

Sight Unseen



Interstate & International
Trends in the Australian
Property Market

RENTALS

January

2025



Key Insights

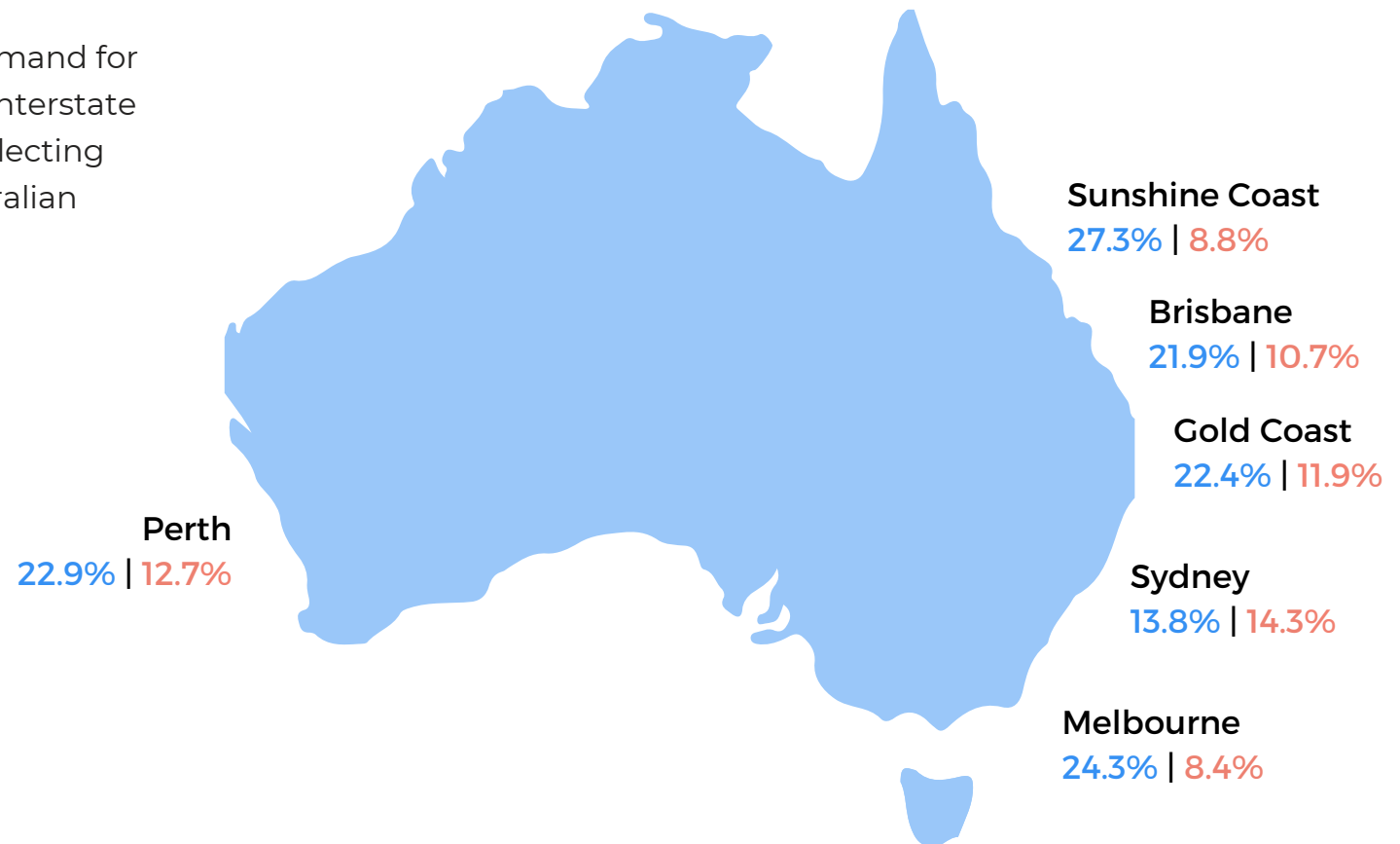
In January, 22.1% of digital rental inspections across major Australian regions came from interstate, while 11.1% came from overseas.

