

Sight Unseen



Interstate & International
Buyer Trends in the
Australian Property Market

February
2022





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Josh Callaghan, CEO
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Foreword

Welcome to the February 2022 edition of Sight Unseen, Little Hinges' monthly report on interstate and international buyer trends in the Australian property market.

Welcome to the February 2022 edition of Sight Unseen, Little Hinges' monthly report on interstate and international buyer trends in the Australian property market.

This month, we've seen almost 300,000 people virtually inspect properties from across Australia and around the world, with a significant proportion of people inspecting property outside their state or country of residence.

Our data continues to predict the trends seen around the country. Last month we saw a significant number of inspections for Queensland (25%) and South Australia (60%) coming from interstate. This has been reflected in recent reports from Corelogic, which shows that Brisbane and Adelaide are "clear stand-out capital cities for price increases over the month, notching up more than 2 per cent monthly gains (Smart Property Investment).

This month, the Gold Coast leads the country, with almost half of all virtual property inspections in the city being conducted from interstate. Queensland, including Brisbane and the Sunshine Coast, is all seeing a fifth of all inspections coming from the rest of the country.

Read on to see the breakdown of each city for February, 2022.

Little hinges swing big doors.



A handwritten signature in black ink that reads "Callaghan".

Josh Callaghan
CoFounder and CEO, Little Hinges

Key Insights

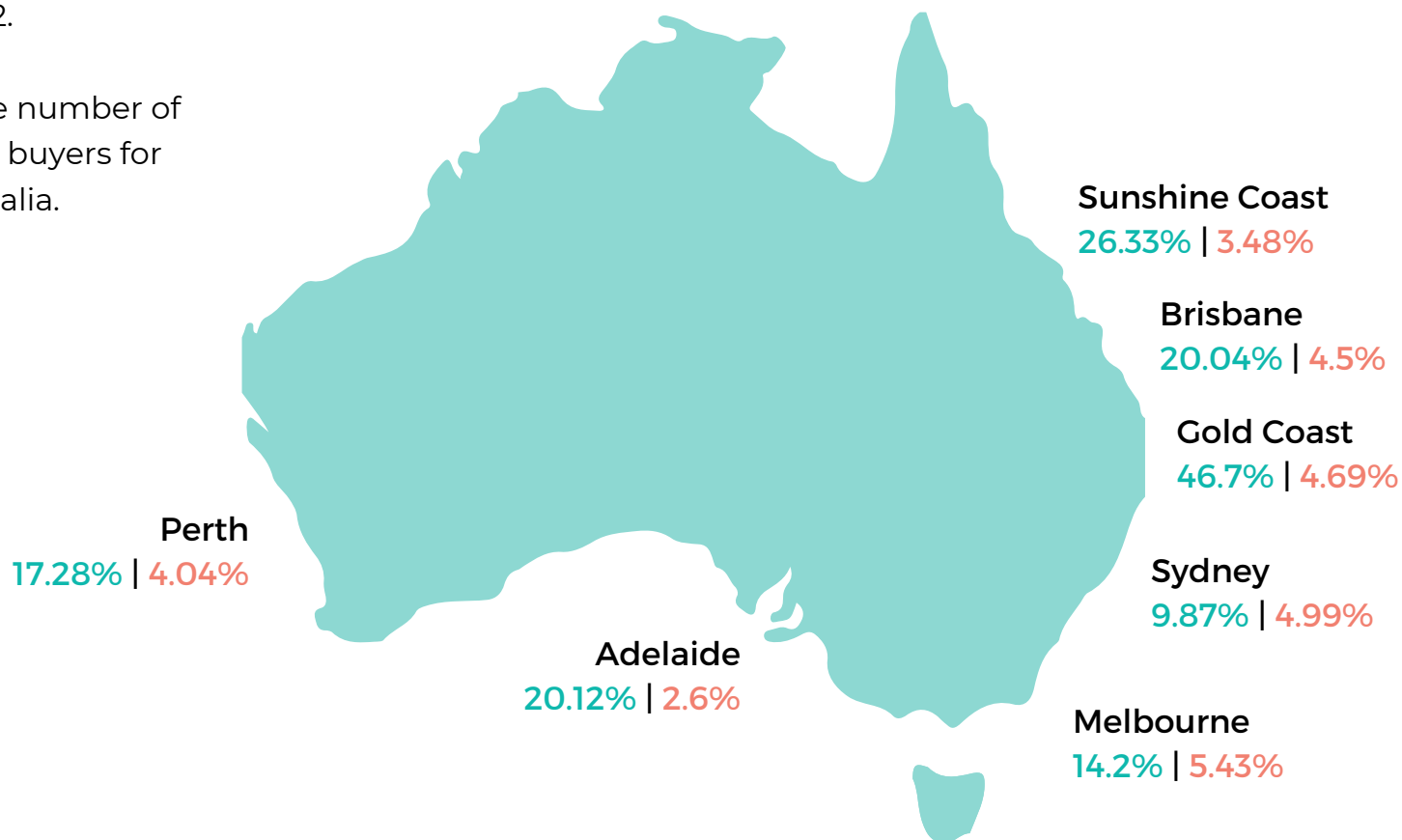
In February 2022, an average of 22% of properties were inspected from interstate and 4.25% from overseas. This is down slightly from 30% and 7.81% respectively in January 2022.

