



Sight Unseen

Interstate & International
Trends in the Australian
Property Market

Rentals July 2025



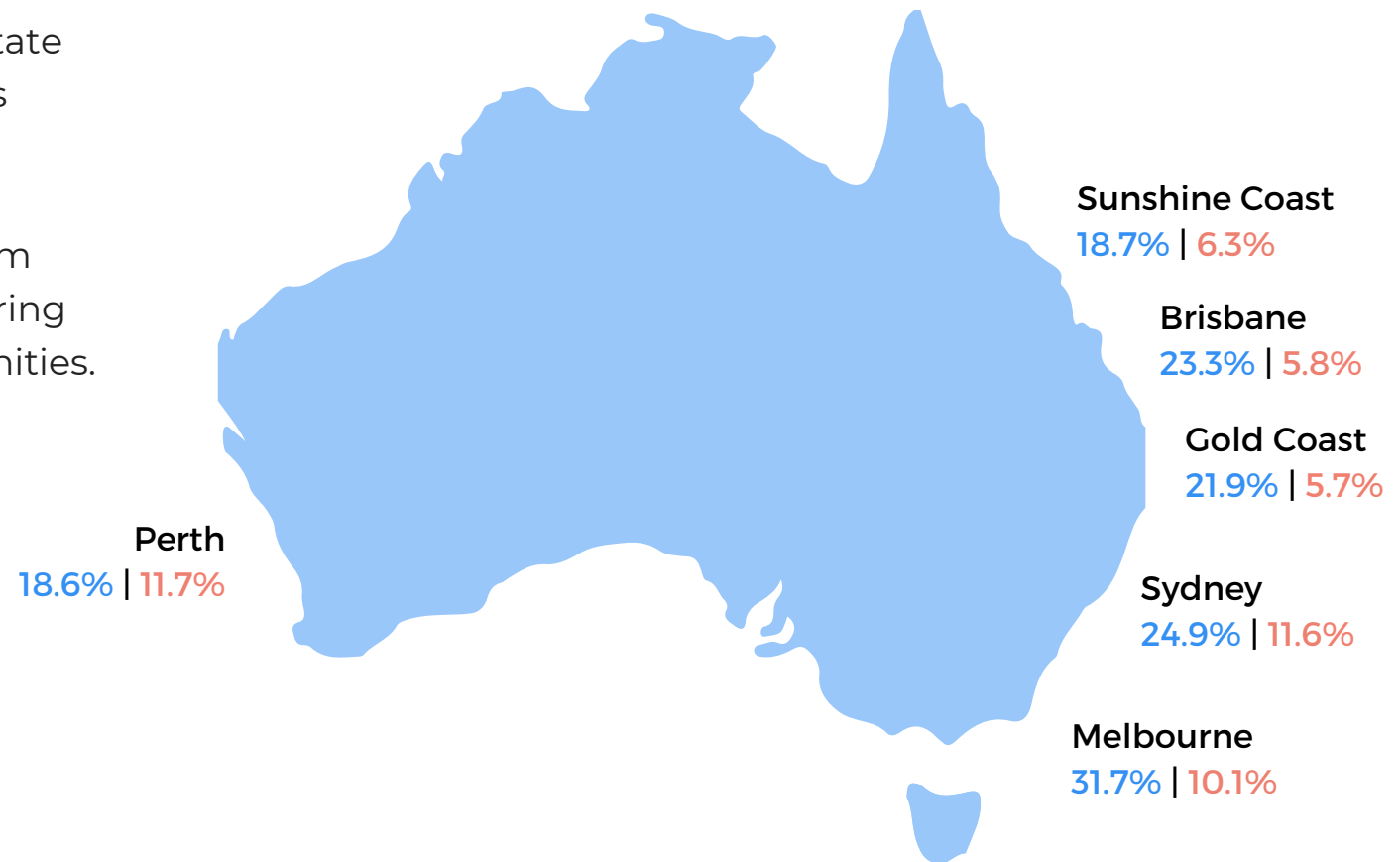
Key Insights

In July, 24.1% of digital rental inspections came from interstate renters, reflecting a continued interest from those planning a move across state lines. International renters made up 8.5% of views, indicating a slight dip but ongoing engagement from overseas audiences exploring Australian rental opportunities.

Key Property Markets

INTERSTATE
Average 24.1%

INTERNATIONAL
Average 8.5%





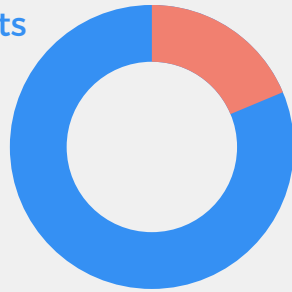
City Spotlights

City Spotlight — Sunshine Coast



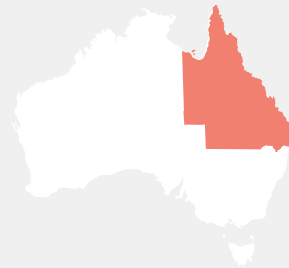
INTERSTATE

Local tenants
81.3%



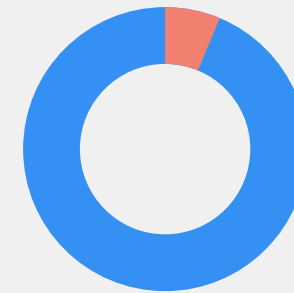
Interstate
tenants
18.7%

Interstate interest on the Sunshine Coast dipped slightly in July, with 18.7% of digital rental inspections coming from renters outside Queensland. International views also eased to 6.3%, but the region still holds appeal for both local and overseas movers.



