

# Sight Unseen



Interstate & International  
Buyer Trends in the  
Australian Property Market

May  
2022





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Josh Callaghan, CEO
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# Foreword

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

This month, we've seen more than 200,000 people 'walk' through the doors of our virtual property inspections.

The average percentage of buyers inspecting property from interstate is still sitting at around 27% with Queensland continuing to lead the charge. The Gold Coast is sitting at almost 50% of virtual inspections coming from interstate, with cashed up Southern buyers looking to escape to the sun and surf. The Sunshine Coast is seeing almost 30% of inspections coming from interstate, while Brisbane continues to sit at almost 25%.

There's definitely some slowing in the market overall, with agents letting us know that inspection and offer volumes are gradually starting to wane.

We're still in a market that could only be described as hot, but agents are starting to put contingency plans in place for when interest rates continue to rise. Opening up their properties to interstate buyers is definitely one of these contingency plans, as is ensuring they are capturing leads from as many sources as possible, not just relying on the major property portals or in-person inspections.

As we move into a traditionally slower time of year for real estate, now is the perfect time for agents to experiment with their lead capture.

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

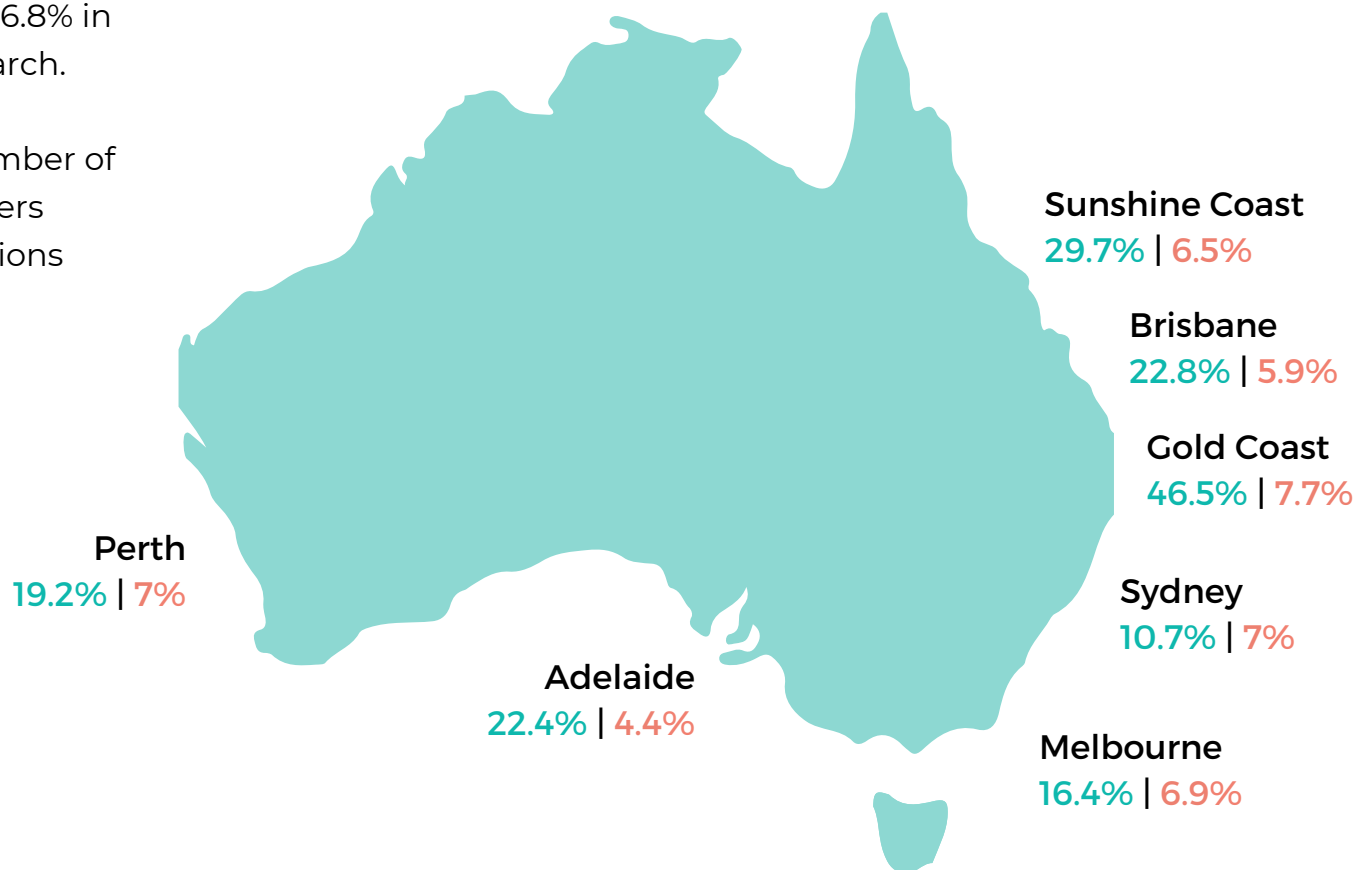
In May 2022, the major regions around Australia saw an average of 27.4% of properties inspected from interstate, equal to last month. 6.5% of inspections were from overseas, down from 6.8% in April, but still up from 5.3% in March.