This report breaks down the number of interstate and international buyers for major regions around Australia.

Property Market

INTERSTATE
Average 22%

INTERNATIONAL
Average 4.25%



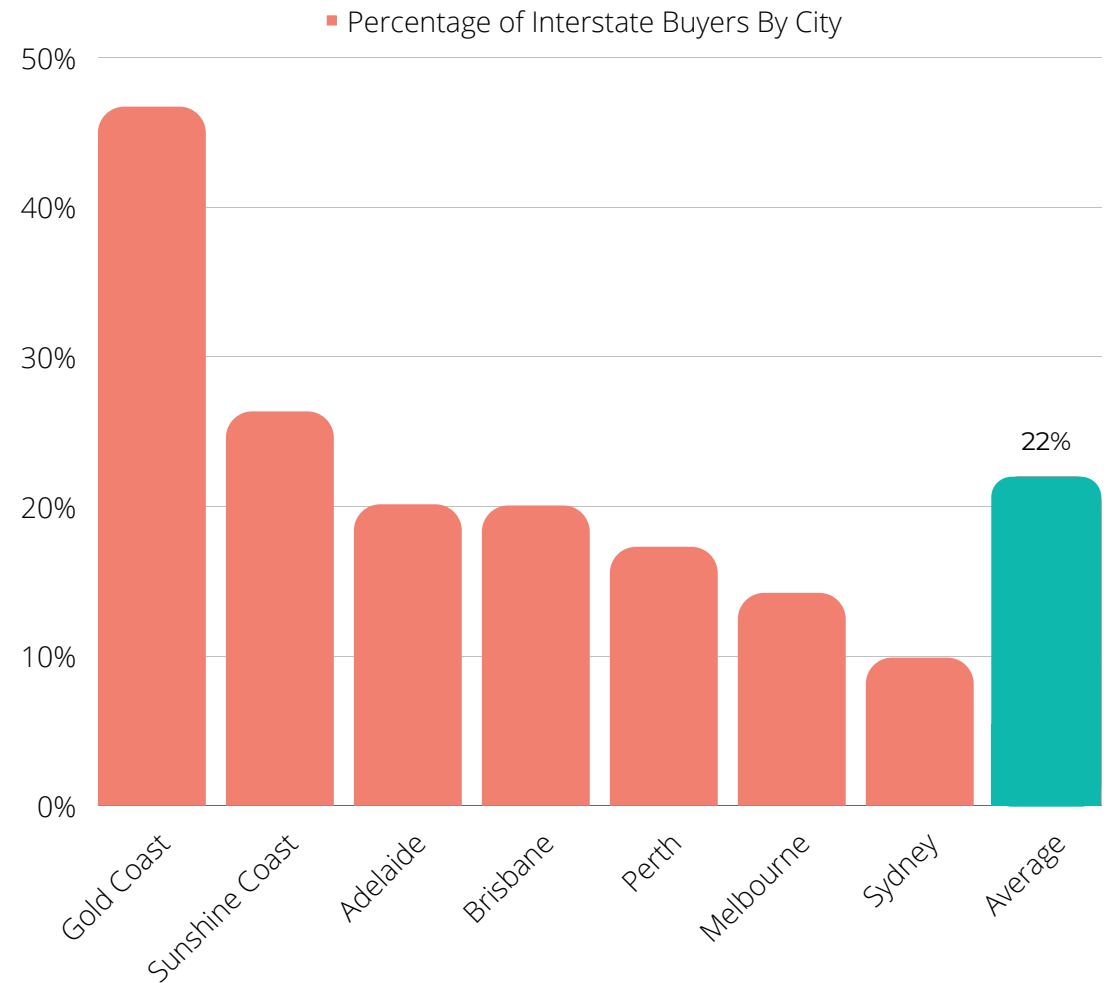
Interstate Buyer Trends

Interstate buyers continue to move around Australia, with traditional capital cities becoming less sought after as prices rise and residents emerge from long periods of lockdown.

Little Hinges virtual tour data, analysed across almost 300,000 virtual inspections in February 2022, shows that some regions are seeing almost half of buyers coming from interstate.

Compared to January 2022, the Gold Coast has seen a significant increase in the number of interstate buyers, increasing from 41% to 46.7%. Some of the larger capital cities saw a drop in the number of buyers looking to move interstate, including Melbourne (14.2%, down from 25.2%) and Sydney (9.87%, down from 12.4%).

According to [ABS data](#), Queensland secured more than 90 per cent of net interstate migration in the year to June 2021, which is supported by Little Hinges data which shows that the Sunshine and Gold Coasts and Brisbane have the highest percentages of buyers inspecting from interstate.

