

Sight Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

January
2023



Key Insights

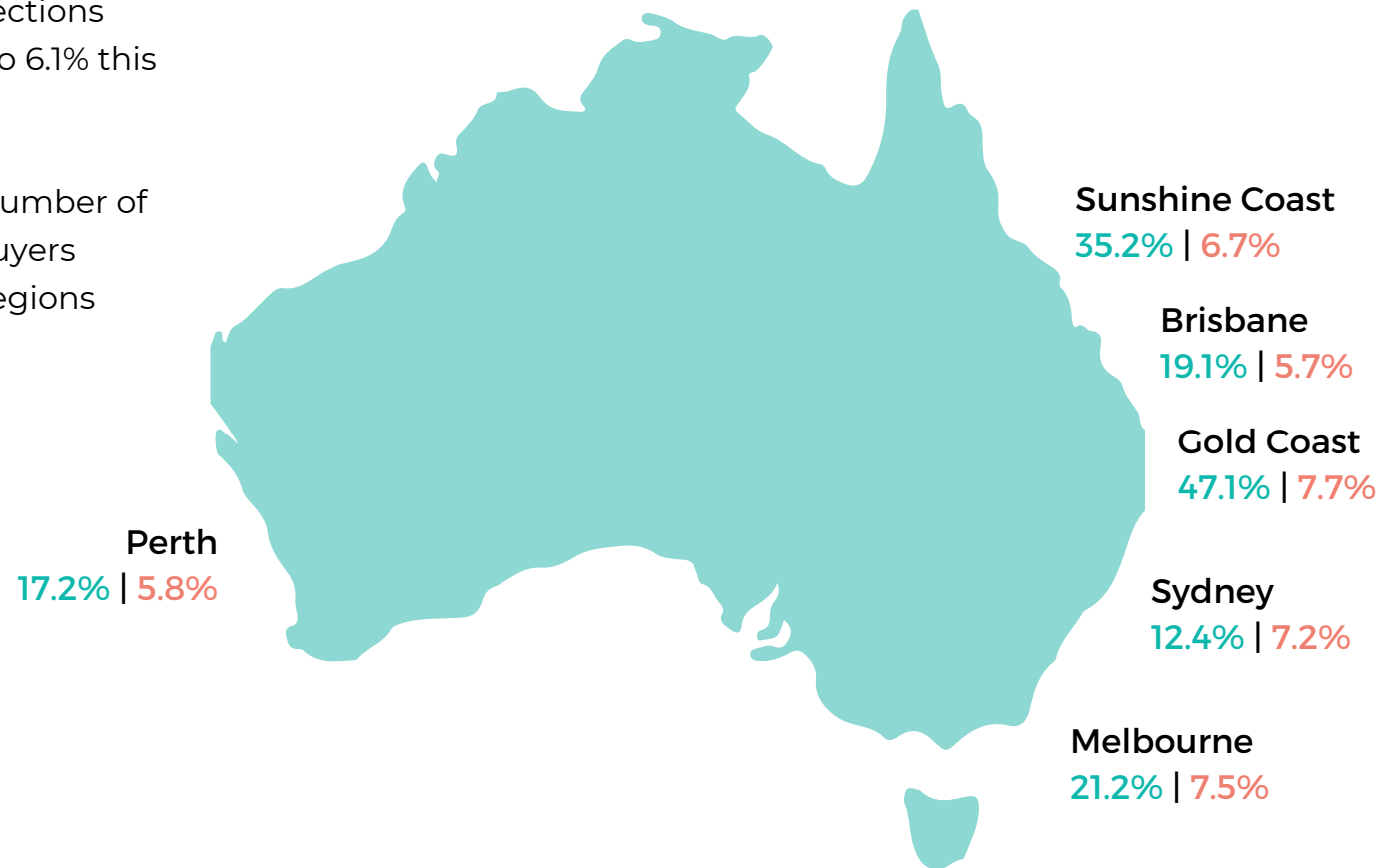
In January 2023, the major regions around Australia saw an average of 23.5% of properties inspected from interstate. This is down from 28.4% December. International inspections decreased slightly from 6.9% to 6.1% this month.

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

Key Property Markets

INTERSTATE
Average 23.5%

INTERNATIONAL
Average 6.1%





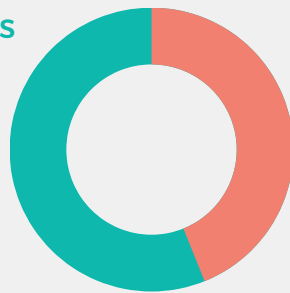
City Spotlights

City Spotlight — Gold Coast



INTERSTATE

Local buyers
52.9%



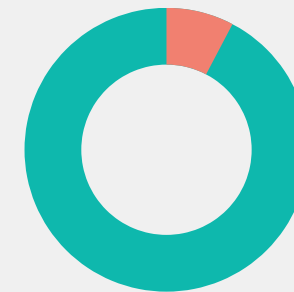
Interstate buyers
47.1% (4.7%)

Almost 50% of buyers looking to purchase property on the Gold Coast are inspecting from other states. This is up from 42.4% in December '22. Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
7.7%