INTERNATIONAL

International
tenants
6.3%



Domestic
tenants
93.7%

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



New Zealand



UK



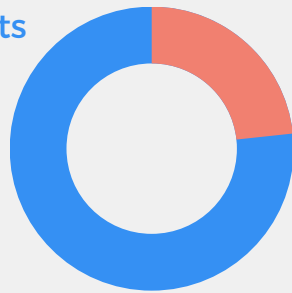
USA

City Spotlight — Brisbane



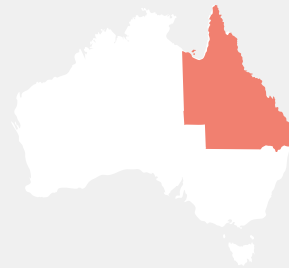
INTERSTATE

Local tenants
76.7%



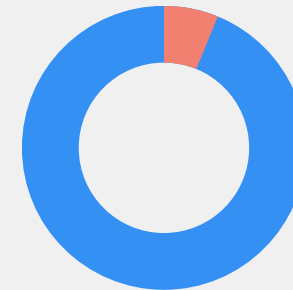
Interstate
tenants
23.3%

Brisbane held steady in July, with 23.3% of rental inspections coming from interstate renters—still a strong sign of relocation demand. International views edged down to 5.8%, but global interest remains present.



INTERNATIONAL

International
tenants
5.8%



Domestic
tenants
94.2%

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



New Zealand



UK



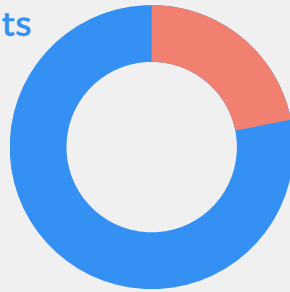
USA

City Spotlight — Gold Coast



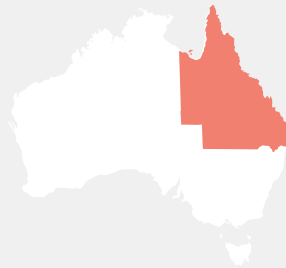
INTERSTATE

Local tenants
78.1%



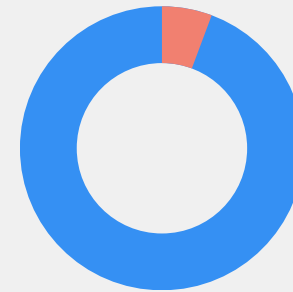
Interstate
tenants
21.9%

The Gold Coast continues to catch the eye of interstate movers, with 21.9% of rental views in July coming from outside the state. International interest sat at 5.7%, showing consistent attention from overseas.



INTERNATIONAL

International
tenants
5.7%



Domestic
tenants
94.3%

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



New Zealand



Japan



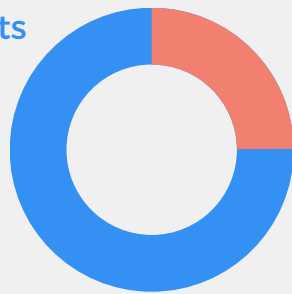
UK

City Spotlight — Sydney



INTERSTATE

Local tenants
75.1%



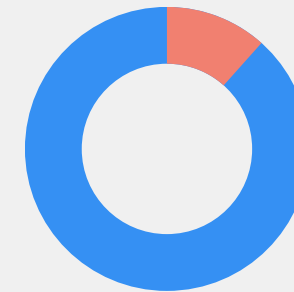
Interstate
tenants
24.9%

Sydney kept its strong position in July, with 24.9% of digital inspections coming from interstate viewers. International interest remained solid at 11.6%, reinforcing its pull on both national and global renters.



INTERNATIONAL

International
tenants
11.6%



Domestic
tenants
88.4%

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



USA



Philippines



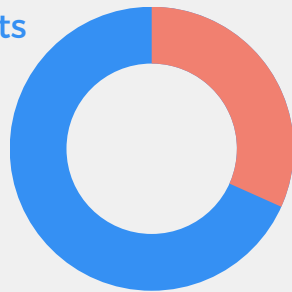
Thailand

City Spotlight — Melbourne



INTERSTATE

Local tenants
68.3%



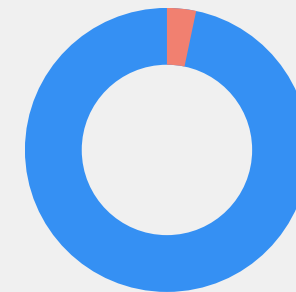
Interstate
tenants
31.7%

Melbourne led the pack in July, drawing the highest interstate attention at 31.7%. International views also climbed to 10.1%, highlighting the city's growing appeal both across Australia and abroad.



INTERNATIONAL

Domestic
tenants
89.9%



International
tenants
10.1%

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



New Zealand



Mexico



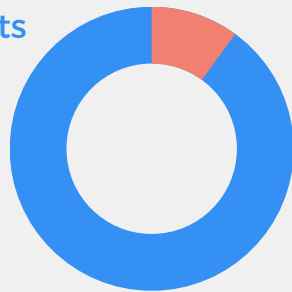
Japan

City Spotlight — Perth



INTERSTATE

Local tenants
81.4%



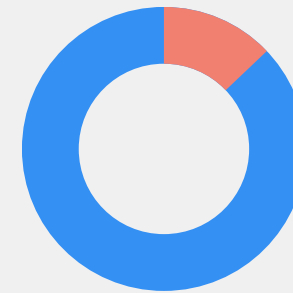
Interstate
tenants
18.6%

Perth is steadily gaining traction, with 18.6% of rental views in July from interstate and a notable 11.7% from international audiences. The city's rental market is clearly on more radars.



INTERNATIONAL

International
tenants
11.7%



Domestic
tenants
88.3%

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



UK



Japan



Singapore

Methodology

This report is based on the analysis of July 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 01/07/2025 and 31/07/2025 (July 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