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

## Key Property Markets

**INTERSTATE**  
Average 27.4%

**INTERNATIONAL**  
Average 6.5%

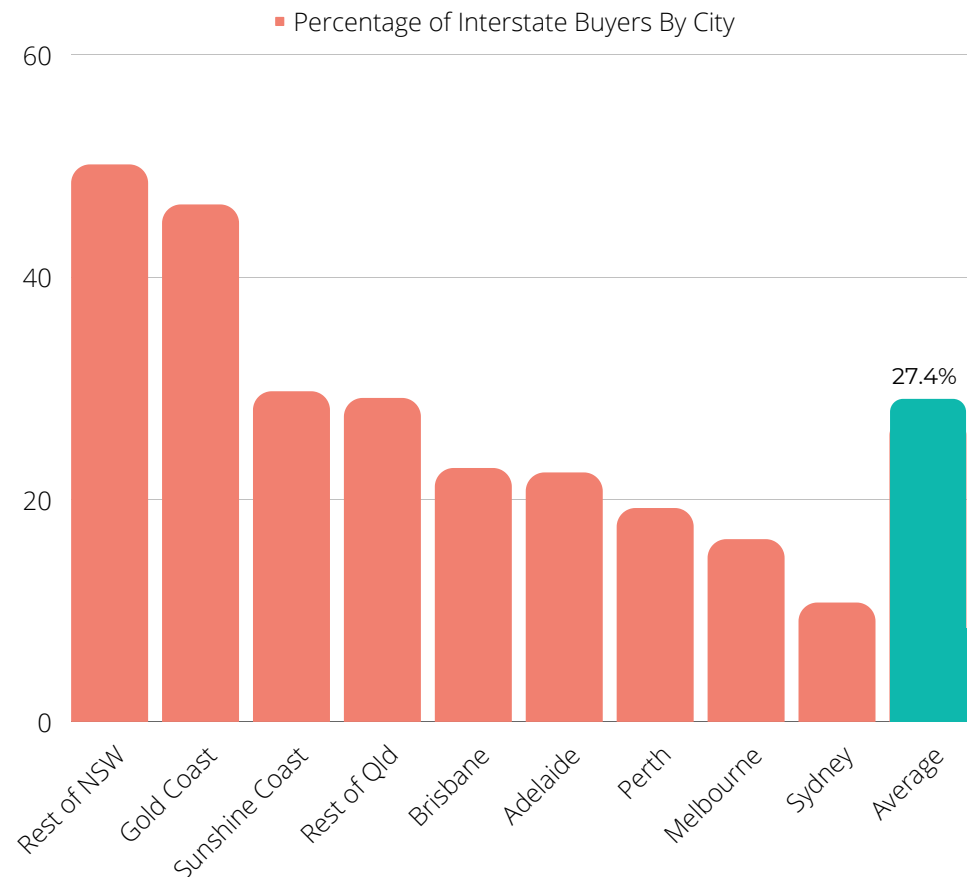


# Interstate Buyer Trends

The number of interstate buyers inspecting property grew across Queensland this month. The highest growth in interstate inspections was on the Gold Coast, with almost 50% of inspections coming from outside the region. While the Gold Coast has consistently seen high numbers of interstate inspections, May saw an almost 10% jump in the number of interstate buyers looking for property in the region.