This report highlights the demand for rental properties from both interstate and international renters, reflecting ongoing interest in key Australian markets.

Key Property Markets

INTERSTATE
Average 21.1%

INTERNATIONAL
Average 11.1%





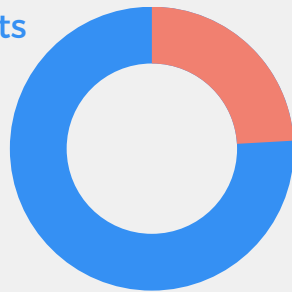
City Spotlights

City Spotlight — Sunshine Coast



INTERSTATE

Local tenants
72.7%



Interstate tenants
27.3%

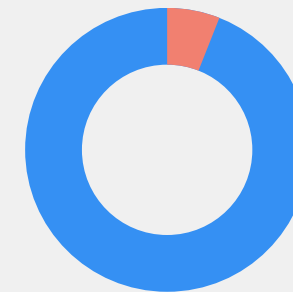
Interstate renters are showing the highest interest here, with 27.3% of rental inspections coming from outside Queensland.

The majority of these renters are from NSW and VIC.



INTERNATIONAL

Domestic tenants
91.2%



International tenants
8.8%

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



New Zealand



UK



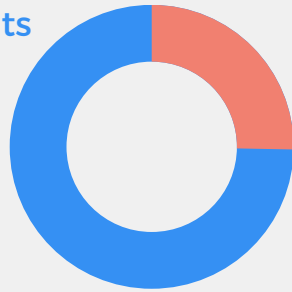
USA

City Spotlight — Gold Coast



INTERSTATE

Local tenants
77.6%



Interstate
tenants
22.4%

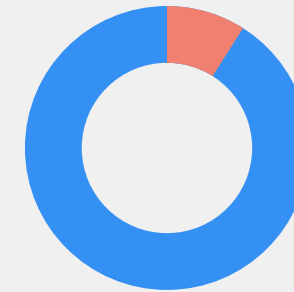
Just over 1-in-4 renters
inspecting properties on the
Gold Coast are inspecting
from interstate.

Tenants from **NSW** and **VIC**
make up the largest
percentage of people looking
to migrate.



INTERNATIONAL

Domestic
tenants
88.1%



International
tenants
11.9%

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



New Zealand



UK



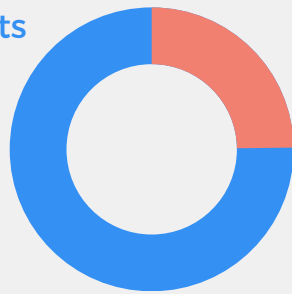
USA

City Spotlight — Brisbane



INTERSTATE

Local tenants
78.1%



Interstate
tenants
21.9%

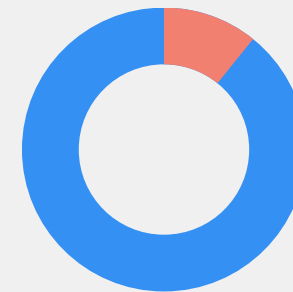
Over 1-in-5 tenants looking to rent property in Brisbane are inspecting from other states.

Tenants from **NSW** and **VIC** make up the largest percentages of people looking to migrate.



