

Sight
Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

SALES

March

2024



Key Insights

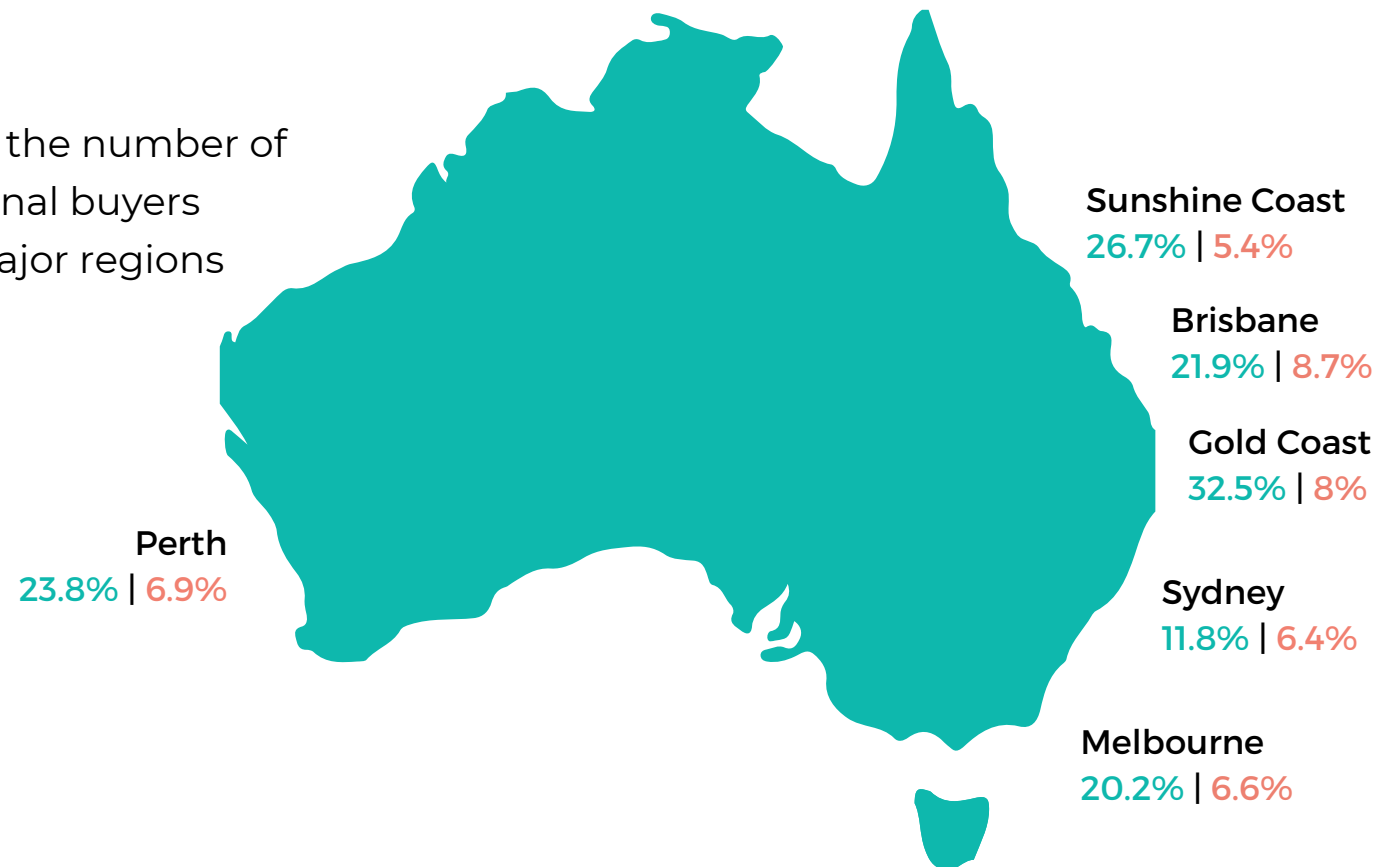
In March 2024, the key property markets around Australia saw an average of 22.8% of properties inspected from interstate. International inspections declined to 6.8% this month.

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

Key Property Markets

INTERSTATE
Average 22.8%

INTERNATIONAL
Average 6.8%





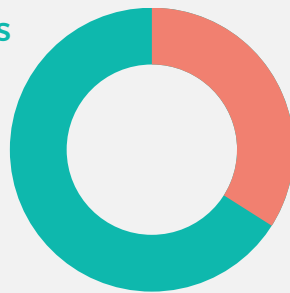
City Spotlights

City Spotlight — Sunshine Coast



INTERSTATE

Local buyers
73.3%



Interstate buyers
26.7%

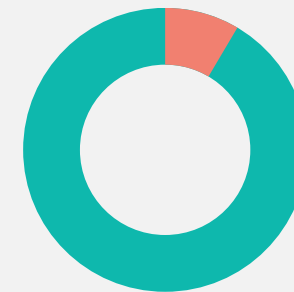
Just over 1-in-4 buyers inspecting properties on the Sunshine Coast are looking from interstate.

