



Sight Unseen

Interstate & International
Trends in the Australian
Property Market

Sales
September
2025



Key Insights

In September, Australia's sales market saw growth in digital property inspections. Interstate demand rose to 20.6%, up from 19.7% in August, showing stronger interest from cross-border buyers. International views reached 5.5%, up from 5.3% in August, indicating steady overseas interest despite broader market conditions.

Key Property Markets

INTERSTATE
Average 20.6%

INTERNATIONAL
Average 5.5%





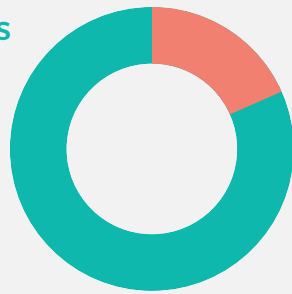
City Spotlights

City Spotlight — Sunshine Coast



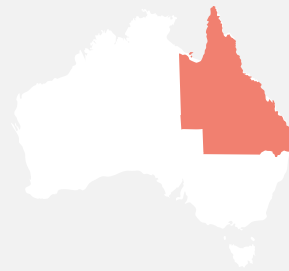
INTERSTATE

Local buyers
81.6%



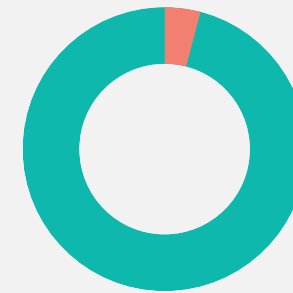
Interstate buyers
18.4%

Interstate inspections on the Sunshine Coast accounted for 18.4% of activity in August (-0.9%). Nearly one in five buyers continues to inspect properties from interstate, while international demand also rose to 4.1% (+0.3%).



INTERNATIONAL

International buyers
4.1%



Domestic buyers
95.9%

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



New Zealand



USA



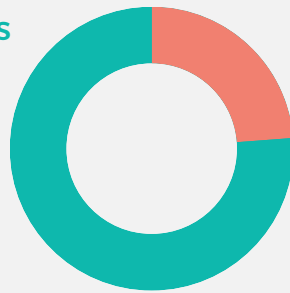
UK

City Spotlight — Brisbane



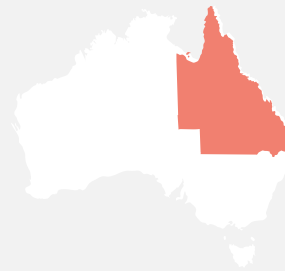
INTERSTATE

Local buyers
76.2%



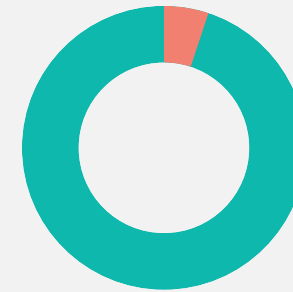
Interstate buyers
23.8%

Interstate inspections in Brisbane reached 23.8% (+2.4%) in September. International views also rose to 5.1% (+0.3%), showing strong interest from both domestic and overseas buyers.



INTERNATIONAL

Domestic buyers
94.9%



International buyers
5.1%

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



New Zealand



UK



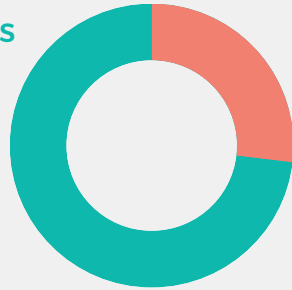
USA

City Spotlight — Gold Coast



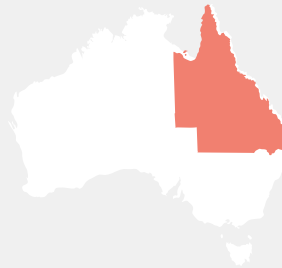
INTERSTATE

Local buyers
73.1%



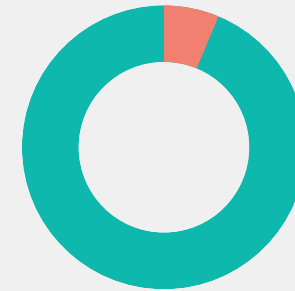
Interstate buyers
26.9%

On the Gold Coast, 26.9% of property inspections came from interstate (+3.6%), the second highest nationally. International demand also grew to 6.3% (+1.3%), showing strong interest from both domestic and overseas buyers.



