

# Sight Unseen



Interstate & International  
Buyer Trends in the  
Australian Property Market

## SALES

January

# 2024



# Key Insights

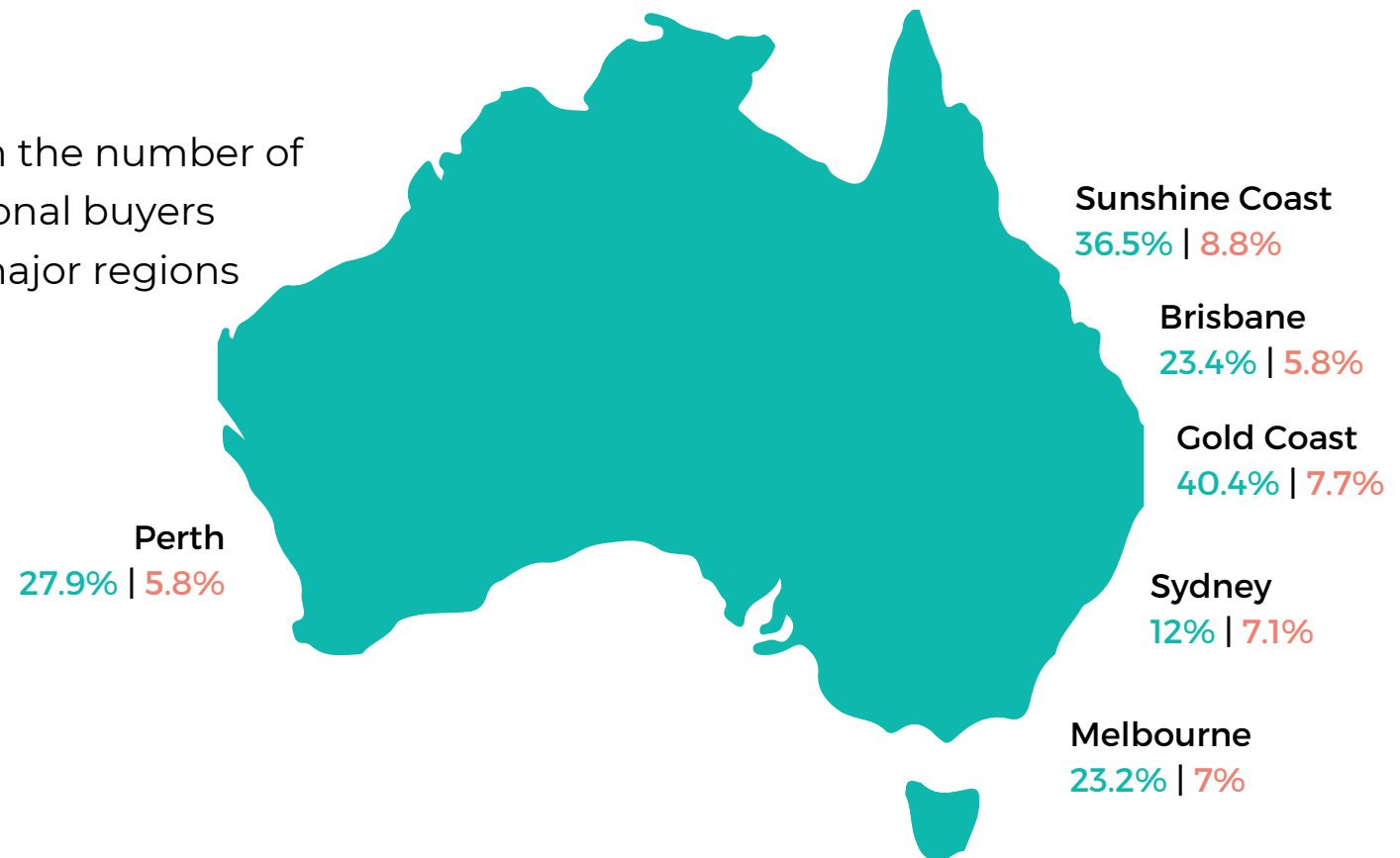
In January 2024, the major regions around Australia saw an average of 27.4% of properties inspected from interstate. International inspections remained at an average of 7.06% this month.

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

## Key Property Markets

**INTERSTATE**  
Average 27.4%

**INTERNATIONAL**  
Average 7.06%







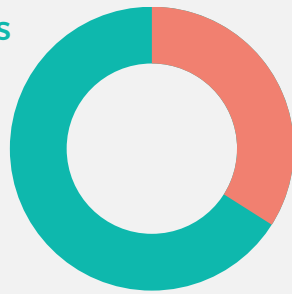
# City Spotlights

# City Spotlight — Sunshine Coast



## INTERSTATE

Local buyers  
63.5%



Interstate buyers  
36.5%

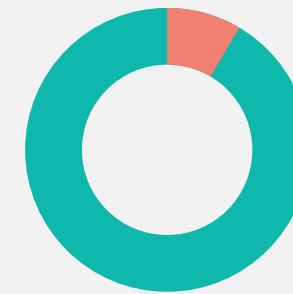
Just over 1-in-3 buyers inspecting properties on the Sunshine Coast are looking from interstate.