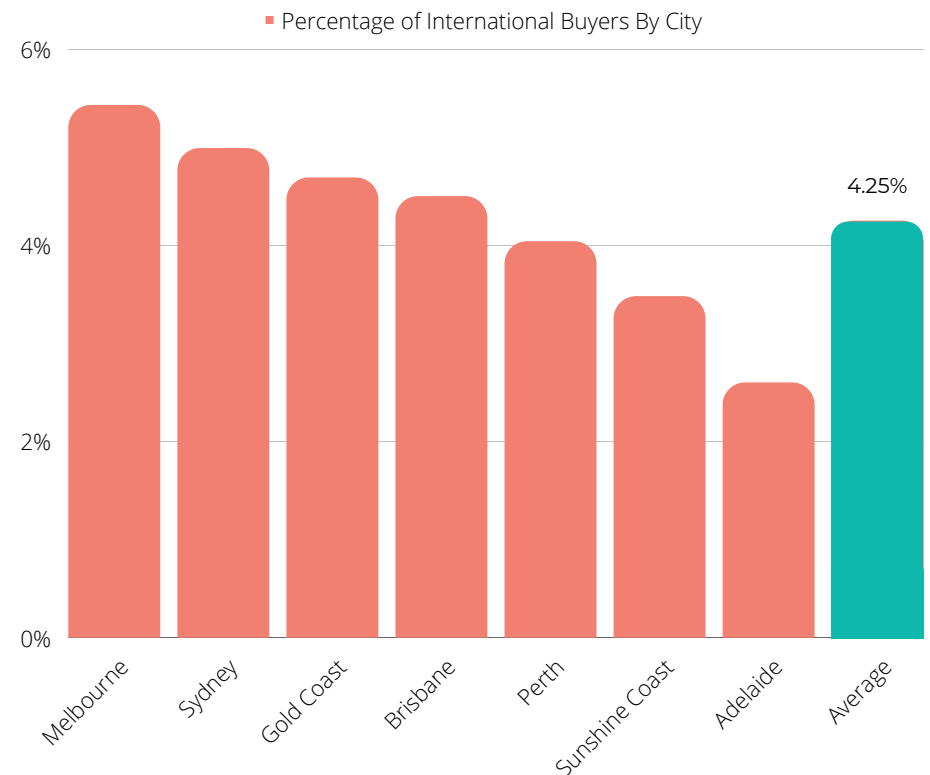
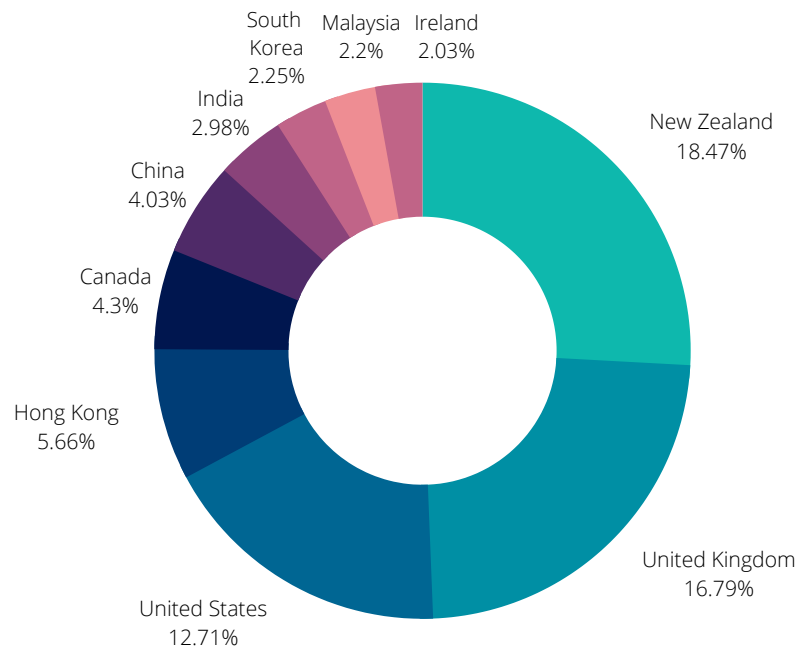


International Buyer Trends

The number of international buyers inspecting Australian property dropped slightly in February, from an average of 7.81% down to 4.25%.

Sydney, Melbourne and the Gold Coast were most attractive to international buyers, who were inspecting property from locations including the Philippines, South Korea, Malaysia and Ireland. International borders were further relaxed in February, and we expect the number of international buyers to further increase in coming months.

Where Australia's International Buyers are Located





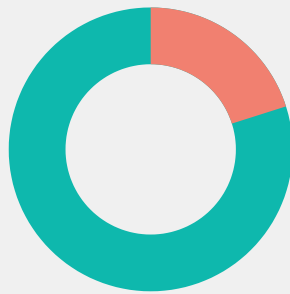
City Spotlights

City Spotlight — Adelaide



INTERSTATE

Local buyers
79.88%



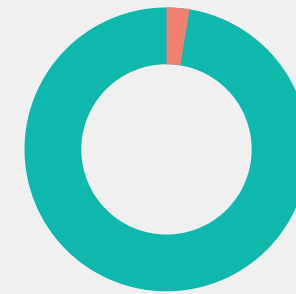
Interstate buyers
20.12%

Over 20% of buyers looking to purchase in Adelaide are inspecting property from other states. Buyers from NSW (6.77%) and Victoria (6.13%) make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

