

Sight Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

SALES

February

2025



Key Insights

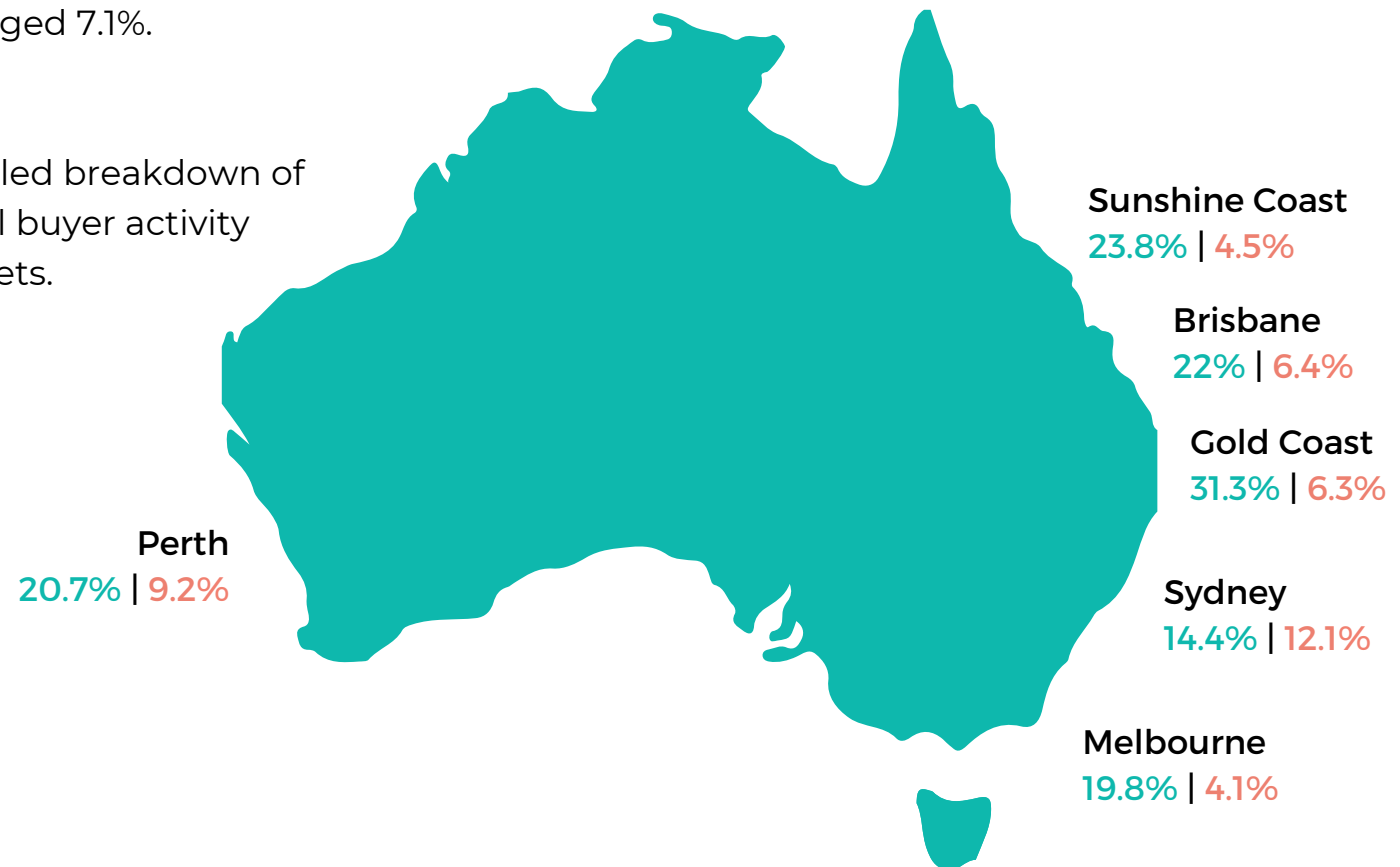
In February 2025, an average of 22% of property inspections across major Australian regions came from interstate buyers, while international interest averaged 7.1%.

This report provides a detailed breakdown of interstate and international buyer activity across key Australian markets.

Key Property Markets

INTERSTATE
Average 22%

INTERNATIONAL
Average 7.1%





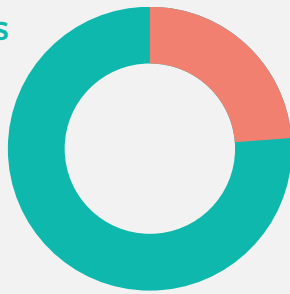
City Spotlights

City Spotlight — Sunshine Coast



INTERSTATE

Local buyers
76.2%



Interstate buyers
23.8%

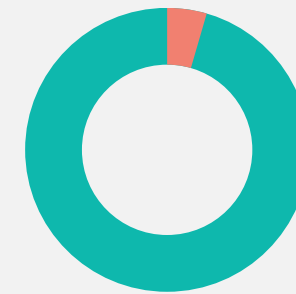
Interstate interest in the Sunshine Coast remains strong, with 23.8% of property inspections coming from outside Queensland.

This marks a slight increase from January, reinforcing the region's appeal among buyers seeking a lifestyle-driven move, particularly from NSW and VIC.



