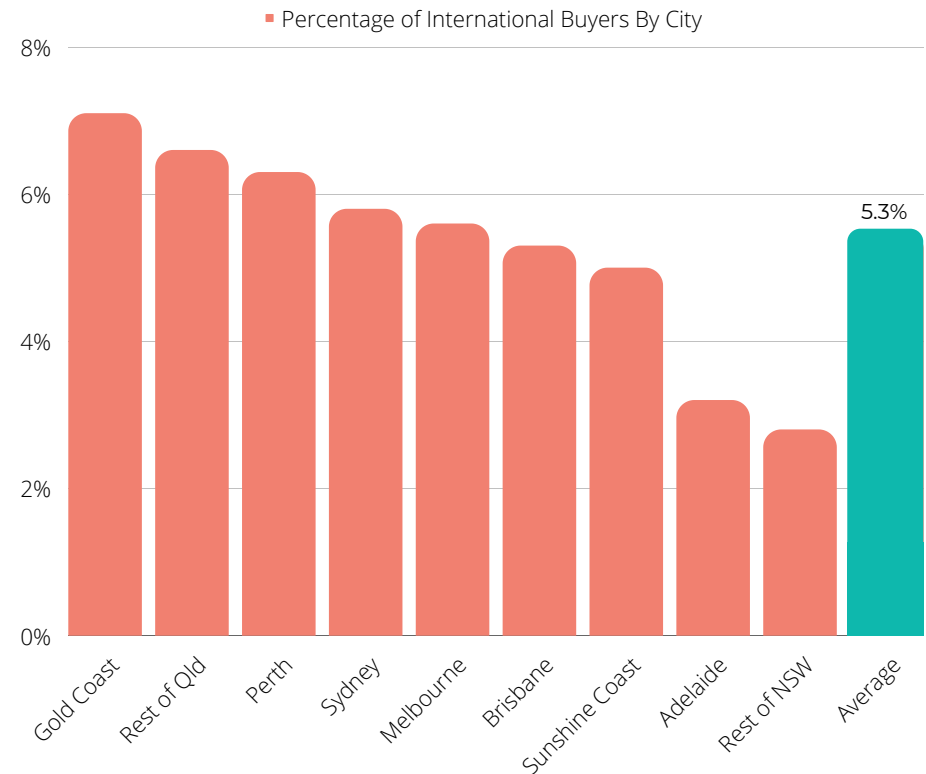
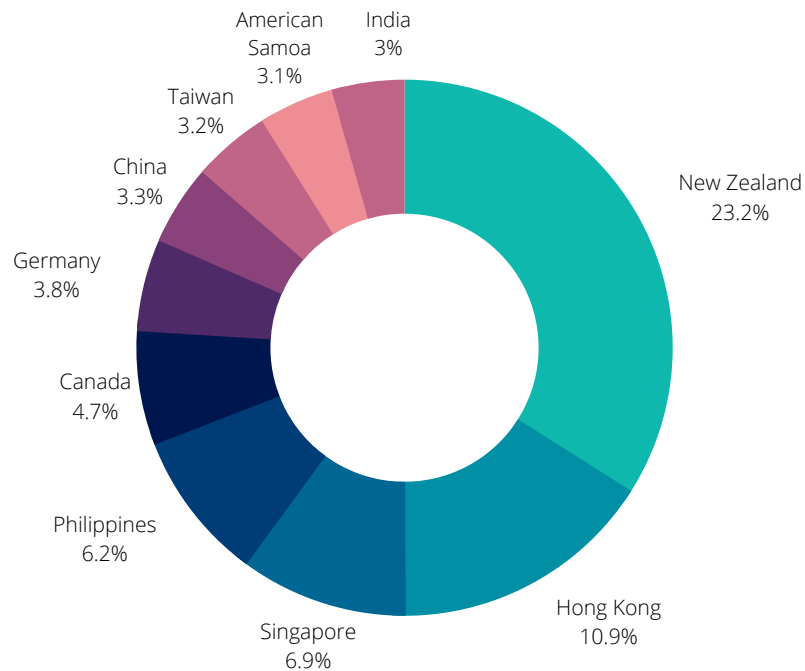


International Buyer Trends

The number of international buyers inspecting Australian property dropped in February, from 11.2% of buyers to almost 6%.