INTERNATIONAL

International
tenants
10.7%



Domestic
tenants
89.3%

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



New Zealand



China



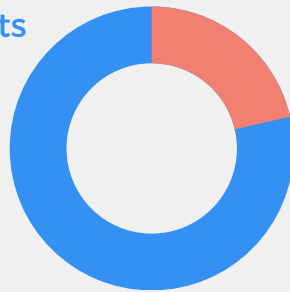
UK

City Spotlight — Perth



INTERSTATE

Local tenants
77.1%



Interstate
tenants
22.9%

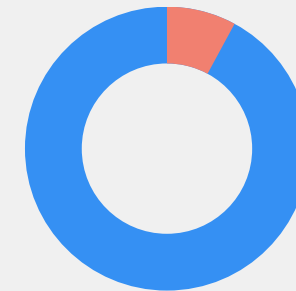
Over 1-in-5 tenants looking to rent property in Perth are inspecting from other states.

Tenants from **NSW** and **VIC** make up the largest percentages of people looking to migrate.



INTERNATIONAL

International
tenants
12.7%



Domestic
tenants
87.3%

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



Philippines



Chile



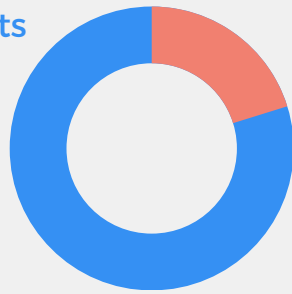
Japan

City Spotlight — Melbourne



INTERSTATE

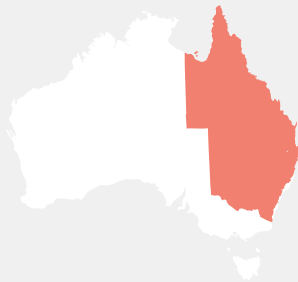
Local tenants
75.7%



Interstate
tenants
24.3%

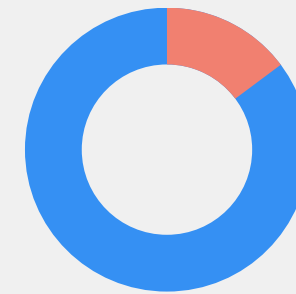
Nearly 1-in-4 tenants looking to rent property in Melbourne are inspecting from other states.

Tenants from **NSW** and **QLD** make up the largest demographic looking to migrate.



INTERNATIONAL

Domestic
tenants
91.6%



International
tenants
8.4%

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



Mexico



Philippines



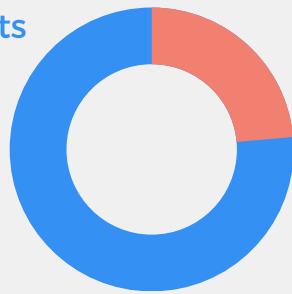
UK

City Spotlight — Sydney



INTERSTATE

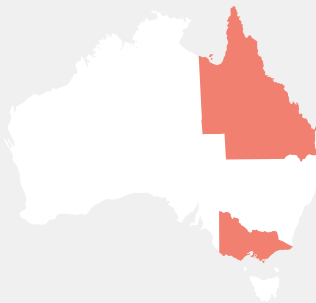
Local tenants
86.2%



Interstate
tenants
13.8%

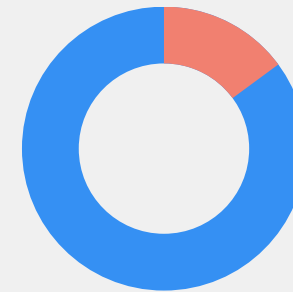
13.8% of tenants looking to rent property in Sydney are inspecting from other states.

Tenants from **NSW** and **VIC** make up the largest percentages of people looking to migrate.



INTERNATIONAL

International
tenants
14.3%



Domestic
tenants
86.2%

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



Philippines



China



UK

Methodology

The main sections of this report are based on the analysis of January 2025 virtual inspections data recorded by Little Hinges Pty Ltd, unless otherwise stated. Commentary in this report relating to interstate migration, consumer sentiment and rental 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.

References

Proprietary virtual inspection data is sourced from Little Hinges virtual inspections conducted between 01/01/2025 and 31/01/2025 (January 2025). This data set represents Australia's largest for digital property inspection numbers.



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 digitise property transactions.

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/book