

Sight Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

SALES

July

2023



Key Insights

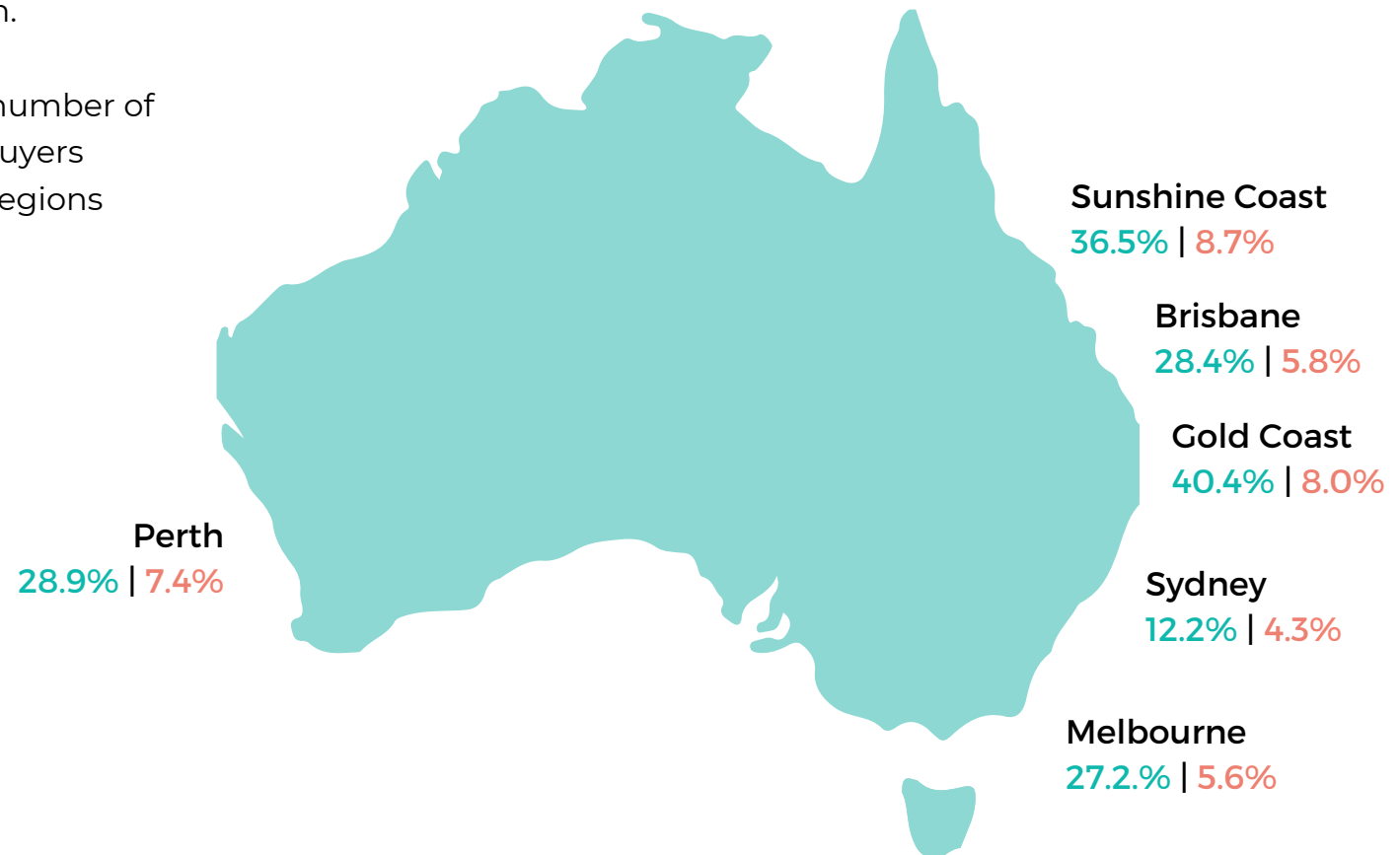
In July 2023, the major regions around Australia saw an average of 28.9% of properties inspected from interstate. International inspections were sitting at an average of 6.6% this month.

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

Key Property Markets

INTERSTATE
Average 28.9%

INTERNATIONAL
Average 6.6%





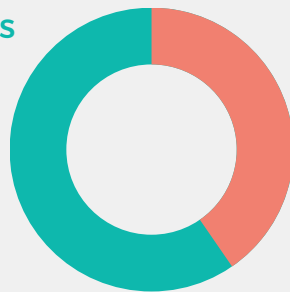
City Spotlights

City Spotlight — Gold Coast



INTERSTATE

Local buyers
59.6%



Interstate buyers
40.4%

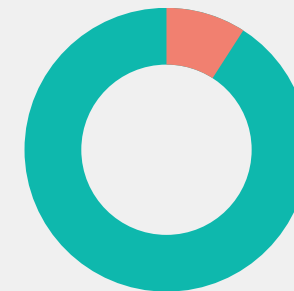
In the Gold Coast property market, just over 40% of buyers are inspecting from other states.