Brisbane, the Gold Coast and Sydney were most attractive to international buyers, who were inspecting property from locations including the New Zealand, the US and the UK. International borders were further relaxed in February, and we expect the number of international buyers to increase in coming months.

Where Australia's International Buyers are Located





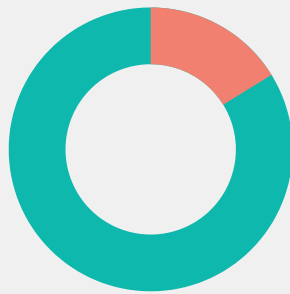
City Spotlights

City Spotlight — Adelaide



INTERSTATE

Local buyers
83.8%



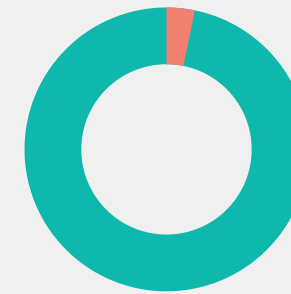
Interstate buyers
16.2%

Almost 17% of buyers looking to purchase in Adelaide are inspecting property from other states. This is down 3.5% from 19.7% in Feb '22. Buyers from VIC and NSW make up the largest numbers of buyers looking to migrate.



INTERNATIONAL

International buyers
3.2%



Domestic buyers
96.8%

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



UK



Hong Kong



USA

Agent Spotlight



Carly Frost

Harcourts

Sales Consultant
at Harcourts Wine Coast



on Rate My Agent



[View tour](#)

50 NEDLAND CRESCENT, PORT NOARLUNGA SOUTH

🛏 5 🚿 2 🏠 716 SQM

SOLD FOR \$750,000

👤 2,203

Total Visitors

🕒 216

Engaged Visitors
(>2mins viewing)

🔄 307

Repeat Visitors



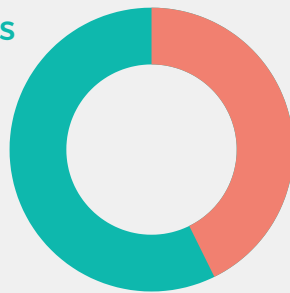
National Reach

City Spotlight — Gold Coast



INTERSTATE

Local buyers
57.3%



Interstate buyers
42.7%

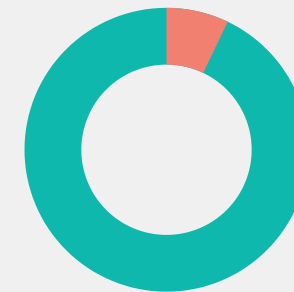
Over 42% of buyers looking to purchase on the Gold Coast are inspecting property from other states.

This is down 5.2% from 47.9% in Feb 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 Gold Coast:



NZ



USA



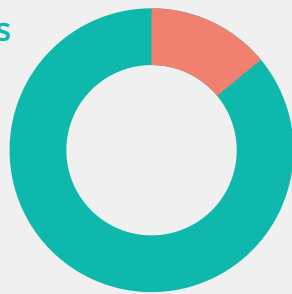
UK

City Spotlight — Melbourne



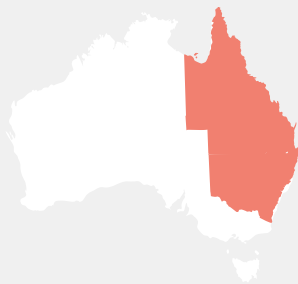
INTERSTATE

Local buyers
89.5%



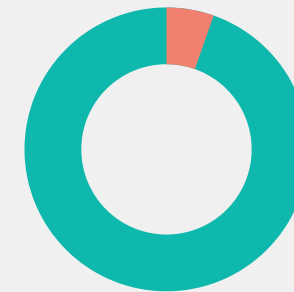
Interstate buyers
10.5%

Over 10% of buyers looking to purchase in Melbourne are inspecting property from other states, down from 12.2% in Feb 22. Buyers from **NSW** and **QLD** make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
5.6%



Domestic buyers
94.4%

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



Philippines



USA



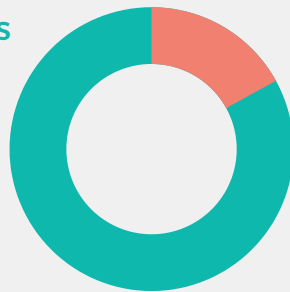
Germany

City Spotlight — Brisbane



INTERSTATE

Local buyers
83%



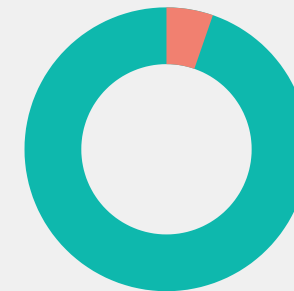
Interstate buyers
17%

Almost 20% of buyers looking to purchase in Brisbane are inspecting property from other states, down from 19.7% in Feb 22. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
5.3%