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



INTERNATIONAL

International buyers
5.4%



Domestic buyers
94.6%

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



Germany



USA



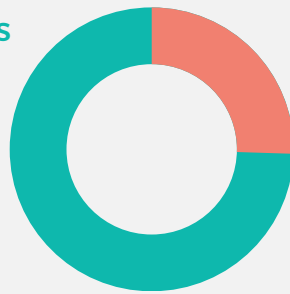
UK

City Spotlight — Brisbane



INTERSTATE

Local buyers
78.1%



Interstate buyers
21.9%

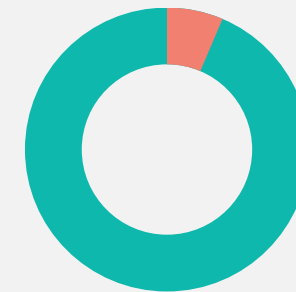
Just over 1-in-4 people looking to purchase property in Brisbane are inspecting from interstate.

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



INTERNATIONAL

International buyers
8.7%



Domestic buyers
91.3%

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



New Zealand



UK



USA

City Spotlight — Gold Coast



INTERSTATE

Local buyers
59.7%



Interstate buyers
32.5%

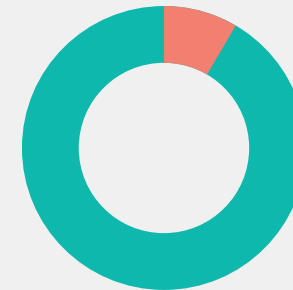
In the Gold Coast property market, nearly 1 in 3 buyers are inspecting from other states.

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



INTERNATIONAL

International buyers
7%



Domestic buyers
93%

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



New Zealand



USA



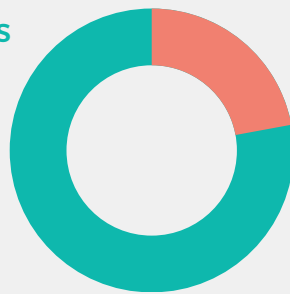
UK

City Spotlight — Melbourne



INTERSTATE

Local buyers
79.8%



Interstate buyers
20.2%

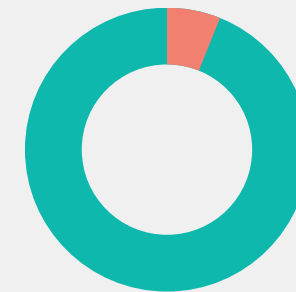
20% of buyers looking to purchase property in Melbourne are inspecting from other states.

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



INTERNATIONAL

Domestic buyers
93.4%



International buyers
6.6%

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



New Zealand



Philippines



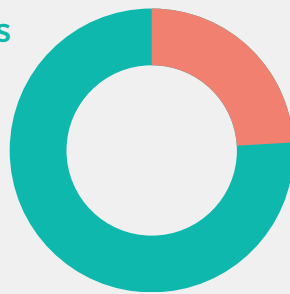
UK

City Spotlight — Perth



INTERSTATE

Local buyers
76.2%



Interstate buyers
23.8%

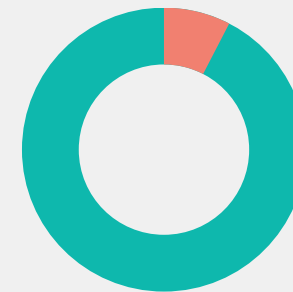
Nearly 24% of people looking to purchase property in Perth are inspecting from other states.

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



INTERNATIONAL

International buyers
6.9%



Domestic buyers
93.1%

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



New Zealand



Canada



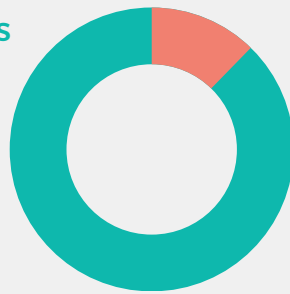
China

City Spotlight — Sydney



INTERSTATE

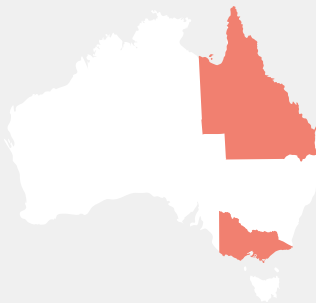
Local buyers
88.2%



Interstate buyers
11.8%

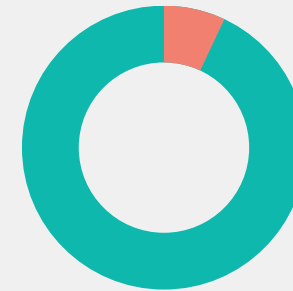
Just over 12% of buyers looking to purchase property in Sydney are inspecting from out of state.

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



INTERNATIONAL

International buyers
6.4%



Domestic buyers
93.6%

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 March 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 1/3/2024 and 31/3/2024 (March 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



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