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



INTERNATIONAL

International buyers
8%



Domestic buyers
92%

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



NZ



USA



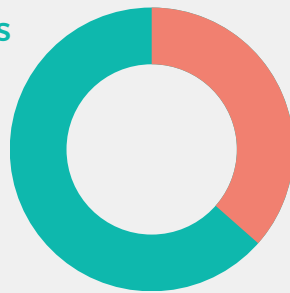
UK

City Spotlight — Sunshine Coast



INTERSTATE

Local buyers
63.5%



Interstate buyers
36.5%

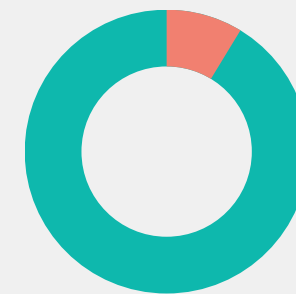
Over 35% of buyers looking for property on the Sunshine Coast are from other states.

The majority of buyers seeking to migrate are from NSW and VIC.



INTERNATIONAL

Domestic buyers
91.3%



International buyers
8.7%

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



NZ



UK



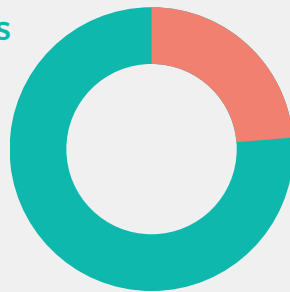
USA

City Spotlight — Brisbane



INTERSTATE

Local buyers
71.6%



Interstate buyers
28.4%

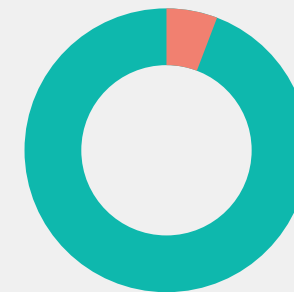
Almost 30% of buyers looking to purchase property in Brisbane are inspecting from other states.

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:



NZ



UK



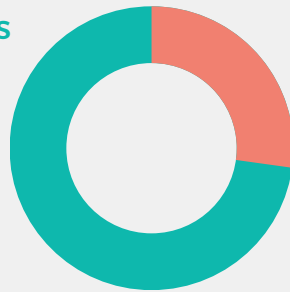
USA

City Spotlight — Melbourne



INTERSTATE

Local buyers
72.8%



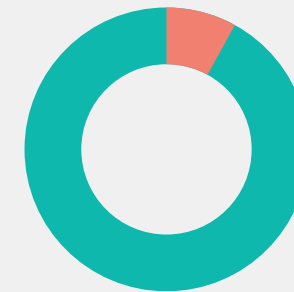
Interstate buyers
27.2%

Almost 30% of buyers looking to purchase property in Melbourne are inspecting from other states. Buyers from NSW and QLD make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
5.6%



Domestic buyers
94.4%

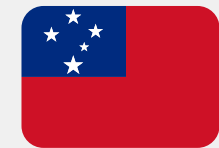
Most popular countries of origin for international migrants looking to move to Melbourne:



New Zealand



UK



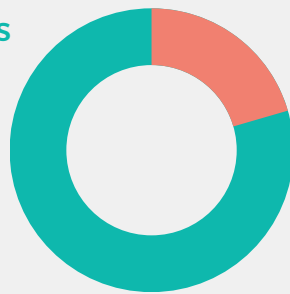
American Samoa

City Spotlight — Perth



INTERSTATE

Local buyers
71.1%



Interstate buyers
28.9%

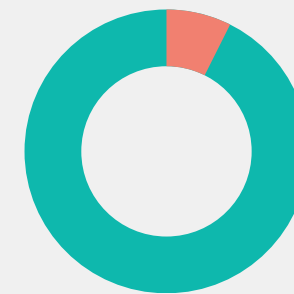
Almost 30% of buyers looking to purchase property in Perth are inspecting from other states.

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



INTERNATIONAL

International buyers
7.4%



Domestic buyers
92.6%

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



NZ



UK



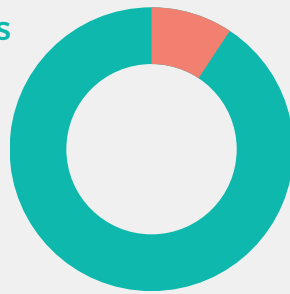
USA

City Spotlight — Sydney



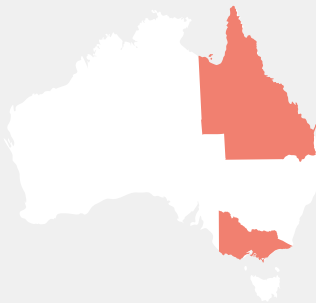
INTERSTATE

Local buyers
87.8%



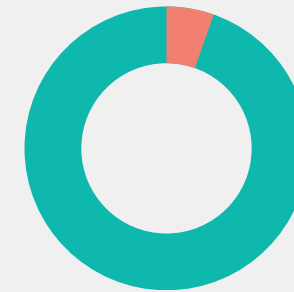
Interstate buyers
12.2%

Almost 15% 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.



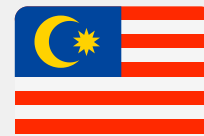
INTERNATIONAL

International buyers
4.3%



Domestic buyers
95.7%

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



Malaysia



UK



USA

Methodology

The main sections of this report are based on the analysis of July 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 1/7/2023 and 31/7/2023 (July 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 digitise property transactions.

To book a virtual tour for your listing:



vt@littlehinges.com.au



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Book direct via our website at
www.littlehinges.com.au/virtual-tour-booking