Domestic buyers
94.7%

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



NZ



USA



UK

Agent Spotlight



Jules O'Brien



Agency rating on Rate My Agent



39 BARKALA STREET, THE GAP

🛏 4 🚿 4 📏 622 SQM

SOLD FOR \$1,275,000

 **1,358**

Total Visitors

 **232**

Engaged Visitors
(>2mins viewing)

 **152**

Repeat Visitors



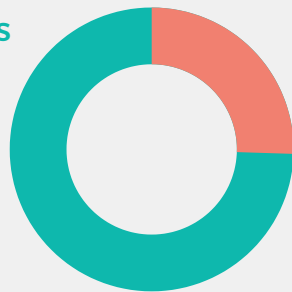
National Reach

City Spotlight — Sunshine Coast



INTERSTATE

Local buyers
74.5%



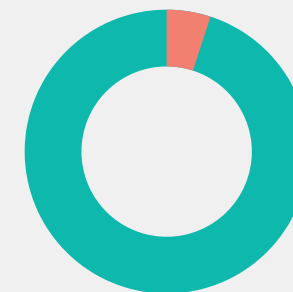
Interstate buyers
25.5%

Almost 26% of buyers looking to purchase on the Sunshine Coast are inspecting property from other states. This is down slightly from 26.5% in Feb 22. Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
5%



Domestic buyers
95%

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



NZ



USA



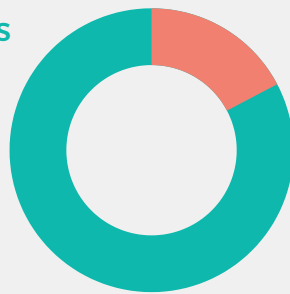
UK

City Spotlight — Perth



INTERSTATE

Local buyers
82.3%



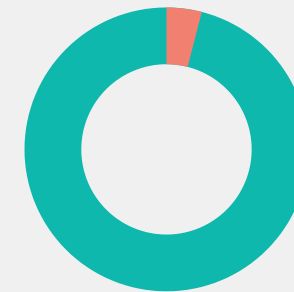
Interstate buyers
17.7%

Over 17% of buyers looking to purchase in Perth are inspecting property from other states, up from 17.1% in Feb 22. Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
6.3%



Domestic buyers
93.7%

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



NZ



UK



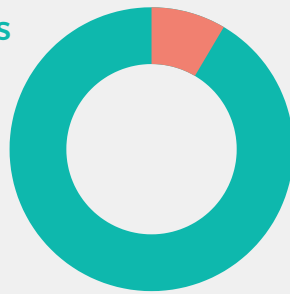
USA

City Spotlight — Sydney



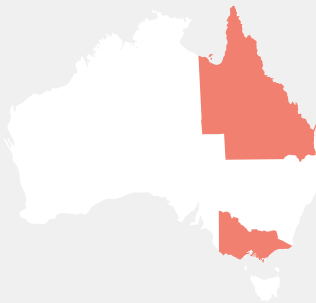
INTERSTATE

Local buyers
91.5%



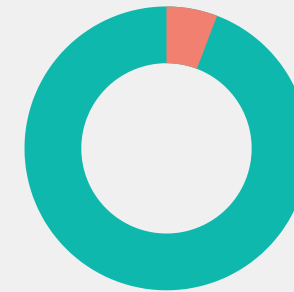
Interstate buyers
8,5%

Less than 10% of buyers looking to purchase in Sydney are inspecting property from other states. Buyers from VIC and QLD 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 Sydney:



USA



UK



Hong Kong

Agent Spotlight



Lachlan Elder

 **LJ Hooker**

Principal & Licensed Agent
at LJ Hooker Mona Vale



on Rate My Agent



[View tour](#)

42 PRINCE ALFRED PARADE, NEWPORT

 4  3  1,377 SQM

SOLD FOR \$5,425,000

 **2,383**

Total Visitors

 **331**

Engaged Visitors
(>2mins viewing)