Domestic buyers
97.4%



International buyers
2.6%

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



USA
21.89%



UK
19.4%



NZ
11.44%



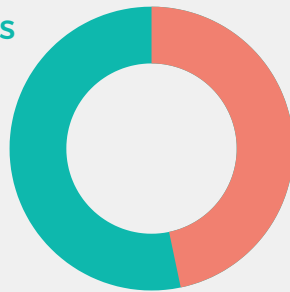
China
7.46%

City Spotlight — Gold Coast



INTERSTATE

Local buyers
53.3%



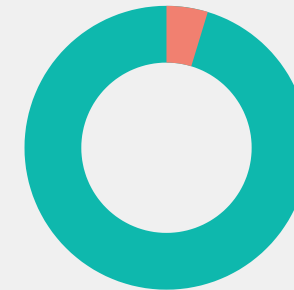
Interstate buyers
46.7%

Over 46% of buyers looking to purchase on the Gold Coast are inspecting property from other states. Buyers from NSW (22.26%) and Victoria (16.95%) make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
4.69%



Domestic buyers
95.31%

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



NZ
28.08%



USA
15.67%



UK
10.58%

Agent Spotlight



Harcourts

Brett Pilgrim,
Harcourts Pilgrim



on Rate My Agent



103 ILLERT ROAD, MYLOR
SOLD FOR \$2,750,000

[Click for tour](#)

 15,095

Total Visitors

 2,535

Engaged Visitors
(>2mins viewing)

 2,538

Repeat Visitors



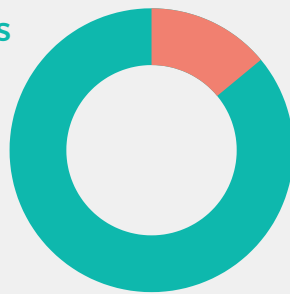
National Reach

City Spotlight — Melbourne



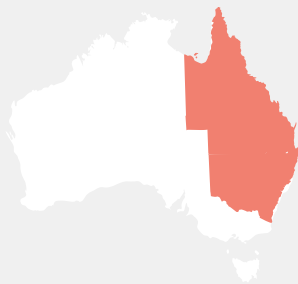
INTERSTATE

Local buyers
85.8%



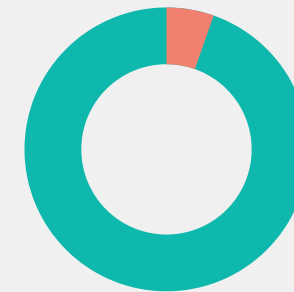
Interstate buyers
14.2%

Over 14% of buyers looking to purchase in Melbourne are inspecting property from other states. Buyers from NSW (7.58%) and QLD (3.72%) make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
5.43%



Domestic buyers
94.57%

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



USA
18.46%



Philippines
15.47%



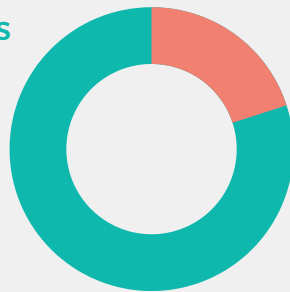
NZ
9.78%

City Spotlight — Brisbane



INTERSTATE

Local buyers
79.96%



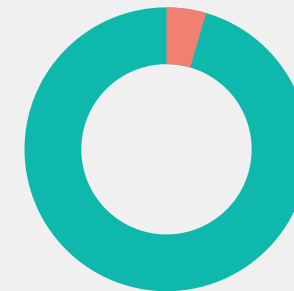
Interstate buyers
20.04%

Over 20% of buyers looking to purchase in Brisbane are inspecting property from other states. Buyers from NSW (11.14%) and VIC (5.69%) make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
4.5%



Domestic buyers
95.5%

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



NZ
19.69%



USA
15.14%



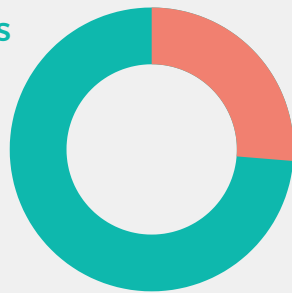
UK
13.25%

City Spotlight — Sunshine Coast



INTERSTATE

Local buyers
73.67%



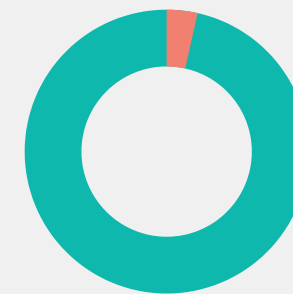
Interstate buyers
26.33%

Over 26% of buyers looking to purchase on the Sunshine Coast are inspecting property from other states. Buyers from NSW (12.77%) and VIC (9.9%) make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
3.48%