The Sunshine Coast saw an almost 2% jump in visitors inspecting from interstate, bringing the total percentage of buyers from outside the region to almost 30%. Brisbane maintained its percentage of 23% interstate inspections.

The only southern city to see growth in interstate inspections was Melbourne, which jumped by almost 4% to 16.4%. This is the highest number of interstate inspections for the city. Buyers are inspecting Melbourne property from NSW, Queensland and Western Australia.

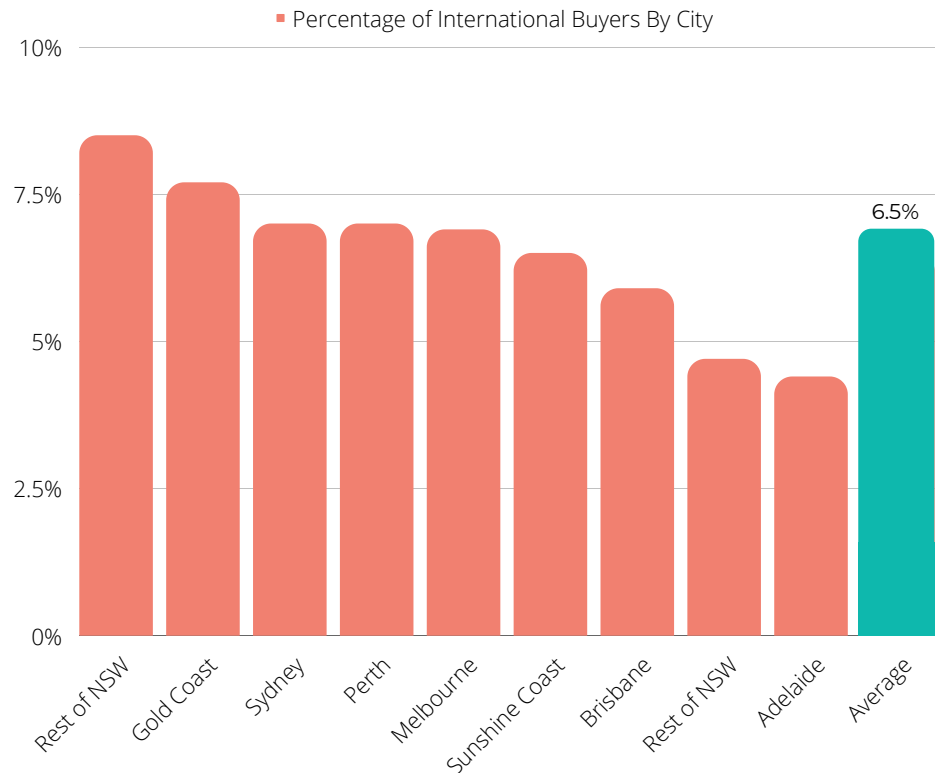
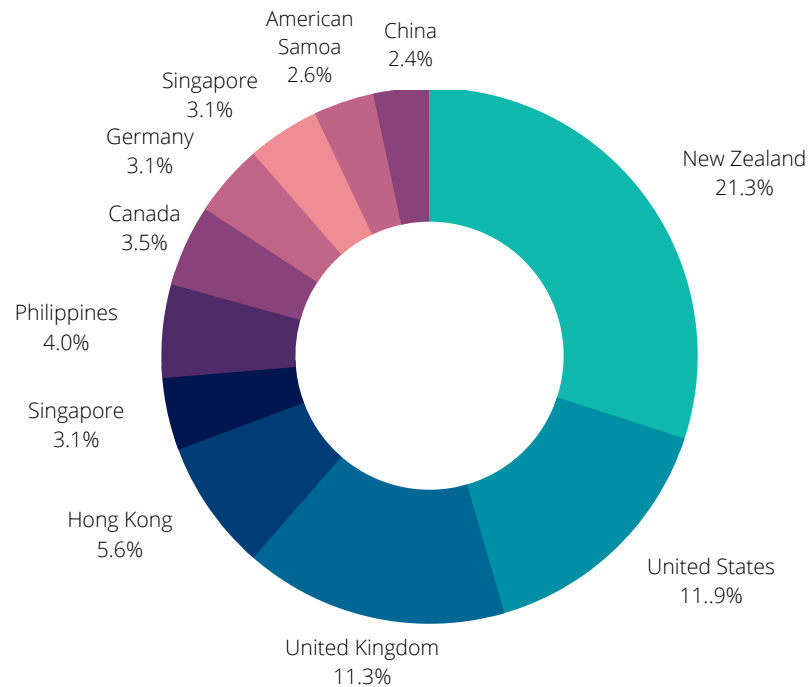