INTERNATIONAL

International buyers
6.3%



Domestic buyers
93.7%

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



New Zealand



Japan



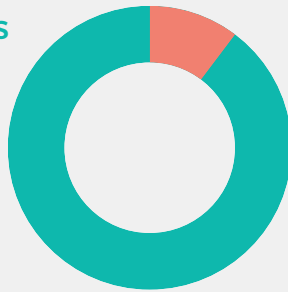
UK

City Spotlight — Sydney



INTERSTATE

Local buyers
88.5%



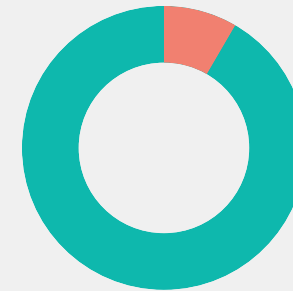
Interstate buyers
11.5%

Interstate interest in Sydney increased to 11.5% (+1.2%), while international demand eased to 8.4% (-0.9%). Despite the slight dip, Sydney remains a top destination for overseas buyers.



INTERNATIONAL

International buyers
8.4%



Domestic buyers
91.6%

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



USA



Philippines



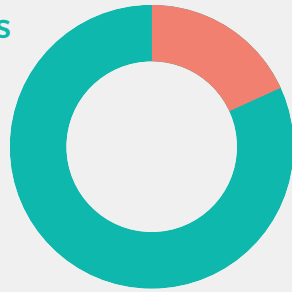
Thailand

City Spotlight — Melbourne



INTERSTATE

Local buyers
81.8%



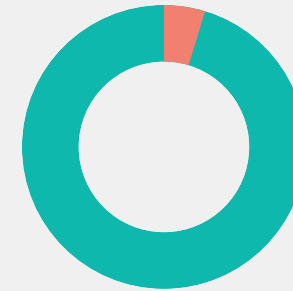
Interstate buyers
18.2%

Melbourne recorded 18.2% interstate inspections (+3.5%), showing a strong rebound from August. International interest also rose to 4.7% (+1.1%), indicating a more active month for the city.



INTERNATIONAL

International buyers
4.7%



Domestic buyers
95.3%

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



New Zealand



Japan



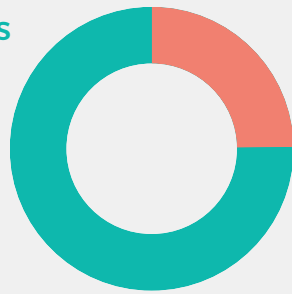
USA

City Spotlight — Perth



INTERSTATE

Local buyers
75.2%



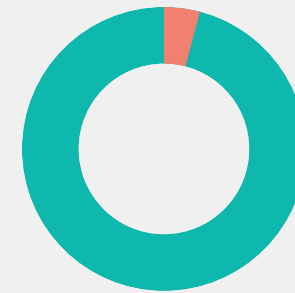
Interstate buyers
24.8%

Interstate inspections in Perth fell to 24.8% (-4.4%), though the city remains a top destination for cross-border buyers. International views decreased slightly to 4.9% (-0.2%).



INTERNATIONAL

Domestic buyers
95.9%



International buyers
4.1%

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



UK



Japan



Singapore

Methodology

The main sections of this report are based on the analysis of September 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 September 2025 and 30 September 2025.

This dataset represents Australia's most unique collection of digital property inspection analytics, providing unique insights into buyer behaviour and market trends across major metropolitan regions.

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