

Sight Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

SALES

January

2025



Key Insights

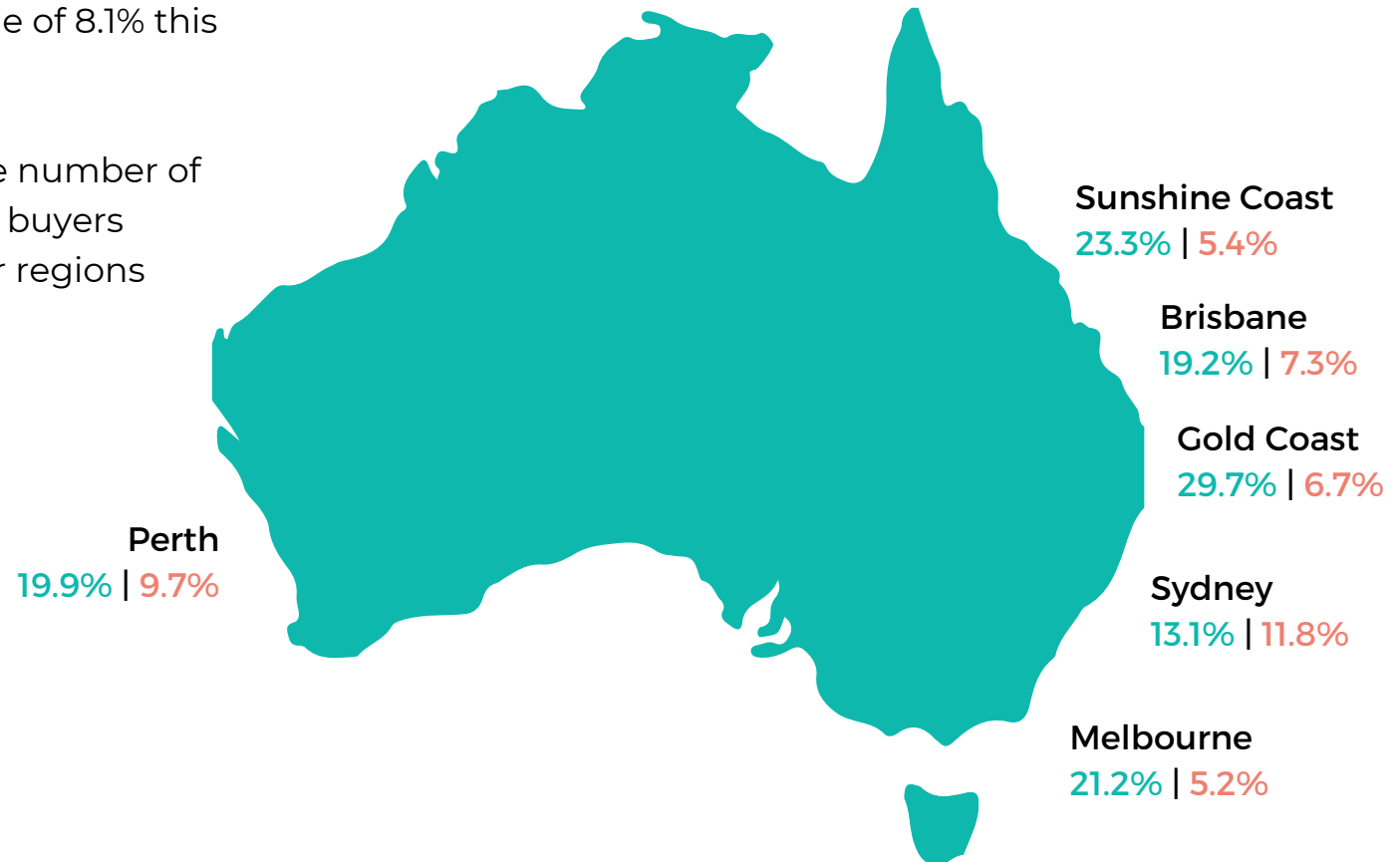
In January 2025, the major regions around Australia saw an average of 20.1% of properties inspected from interstate. International saw an average of 8.1% this month.

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

Key Property Markets

INTERSTATE
Average 20.1%

INTERNATIONAL
Average 8.1%





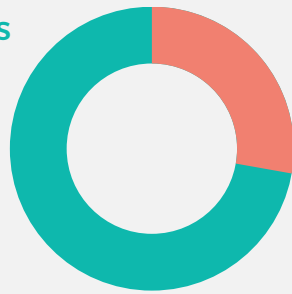
City Spotlights

City Spotlight — Sunshine Coast



INTERSTATE

Local buyers
76.7%



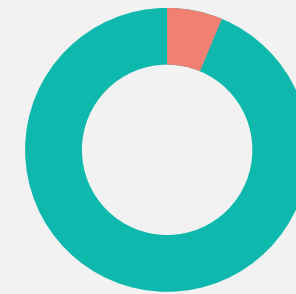
Interstate buyers
23.3%

Nearly 1 in 4 property inspections (23.3%) come from interstate buyers, with strong interest from **NSW** and **VIC**.