# International Buyer Trends

The number of international buyers inspecting Australian property dropped slightly in May, down to 6.1% from 6.8% in April.

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:





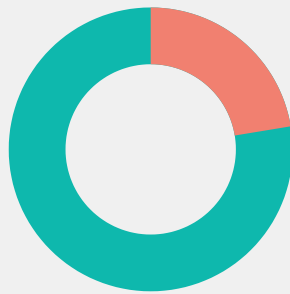
# City Spotlights

# City Spotlight — Adelaide



## INTERSTATE

Local buyers  
77.6%



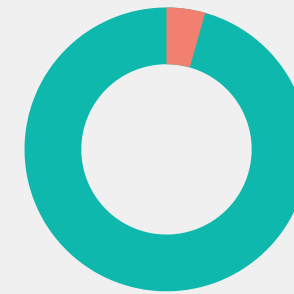
Interstate buyers  
22.4% (-0.9%)

Almost 23% of buyers looking to purchase in Adelaide are inspecting property from other states. This is down from 23.3% in April '22. Buyers from NSW and VIC make up the largest numbers of buyers looking to migrate.



## INTERNATIONAL

International buyers  
4.4%



Domestic buyers  
95.6%

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



UK



Hong Kong



NZ

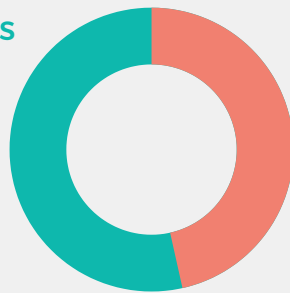


# City Spotlight — Gold Coast



## INTERSTATE

Local buyers  
53.5%



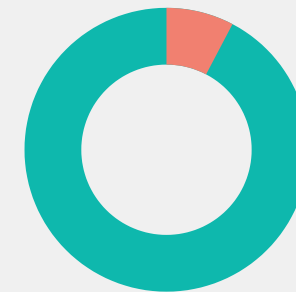
Interstate buyers  
46.5% (+8.7%)

Almost 50% of buyers looking to purchase on the Gold Coast are inspecting property from other states. This is up from 37.8% in April '22. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

Domestic buyers  
92.3%



International buyers  
7.7%

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



NZ



USA



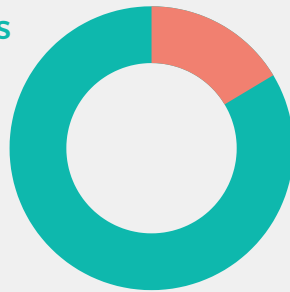
UK

# City Spotlight — Melbourne



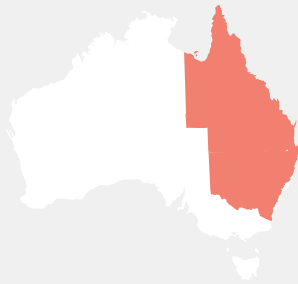
## INTERSTATE

Local buyers  
83.6%



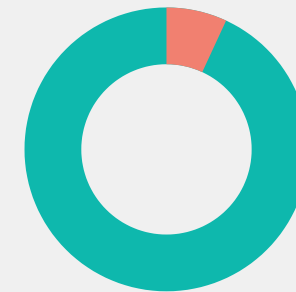
Interstate buyers  
16.4% (+3.2%)

Almost 17% of buyers looking to purchase in Melbourne are inspecting property from other states, up from 13.2% in Apr '22. Buyers from **NSW** and **QLD** make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
6.9%