Domestic buyers
96.52%

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



NZ
23.17%



USA
19.51%



UK
18.78%

Agent Spotlight



Tamayo & Co.
REALTY

Carlos Tamayo,
Tamayo & Co Realty



on Rate My Agent




1 TOPEKA GLEN, ST CLAIR
SOLD FOR \$1,185,000

[Click for tour](#)

 **2,526**
Total Visitors

 **143**
Engaged Visitors
(>2mins viewing)

 **694**
Repeat Visitors



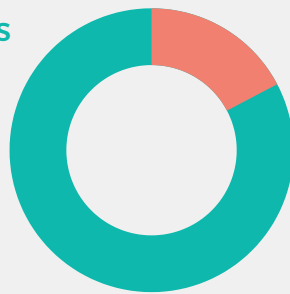
National Reach

City Spotlight — Perth



INTERSTATE

Local buyers
82.72%



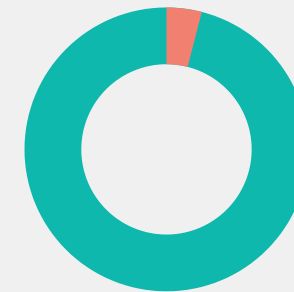
Interstate buyers
17.28%

Over 17% of buyers looking to purchase in Perth are inspecting property from other states. Buyers from NSW (6.47%) and VIC (6.37%) make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
4.04%



Domestic buyers
95.96%

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



UK
25.83%



USA
12.81%



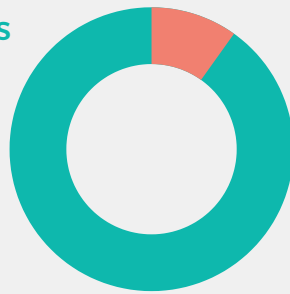
NZ
12.19%

City Spotlight — Sydney



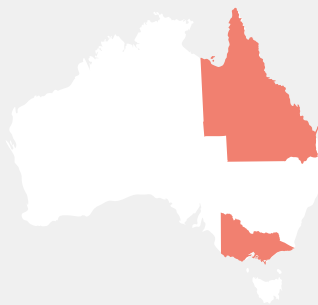
INTERSTATE

Local buyers
90.13%



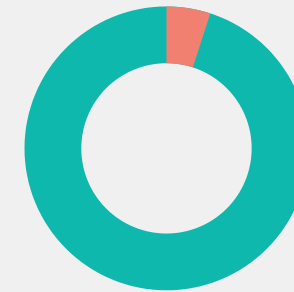
Interstate buyers
9.87%

Almost 10% of buyers looking to purchase in Sydney are inspecting property from other states. Buyers from VIC (3.74%) and QLD (9.9%) make up the largest percentages of buyers looking to migrate.