INTERNATIONAL

Domestic buyers
94.6%



International buyers
5.4%

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



Germany



USA



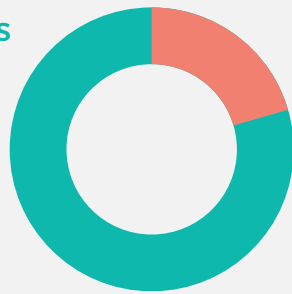
UK

City Spotlight — Brisbane



INTERSTATE

Local buyers
86.8%



Interstate buyers
19.2%

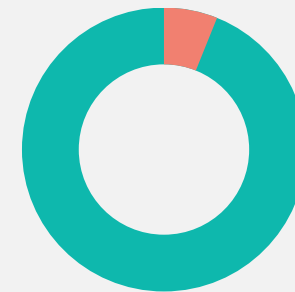
Just under 1-in-5 people looking to purchase property in Brisbane are inspecting from interstate.

Buyers from **NSW** and **VIC** make up the largest percentage of migrants.



INTERNATIONAL

Domestic buyers
92.7%



International buyers
7.3%

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



New Zealand



UK



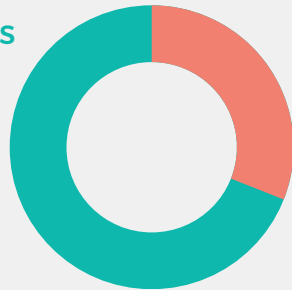
USA

City Spotlight — Gold Coast



INTERSTATE

Local buyers
70.3%



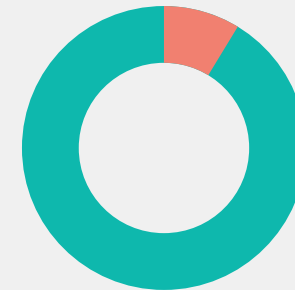
Interstate buyers
29.7%

In the Gold Coast property market, 29.7% of buyer property inspections originate from outside of the state.



INTERNATIONAL

International buyers
6.7%



Domestic buyers
93.3%

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



New Zealand



USA



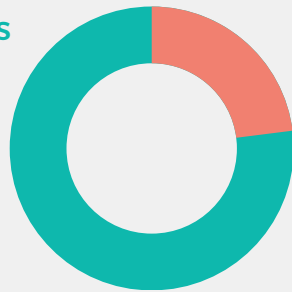
UK

City Spotlight — Melbourne



INTERSTATE

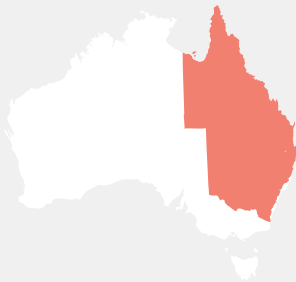
Local buyers
78.8%



Interstate buyers
21.2%

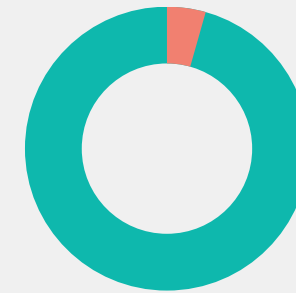
Just over 1-in-5 people (21.2%) inspecting properties in Melbourne originate from interstate.

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



INTERNATIONAL

Domestic buyers
94.8%



International buyers
5.2%

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



New Zealand



Philippines



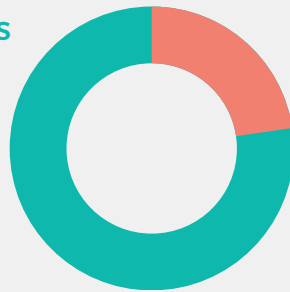
UK

City Spotlight — Perth



INTERSTATE

Local buyers
80.1%



Interstate buyers
19.9%

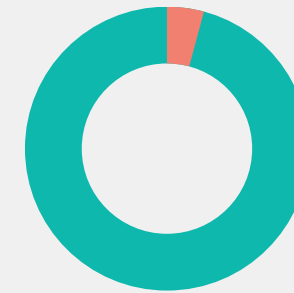
Nearly 1-in-5 people (19.9%) inspecting come from interstate buyers, while 9.7% of buyers are from overseas.

Perth has the second-highest international interest after **Sydney**.



INTERNATIONAL

International buyers
9.7%



Domestic buyers
90.3%

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



New Zealand



Canada



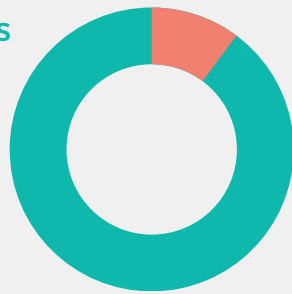
China

City Spotlight — Sydney



INTERSTATE

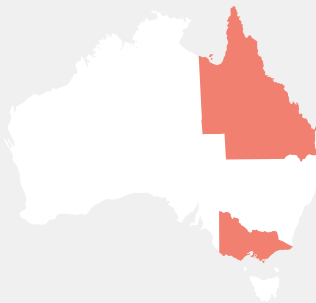
Local buyers
86.9%



Interstate buyers
13.1%

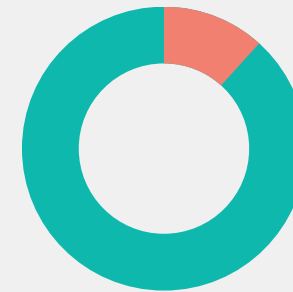
13.1% of buyers looking to purchase property in Sydney are inspecting from out of state.

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



INTERNATIONAL

International buyers
11.8%



Domestic buyers
88.2%

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



USA



China



Hong Kong

Methodology

The main sections of this report are based on the analysis of January 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 1/01/2025 and 31/01/2025 (January 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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