Domestic buyers  
93.1%

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



USA



Philippines



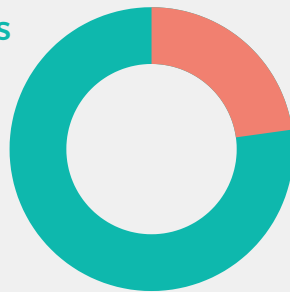
Germany

# City Spotlight — Brisbane



## INTERSTATE

Local buyers  
77.2%



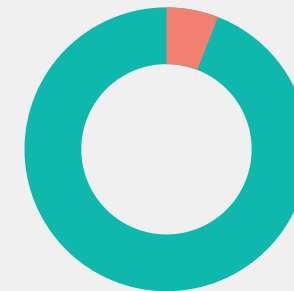
Interstate buyers  
22.8% (+0%)

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



## INTERNATIONAL

International buyers  
5.9%



Domestic buyers  
94.1%

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



NZ



USA



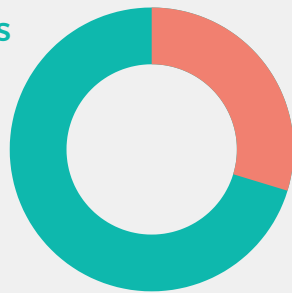
UK

# City Spotlight — Sunshine Coast



## INTERSTATE

Local buyers  
70.3%



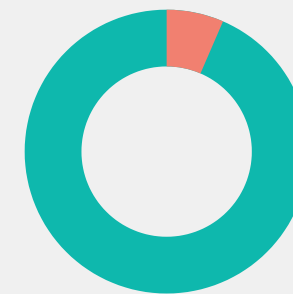
Interstate buyers  
29.7% (+1.6%)

Almost 30% of buyers looking to purchase on the Sunshine Coast are inspecting property from other states. This is up from 27.6% in Apr '22. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

Domestic buyers  
93.5%



International buyers  
6.5%

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



NZ



USA



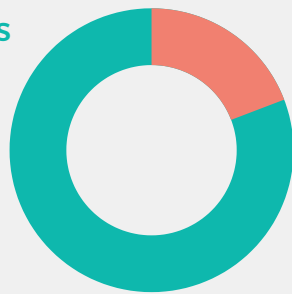
UK

# City Spotlight — Perth



## INTERSTATE

Local buyers  
80.8%



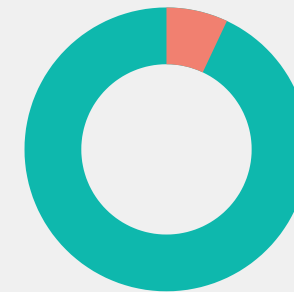
Interstate buyers  
19.2% (+0.4%)

Almost 20% of buyers looking to purchase in Perth are inspecting property from other states, up from 18.8% in Apr '22. Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
7%



Domestic buyers  
93%

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



NZ



UK



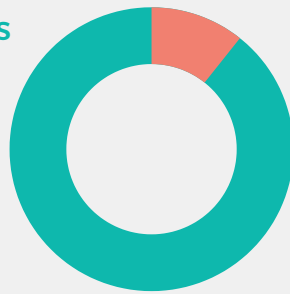
USA

# City Spotlight — Sydney



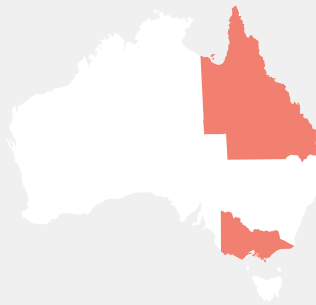
## INTERSTATE

Local buyers  
89.3%



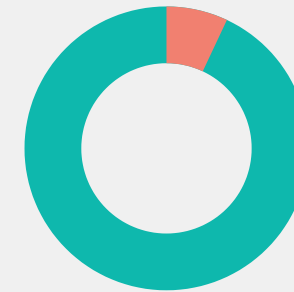
Interstate buyers  
10.7% (-0.4%)

10.7% of buyers looking to purchase in Sydney are inspecting property from other states, down from 11.1% in Apr '22. Buyers from VIC and QLD make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
7%