INTERNATIONAL

Domestic buyers
95.5%



International buyers
4.5%

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



New Zealand



USA



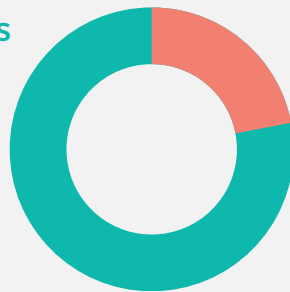
UK

City Spotlight — Brisbane



INTERSTATE

Local buyers
78%



Interstate buyers
22%

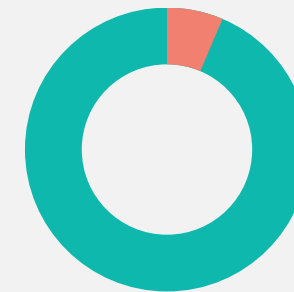
Interstate interest in Brisbane has risen to 22%, marking a notable increase from January.

This growth highlights the city's ongoing appeal for buyers, particularly from NSW and VIC, seeking affordability and strong employment opportunities.



INTERNATIONAL

Domestic buyers
93.6%



International buyers
6.4%

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



New Zealand



Japan



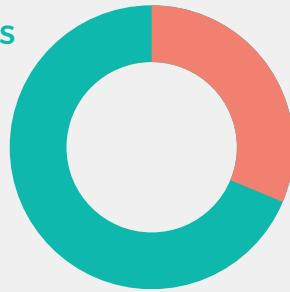
USA

City Spotlight — Gold Coast



INTERSTATE

Local buyers
68.7%



Interstate buyers
31.3%

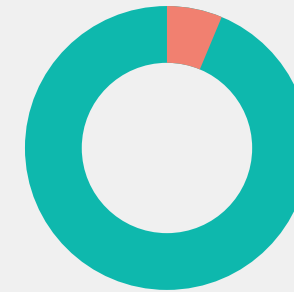
Interstate demand on the Gold Coast surged to 31.3%, making it the highest in the country.

This increase from January reinforces the region's strong lifestyle appeal, with buyers from NSW and VIC continuing to drive demand.



INTERNATIONAL

International buyers
6.3



Domestic buyers
93.7%

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



New Zealand



Japan



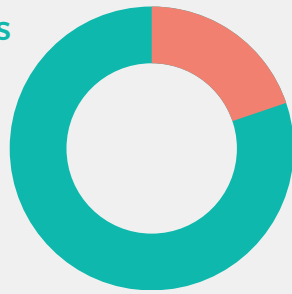
UK

City Spotlight — Melbourne



INTERSTATE

Local buyers
80.2%



Interstate buyers
19.8%

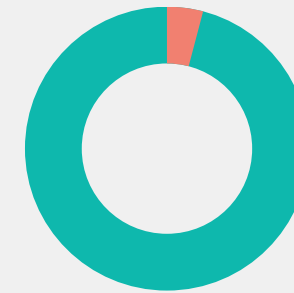
Interstate property inspections in Melbourne softened to 19.8%, reflecting a slight decline from January.

While still a key market, shifting trends suggest buyers may be looking elsewhere for affordability and lifestyle benefits.



INTERNATIONAL

International buyers
4.1%



Domestic buyers
95.9%

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



New Zealand



Japan



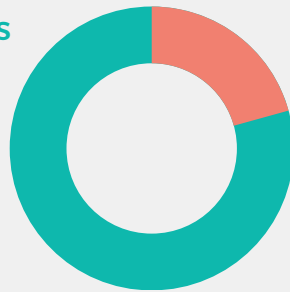
USA

City Spotlight — Perth



INTERSTATE

Local buyers
79.3%



Interstate buyers
20.7%

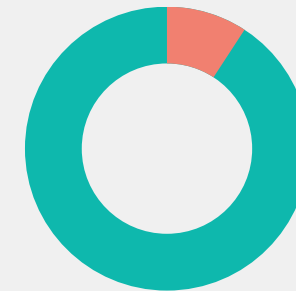
Perth's interstate demand remains steady at 20.7%, holding strong compared to January.

With its relative affordability and growing economy, the city continues to attract buyers from the eastern states.



INTERNATIONAL

International buyers
9.2%



Domestic buyers
90.8%

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



UK



Japan



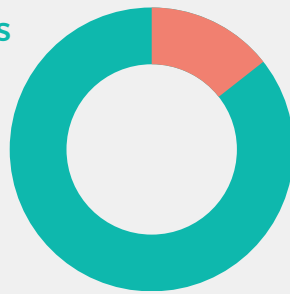
USA

City Spotlight — Sydney



INTERSTATE

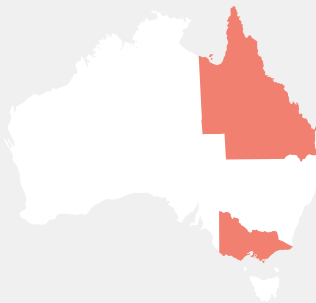
Local buyers
85.6%



Interstate buyers
14.4%

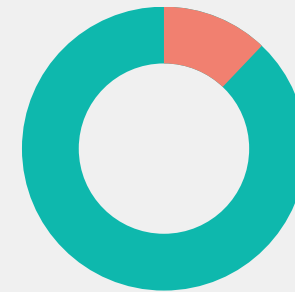
Sydney saw a rise in interstate inspections, reaching 14.4%, up from January.

This signals renewed interest from QLD and VIC buyers, as shifting market conditions and lifestyle factors drive movement into the city.



INTERNATIONAL

International buyers
12.1%



Domestic buyers
87.9%

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



USA



China



Japan

Methodology

The main sections of this report are based on the analysis of February 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 1/02/2025 and 28/02/2025 (February 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



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