Most of these potential buyers come from **NSW** and **VIC**



## INTERNATIONAL

International buyers  
8.8%



Domestic buyers  
91.2%

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



New Zealand



USA



UK

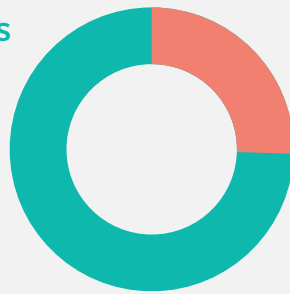


# City Spotlight — Brisbane



## INTERSTATE

Local buyers  
76.6%



Interstate buyers  
23.4%

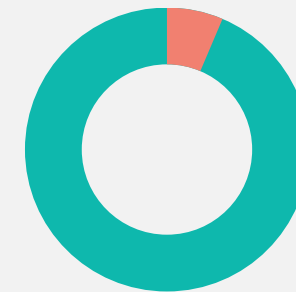
Just under 1-in-4 people looking to purchase property in Brisbane are inspecting from interstate.

Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

Domestic buyers  
94.2%



International buyers  
5.8%

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



New Zealand



UK



USA

# City Spotlight — Gold Coast



## INTERSTATE

Local buyers  
59.7%



Interstate buyers  
40.4%

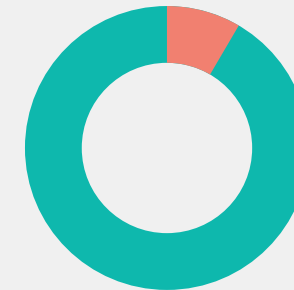
In the Gold Coast property market, 40.4% of buyers are inspecting from other states.

**NSW** and **VIC** buyers account for the largest share of interstate buyers.



## INTERNATIONAL

International buyers  
7.7%



Domestic buyers  
92.3%

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



New Zealand



USA



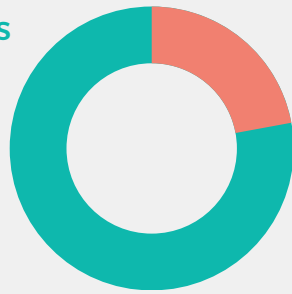
UK

# City Spotlight — Melbourne



## INTERSTATE

Local buyers  
76.4%



Interstate buyers  
23.7%

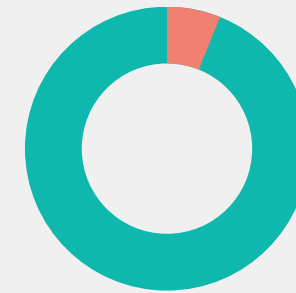
Almost 24% of buyers looking to purchase property in Melbourne are inspecting from other states.

Buyers from NSW and QLD make up the largest margin of buyers looking to migrate.



## INTERNATIONAL

Domestic buyers  
93%



International buyers  
7%

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



New Zealand



Singapore



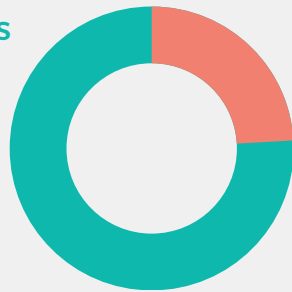
Hong Kong

# City Spotlight — Perth



## INTERSTATE

Local buyers  
70.2%



Interstate buyers  
27.9%

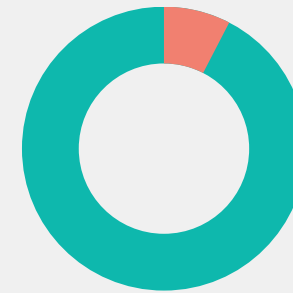
Close to 1 in every 4 people looking to purchase property in Perth are inspecting from other states.

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:



New Zealand



Canada



China

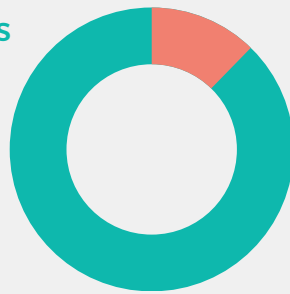


# City Spotlight — Sydney



## INTERSTATE

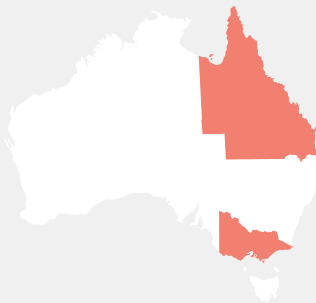
Local buyers  
88%



Interstate buyers  
12%

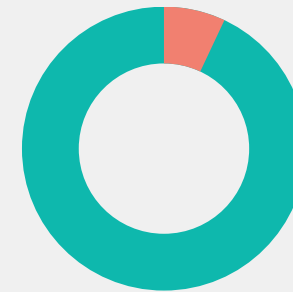
12% of buyers looking to purchase property in Sydney are inspecting from out of state.

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:



USA



China



New Zealand

# Methodology

The main sections of this report are based on the analysis of January 2024 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 1/1/2024 and 31/1/2024 (January 2024). 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](mailto:vt@littlehinges.com.au)



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