

# Sight Unseen



Interstate & International  
Buyer Trends in the  
Australian Property Market

## SALES

March

# 2023



# Key Insights

In March 2023, the major regions around Australia saw an average of 22.6% of properties inspected from interstate. This is down from 24.6% in February. International inspections also decreased slightly from 6.8% to 6.3% 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 22.6%

**INTERNATIONAL**  
Average 6.3%







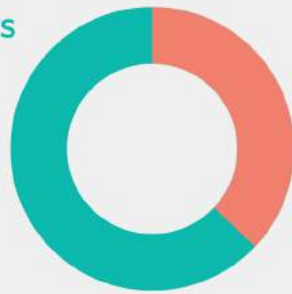
# City Spotlights

# City Spotlight — Gold Coast



## INTERSTATE

Local buyers  
62.9%



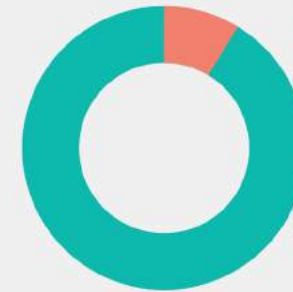
Interstate buyers  
37.1% (-1.9%)

Just under 40% of buyers looking to purchase property on the Gold Coast are inspecting from other states. This is down from 39.1% in February. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
8.7%



Domestic buyers  
91.3%

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  
69.3%



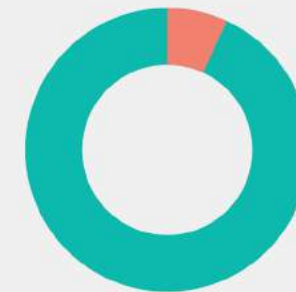
Interstate buyers  
30.7% (-7%)

Over 30% of buyers looking to purchase property on the Sunshine Coast are inspecting from other states. This is down from 37.7% in February. Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
6.9%



Domestic buyers  
93.1%

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



NZ



UK



USA

# City Spotlight — Perth



## INTERSTATE

Local buyers  
79.5%



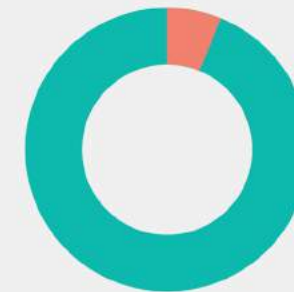
Interstate buyers  
20.5% (-1%)

Just over 20% of buyers looking to purchase property in Perth are inspecting from other states, down 1% compared to last month. Buyers from NSW and VIC make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
6.2%



Domestic buyers  
93.8%

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



USA



UK



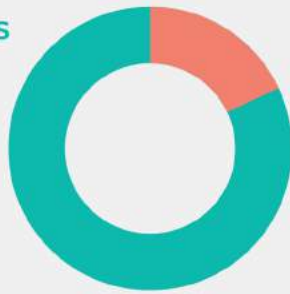
SINGAPORE

# City Spotlight — Melbourne



## INTERSTATE

Local buyers  
82%



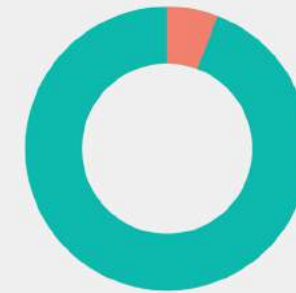
Interstate buyers  
18% (-2%)

Almost 20% of buyers looking to purchase property in Melbourne are inspecting from other states, down from 20% last month. Buyers from NSW and QLD 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 Melbourne:



New Zealand



USA



UK



# City Spotlight — Brisbane



## INTERSTATE

Local buyers  
81.3%



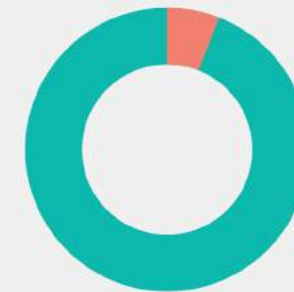
Interstate buyers  
18.7% (-0.2%)

Almost 20% of buyers looking to purchase property in Brisbane are inspecting from other states, down slightly from last month's 18.9%. Buyers from **NSW** and **VIC** make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
6%



Domestic buyers  
94%

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



NZ



UK



USA

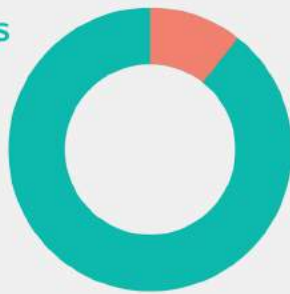


# City Spotlight — Sydney



## INTERSTATE

Local buyers  
89.4%



Interstate buyers  
10.6% (+0.4%)

Just over 10% 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  
6.2%



Domestic buyers  
93.8%

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 March 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 1/3/2023 and 31/3/2023 (March 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](mailto:vt@littlehinges.com.au)



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