



# Sight Unseen

Interstate & International  
Trends in the Australian  
Property Market

# Sales August 2025



# Key Insights

In August, interstate demand accounted for 19.7% of digital property inspections and international interest was 5.3%, both slightly lower than the previous month. Sydney, Brisbane and the Gold Coast remained the strongest draws for interstate buyers, highlighting ongoing cross-border appeal despite the overall de

## Key Property Markets

**INTERSTATE**  
Average 19.7%

**INTERNATIONAL**  
Average 5.3%





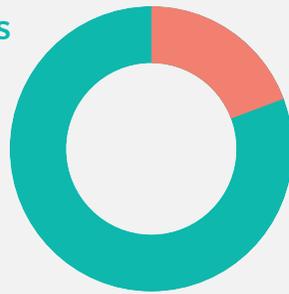
# City Spotlights

# City Spotlight — Sunshine Coast



## INTERSTATE

Local buyers  
80.7%



Interstate buyers  
19.3%

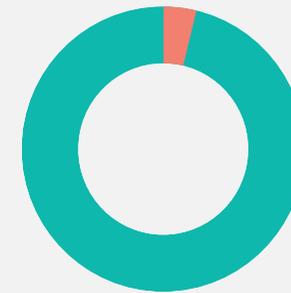
Interstate interest in the Sunshine Coast eased in August, with 19.3% of property inspections originating from outside Queensland.

Although slightly lower than July, nearly one in five buyers continues inspecting properties interstate, and international demand held at 3.8%.



## INTERNATIONAL

International buyers  
3.8%



Domestic buyers  
96.2%

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



New Zealand



USA



UK

# City Spotlight — Brisbane



## INTERSTATE

Local buyers  
78.6%



Interstate buyers  
21.4%

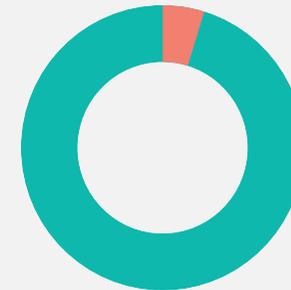
Brisbane recorded 21.4% of inspections from interstate buyers in August, a slight dip month-on-month.

International interest eased to 4.8%, but still reflects continued cross-border appeal.



## INTERNATIONAL

Domestic buyers  
95.2%



International buyers  
4.8%

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



New Zealand



UK



USA

# City Spotlight — Gold Coast



## INTERSTATE

Local buyers  
76.8%



Interstate buyers  
23.2%

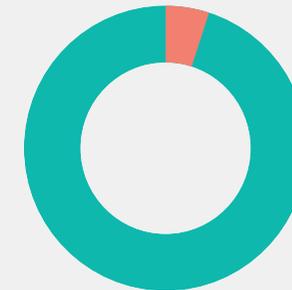
Interstate demand for the Gold Coast increased in August, with 23.2% of inspections coming from buyers outside Queensland.



International interest also rose to 5%, highlighting the region's ongoing broad appeal.

## INTERNATIONAL

International buyers  
5%



Domestic buyers  
95%

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



New Zealand



Japan



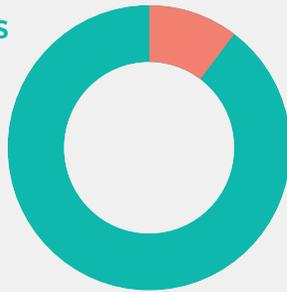
UK

# City Spotlight — Sydney



## INTERSTATE

Local buyers  
89.7%



Interstate buyers  
10.3%

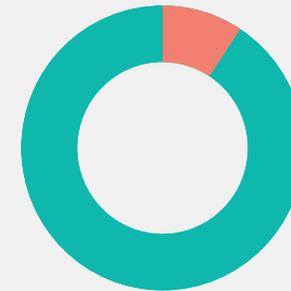
Sydney saw 10.3% of inspections from interstate buyers in August, down from July's 11.3%.

International demand remained strong at 9.3%, the highest of all markets, highlighting the city's enduring global appeal.



## INTERNATIONAL

Domestic buyers  
90.7%



International buyers  
9.3%

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



USA



Philippines



Thailand

# City Spotlight — Melbourne



## INTERSTATE

Local buyers  
85.3%



Interstate buyers  
14.7%

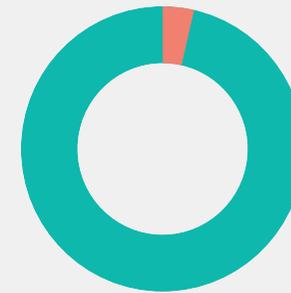
In Melbourne, 14.7% of inspections were from interstate buyers in August, lower than in July.

International demand falling to 3.6%.



## INTERNATIONAL

Domestic buyers  
96.4%



International buyers  
3.6%

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



New Zealand



Japan



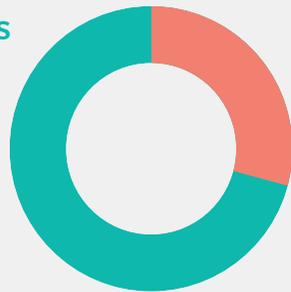
USA

# City Spotlight — Perth



## INTERSTATE

Local buyers  
70.8%



Interstate buyers  
29.2%

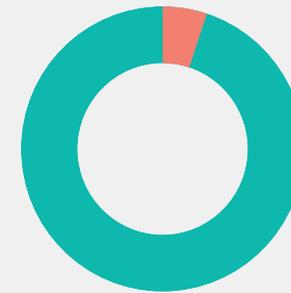
Perth recorded a strong 29.2% of inspections from interstate buyers in August, maintaining its position as one of the leading cross-border markets.

Despite a slight decrease, international interest remained high at 5.1%.



## INTERNATIONAL

Domestic buyers  
94.9%



International buyers  
5.1%

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



UK



Japan



Singapore

# Methodology

The main sections of this report are based on the analysis of August 2025 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 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 1 August 2025 and 31 August 2025.

This dataset represents Australia's most unique collection of digital property inspection analytics, providing unique insights into buyer behaviour and market trends across major metropolitan regions.

# 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](mailto:vt@littlehinges.com.au)



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