Domestic buyers  
93%

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



Hong Kong



UK

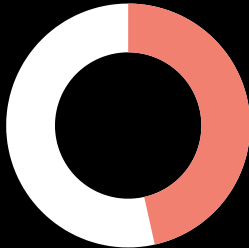


US

# Interstate Buyers at a Glance

## GOLD COAST

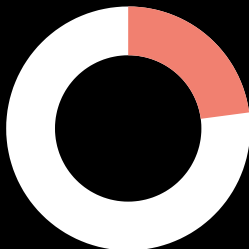
Local buyers  
53.5%



Interstate buyers  
46.5%

## BRISBANE

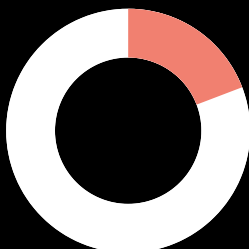
Local buyers  
77.2%



Interstate buyers  
22.8%

## PERTH

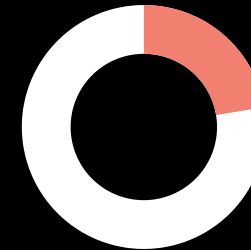
Local buyers  
80.8%



Interstate buyers  
19.2%

## ADELAIDE

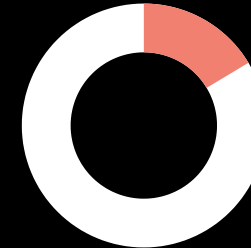
Local buyers  
77.6%



Interstate buyers  
22.4%

## MELBOURNE

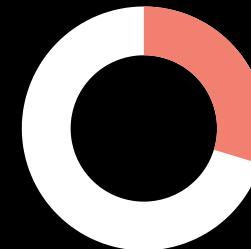
Local buyers  
83.6%



Interstate buyers  
16.4%

## SUNSHINE COAST

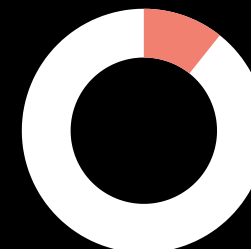
Local buyers  
70.3%



Interstate buyers  
29.7%

## SYDNEY

Local buyers  
89.3%

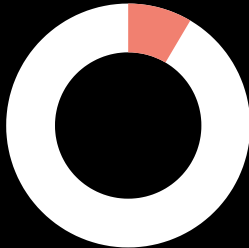


Interstate buyers  
10.7%

# International Buyers at a Glance

## GOLD COAST

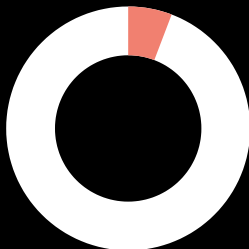
Local buyers  
92.3%



International buyers  
7.7%

## BRISBANE

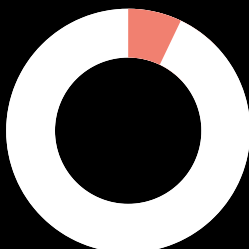
Local buyers  
94.1%



International buyers  
5.9%

## PERTH

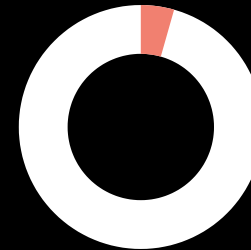
Local buyers  
93%



International buyers  
7%

## ADELAIDE

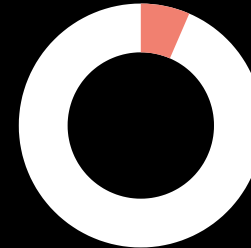
Local buyers  
95.6%



International buyers  
4.4%

## MELBOURNE

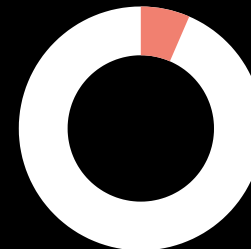
Local buyers  
93.1%



International buyers  
6.9%

## SUNSHINE COAST

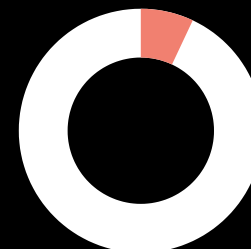
Local buyers  
93.5%



International buyers  
6.5%

## SYDNEY

Local buyers  
93%



International buyers  
7%



# Methodology

The main sections of this report are based on the analysis of May 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 1/5/2022 and 31/5/2022 (May 2022). May 2022 analysis conducted over a dataset of 207,556 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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