

Sight Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

SALES

May

2025



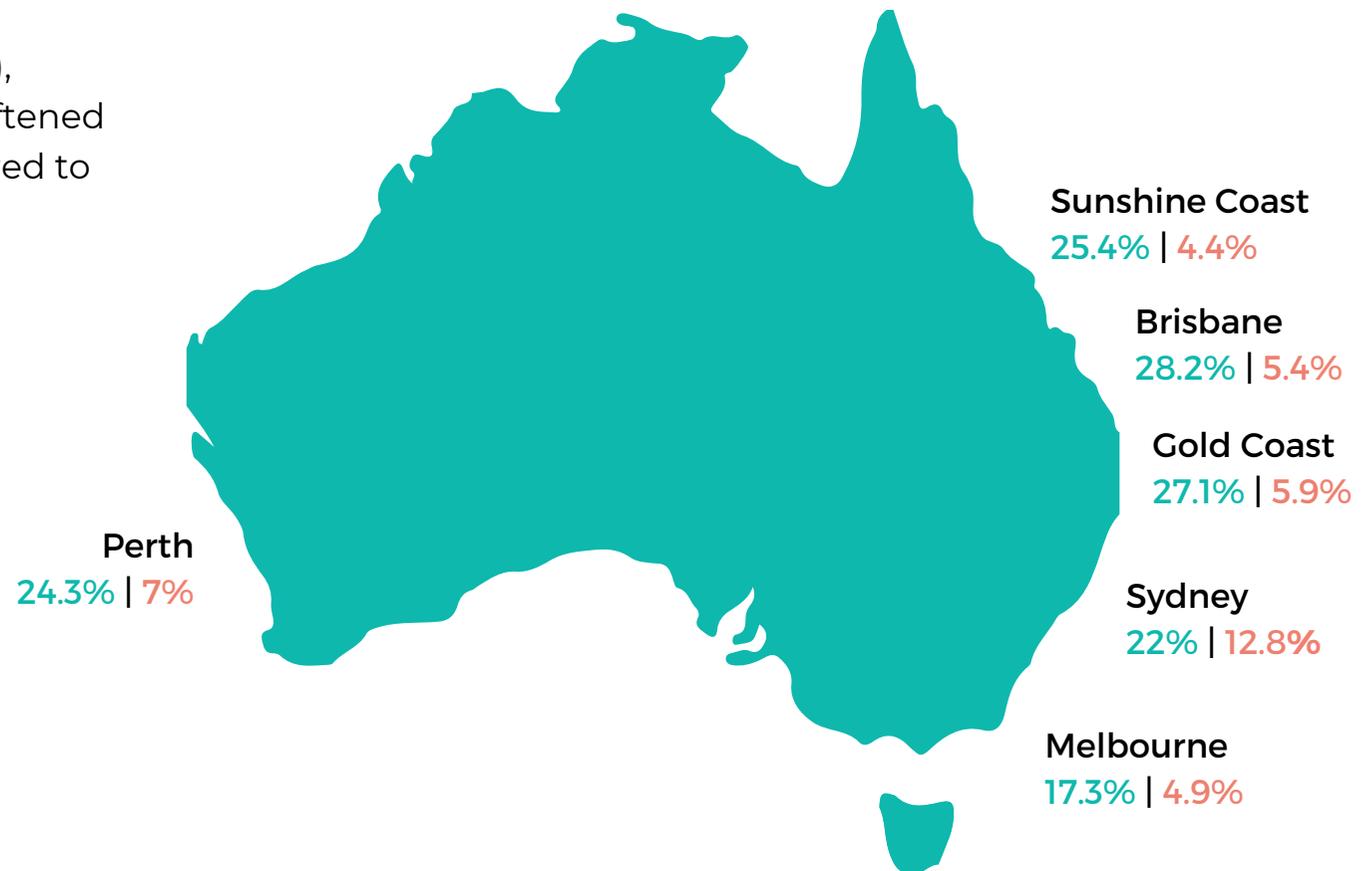
Key Insights

Digital property inspections in May reveal renewed interest from out-of-state buyers, with interstate demand rising to 24.7% (+1.4%), while international interest softened slightly to 6.4% (-0.3%) compared to April.

Key Property Markets

INTERSTATE
Average 24.7%

INTERNATIONAL
Average 6.4%





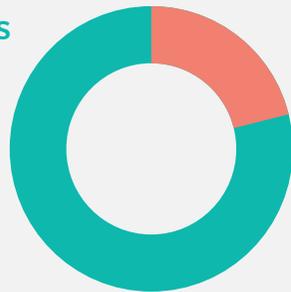
City Spotlights

City Spotlight — Sunshine Coast



INTERSTATE

Local buyers
74.6%



Interstate buyers
25.4%

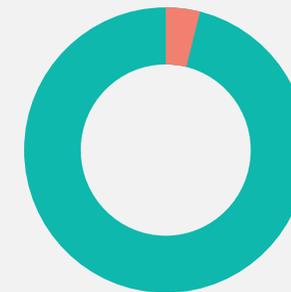
Interstate interest in the Sunshine Coast remains strong, with 25.4% of property inspections in May originating from outside Queensland.