Domestic buyers
92.3%

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



NZ



USA



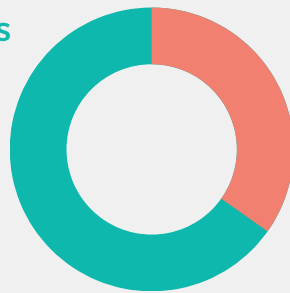
UK

City Spotlight — Sunshine Coast



INTERSTATE

Local buyers
64.8%



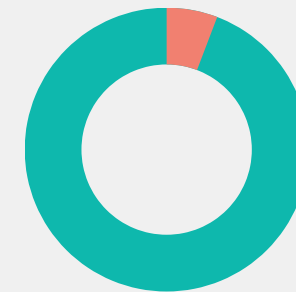
Interstate buyers
35.2% (-28.2%)

Over 30% of buyers looking to purchase property on the Sunshine Coast are inspecting from other states. This is down from over 60% in December December '22. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
6.7%



Domestic buyers
93.3%

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



NZ



UK



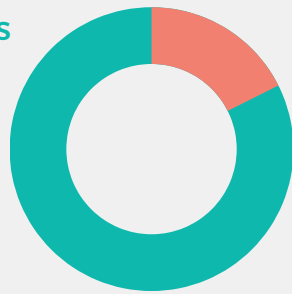
USA

City Spotlight — Brisbane



INTERSTATE

Local buyers
80.9%



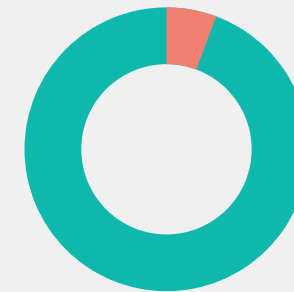
Interstate buyers
19.1% (-1%)

Almost 20% of buyers looking to purchase property in Brisbane are inspecting from other states, down from last month's 20.1%. Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
5.7%



Domestic buyers
94.3%

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



NZ



UK



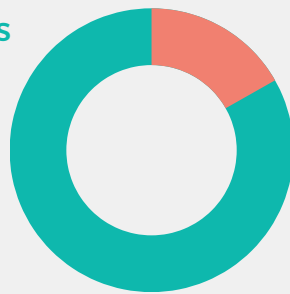
USA

City Spotlight — Melbourne



INTERSTATE

Local buyers
78.8%



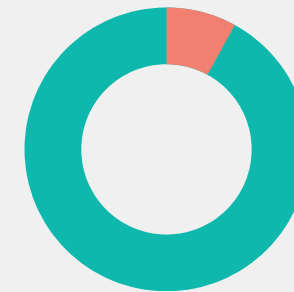
Interstate buyers
21.2% (+0.8%)

Over 21% of buyers looking to purchase property in Melbourne are inspecting from other states, up from 20.4% last month. Buyers from **NSW** and **QLD** make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
7.5%



Domestic buyers
92.5%

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



New Zealand



USA



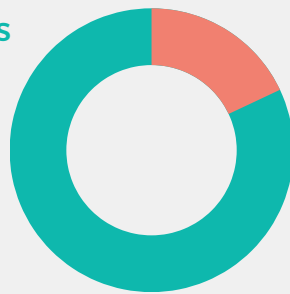
UK

City Spotlight — Perth



INTERSTATE

Local buyers
82.8%



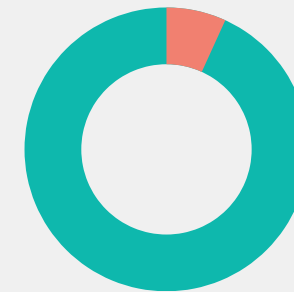
Interstate buyers
17.2% (-3.2%)

Just over 17% of buyers looking to purchase property in Perth are inspecting from other states, down 3.2% compared to last month. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
5.8%



Domestic buyers
94.2%

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



USA



UK



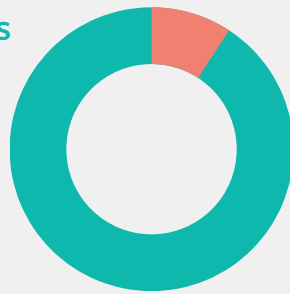
NZ

City Spotlight — Sydney



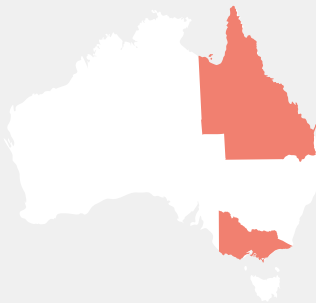
INTERSTATE

Local buyers
87.6%



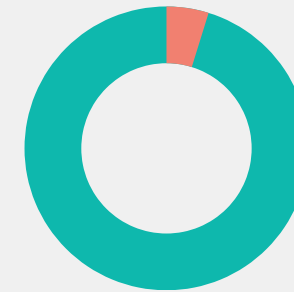
Interstate buyers
12.4% (+0.5%)

More than 12% of buyers looking to purchase property in Sydney are inspecting from other states this month. Buyers from VIC and QLD make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
7.2%



Domestic buyers
92.8%

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



Hong Kong



UK



USA

Methodology

The main sections of this report are based on the analysis of January 2023 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 1/1/2023 and 31/1/2023 (January 2023). 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 change the way Australians transact property.

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/virtual-tour-booking