INTERNATIONAL

International buyers
4.9%



Domestic buyers
95.1%

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



USA
14.17%



UK
12.86 %

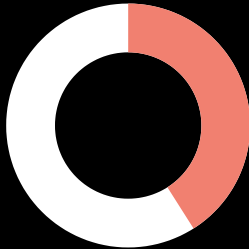


NZ
8.79%

Interstate Buyers at a Glance

GOLD COAST

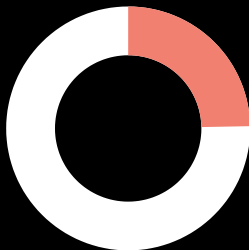
Local buyers
53.3%



Interstate buyers
46.7%

BRISBANE

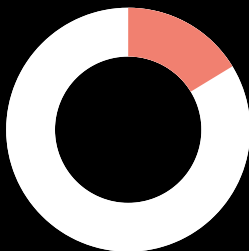
Local buyers
79.96%



Interstate buyers
20.04%

PERTH

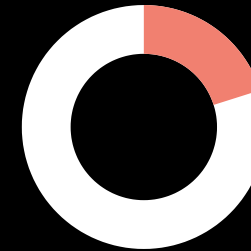
Local buyers
82.72%



Interstate buyers
17.28%

ADELAIDE

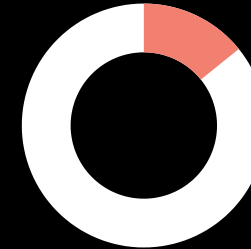
Local buyers
79.88%



Interstate buyers
20.12%

MELBOURNE

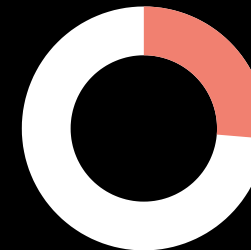
Local buyers
85.8%



Interstate buyers
14.2%

SUNSHINE COAST

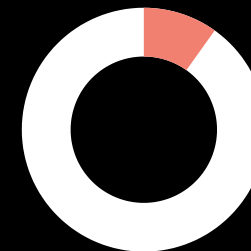
Local buyers
73.67%



Interstate buyers
26.33%

SYDNEY

Local buyers
90.13%

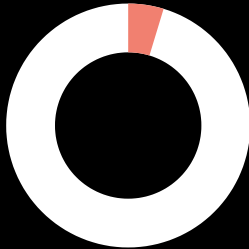


Interstate buyers
9.87%

International Buyers at a Glance

GOLD COAST

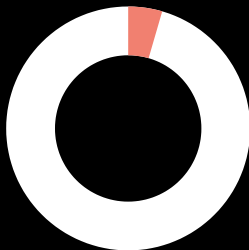
Local buyers
95.31%



International buyers
4.69%

BRISBANE

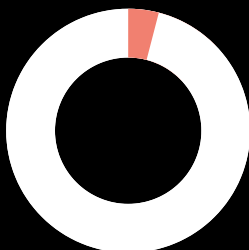
Local buyers
95.5%



International buyers
4.5%

PERTH

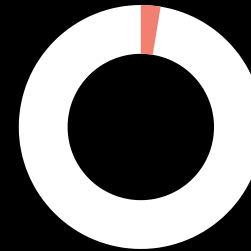
Local buyers
95.96%



International buyers
4.04%

ADELAIDE

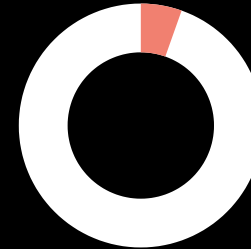
Local buyers
97.4%



International buyers
2.6%

MELBOURNE

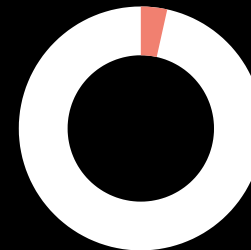
Local buyers
94.57%



International buyers
5.43%

SUNSHINE COAST

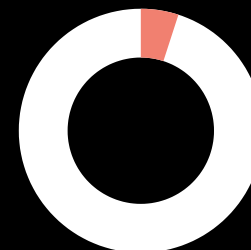
Local buyers
96.52%



International buyers
3.48%

SYDNEY

Local buyers
95.1%



International buyers
4.9%

Methodology

The main sections of this report are based on the analysis of February 2022 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 1000 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 1/2/2022 and 28/2/2022 (February 2022). February 2022 analysis conducted over a dataset of 266,206 virtual inspections. This dataset represents Australia's largest dataset for property inspection numbers.

Additional References

- [Aussies flock to Queensland at fastest pace in 20 years](#)



About Little Hinges

Little Hinges is Australia's #1 virtual tours provider, combining world class Matterport 3D technology with our nationwide team of experts and our world-first analytics and insights portal.

Our goal is to change the way Australians transact property.

To book a virtual tour for your listing:



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Book direct via our website at
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