This represents a significant rebound from April, indicating renewed attraction to the region from interstate buyers seeking lifestyle opportunities.



INTERNATIONAL

Domestic buyers
95.6%



International buyers
4.4%

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
76.5%



Interstate buyers
23.5%

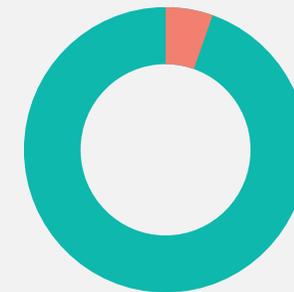
Interstate interest in Brisbane softened slightly, with 23.5% of property inspections in May originating from outside Queensland.

Despite the decrease from April's peak, nearly one in four buyers continues to come from interstate, reflecting the city's ongoing appeal.



INTERNATIONAL

Domestic buyers
94.7%



International buyers
5.3%

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



New Zealand



UK



USA

City Spotlight — Gold Coast



INTERSTATE

Local buyers
77.2%



Interstate buyers
22.8%

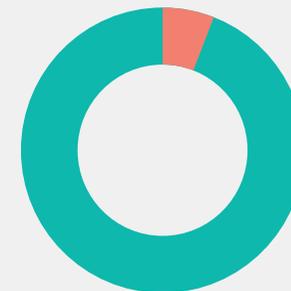
Interstate interest in the Gold Coast eased in May, with 22.8% of property inspections originating from outside Queensland.

While down from April's levels, more than one in five buyers still come from interstate, maintaining the region's cross-border appeal.



INTERNATIONAL

International buyers
5.6%



Domestic buyers
94.4%

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
83.3%



Interstate buyers
16.7%

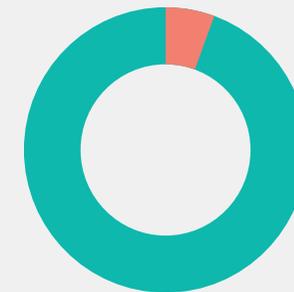
Interstate interest in Melbourne remained subdued, with 16.7% of property inspections in May originating from outside Victoria.

The figure continues below the national average, suggesting the market is predominantly driven by local buyers.



INTERNATIONAL

International buyers
4.2%



Domestic buyers
95.8%

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



New Zealand



Japan



USA

City Spotlight — Perth



INTERSTATE

Local buyers
54.7%



Interstate buyers
45.3%

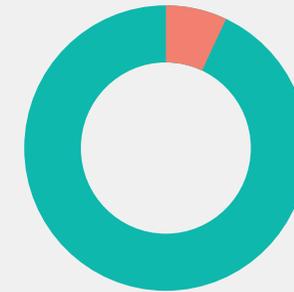
Interstate interest in Perth surged dramatically, with 45.3% of property inspections in May originating from outside Western Australia.

While increased virtual tour adoption contributed to this outlier performance, it remains a strong indicator of Perth's growing appeal to interstate buyers seeking opportunities across the country.



INTERNATIONAL

Domestic buyers
92.7%



International buyers
7.3%

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



UK



Japan



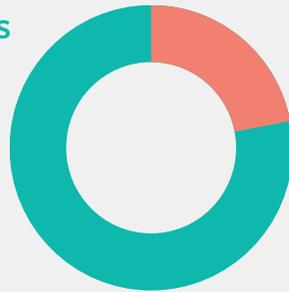
Singapore

City Spotlight — Sydney



INTERSTATE

Local buyers
85.4%



Interstate buyers
14.6%

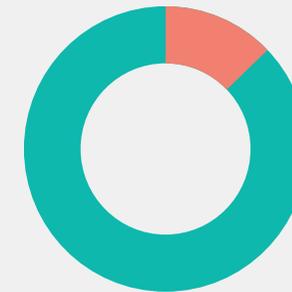
Interstate interest in Sydney declined notably, with 14.6% of property inspections in May originating from outside New South Wales.

Despite the decrease, Sydney continues to lead in international buyer activity, attracting the highest overseas interest nationally.



INTERNATIONAL

International buyers
11.6%



Domestic buyers
88.4%

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



USA



Philippines



Thailand

Methodology

The main sections of this report are based on the analysis of April 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 01/05/2025 and 31/05/2025 (May 2025).



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



1300 BOOK VT (1300 266 588)



Book direct via our website at
www.littlehinges.com.au/book