 **389**

Repeat Visitors

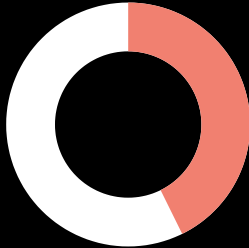


National Reach

Interstate Buyers at a Glance

GOLD COAST

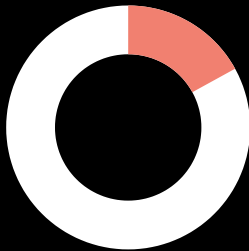
Local buyers
57.3%



Interstate buyers
42.7%

BRISBANE

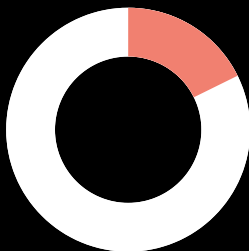
Local buyers
83%



Interstate buyers
17%

PERTH

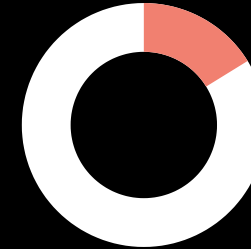
Local buyers
82.3%



Interstate buyers
17.7%

ADELAIDE

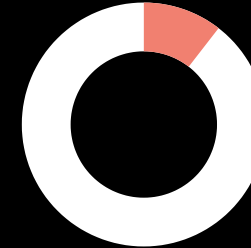
Local buyers
83.8%



Interstate buyers
16.2%

MELBOURNE

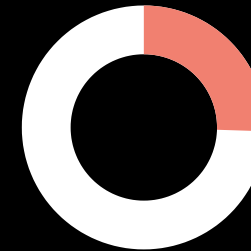
Local buyers
89.5%



Interstate buyers
10.5%

SUNSHINE COAST

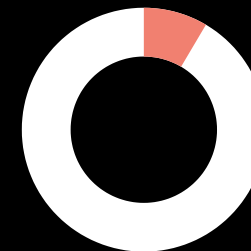
Local buyers
74.5%



Interstate buyers
25.5%

SYDNEY

Local buyers
91.5%

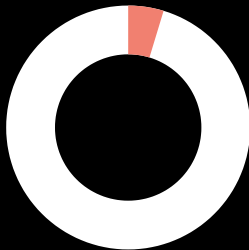


Interstate buyers
8.5%

International Buyers at a Glance

GOLD COAST

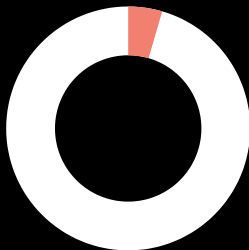
Local buyers
92.9%



International buyers
7.1%

BRISBANE

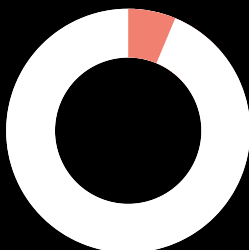
Local buyers
94.7%



International buyers
5.3%

PERTH

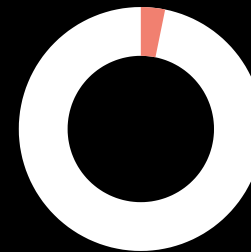
Local buyers
93.7%



International buyers
6.3%

ADELAIDE

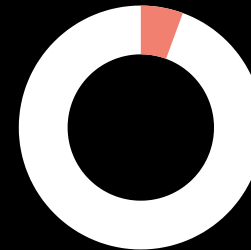
Local buyers
96.8%



International buyers
3.2%

MELBOURNE

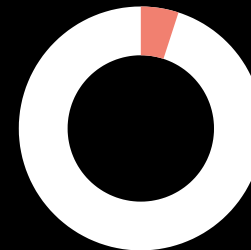
Local buyers
94.4%



International buyers
5.6%

SUNSHINE COAST

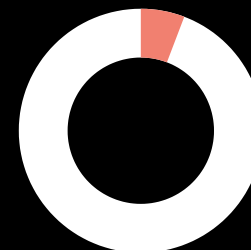
Local buyers
95%



International buyers
5%

SYDNEY

Local buyers
94.2%



International buyers
5.8%

Methodology

The main sections of this report are based on the analysis of March 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 1/3/2022 and 31/3/2022 (March 2022). March 2022 analysis conducted over a dataset of 282,852 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:



vt@littlehinges.com.au



1300 BOOK VT (1300 266 588)



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