

Sight Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

SALES

March

2025



Key Insights

In March 2025, 23% of digital property inspections across major Australian regions came from interstate buyers, while international interest averaged 7.3%.

This report provides a detailed breakdown of interstate and international buyer activity across key Australian markets, reflecting continued demand from buyers outside their local state.

Key Property Markets

INTERSTATE
Average 23%

INTERNATIONAL
Average 7.3%





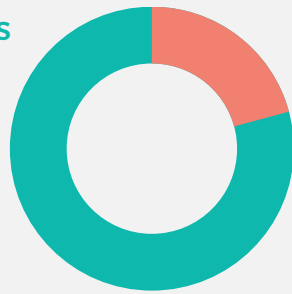
City Spotlights

City Spotlight — Sunshine Coast



INTERSTATE

Local buyers
79.2%



Interstate buyers
20.8%

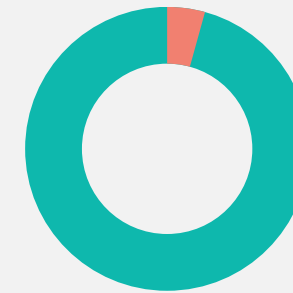
Interstate interest in the Sunshine Coast continues to hold firm, with 20.8% of property inspections in March coming from outside Queensland.

While slightly down from earlier in the year, the sustained interest reflects the region's ongoing appeal to lifestyle-driven buyers, particularly those relocating from New South Wales and Victoria.



INTERNATIONAL

International buyers
4.3%



Domestic buyers
95.7%

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



New Zealand



USA



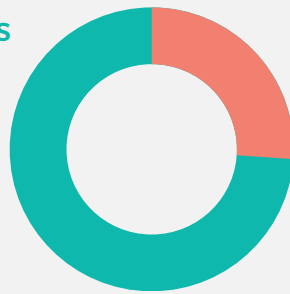
UK

City Spotlight — Brisbane



INTERSTATE

Local buyers
73.9%



Interstate buyers
26.1%

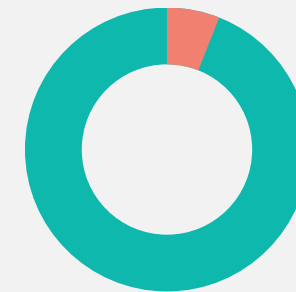
Brisbane saw 26.1% of property inspections from interstate buyers in March.

This sustained demand highlights Brisbane's growing reputation as an attractive capital city alternative for southern state buyers seeking better value and lifestyle.



INTERNATIONAL

Domestic buyers
94%



International buyers
6%

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



New Zealand



UK



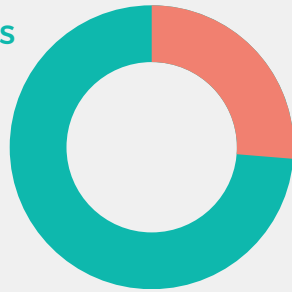
USA

City Spotlight — Gold Coast



INTERSTATE

Local buyers
73.7%



Interstate buyers
26.3%

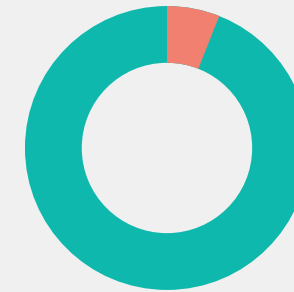
Interstate buyer interest in the Gold Coast remained strong in March, with 26.3% of inspections coming from outside Queensland.

This consistent interest underscores the region's enduring lifestyle appeal, particularly among buyers looking to relocate from Sydney and Melbourne.



INTERNATIONAL

International buyers
6%



Domestic buyers
94%

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



New Zealand



Japan



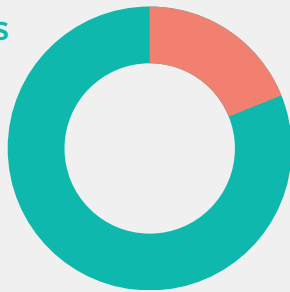
UK

City Spotlight — Melbourne



INTERSTATE

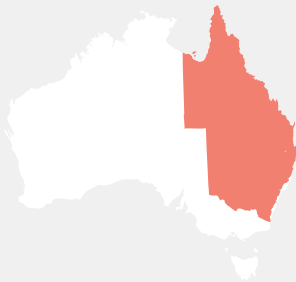
Local buyers
81.1%



Interstate buyers
18.9%

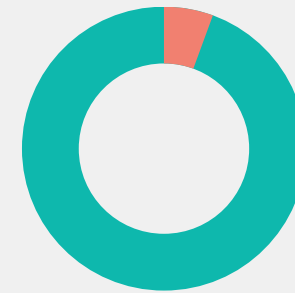
18.9% of property inspections in Melbourne during March were from interstate buyers, indicating a steady level of external interest.

While softer than Queensland markets, Melbourne continues to draw buyers from across the country, supported by job opportunities and cultural appeal.



INTERNATIONAL

International buyers
5.6%



Domestic buyers
94.4%

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



New Zealand



Japan



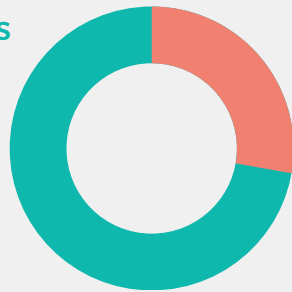
USA

City Spotlight — Perth



INTERSTATE

Local buyers
72.2%



Interstate buyers
27.8%

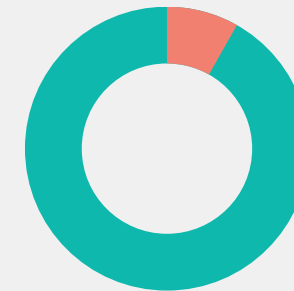
Perth experienced the highest level of interstate interest in March, with 27.8% of property inspections coming from outside Western Australia.

This sharp interstate activity reflects increasing migration trends and housing affordability in Perth, making it a standout destination for relocating buyers.



INTERNATIONAL

International buyers
8.2%



Domestic buyers
91.8%

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



UK



Japan



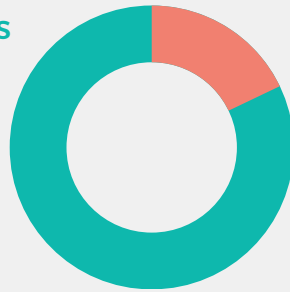
Singapore

City Spotlight — Sydney



INTERSTATE

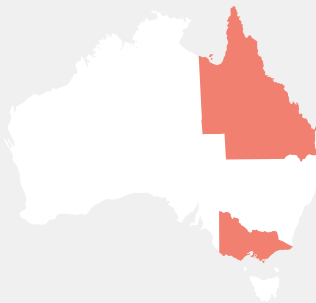
Local buyers
82.1%



Interstate buyers
17.9%

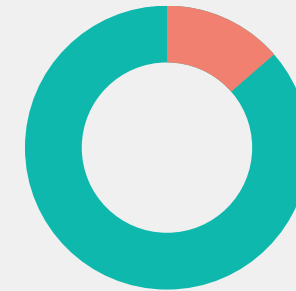
17.9% of property inspections in Sydney during March were from interstate buyers, a modest increase compared to earlier months.

Despite higher property prices, Sydney continues to attract interest from returning expats and buyers from regional areas.



INTERNATIONAL

International buyers
13.6%



Domestic buyers
86.4%

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



USA



Philippines



UK

Methodology

The main sections of this report are based on the analysis of March 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 1/03/2025 and 31/03/2025 (March 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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