

# Sight Unseen



Interstate & International  
Buyer Trends in the  
Australian Property Market

January  
**2022**





# Contents

- 01** Foreword by  
Josh Callaghan, CEO
- 02** Key Insights
- 03** Interstate Buyer Trends
- 04** International Buyer  
Trends
- 06** City Spotlights
- 18** Methodology  
& References

# Foreword

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

With over 200,000 visitors to our virtual tours this past month, Little Hinges are uniquely placed to provide exclusive commentary on trends in migration before they happen. Our data provides a lead indicator to the industry, offering agents meaningful insights into migration trends that can help shape their approach to building successful marketing strategies.

We at Little Hinges believe in being bold, and that consumers are demanding a new way to purchase property that is transparent, immediate and personalised. With 57% of Australian buyers saying they would prefer to undertake real estate transactions using a hybrid model (2021 Zoom Qualtrics Research) of virtual and in-person, agents can no longer afford to ignore the shouts from buyers and sellers to adapt to this new normal.

Pair these sentiment statistics with the fact that nationally, almost 31% of digital inspections are not from the state the property was located in, and 7.81% were from overseas, and it becomes clear that understanding the movements of people around Australia becomes imperative to the real estate industry's success.

It is my hope that this monthly report will provide our clients and the wider industry with unique insights that will help shape the way property is sold in Australia.

Little hinges swing big doors.



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

Josh Callaghan  
CoFounder and CEO, Little Hinges

# Key Insights

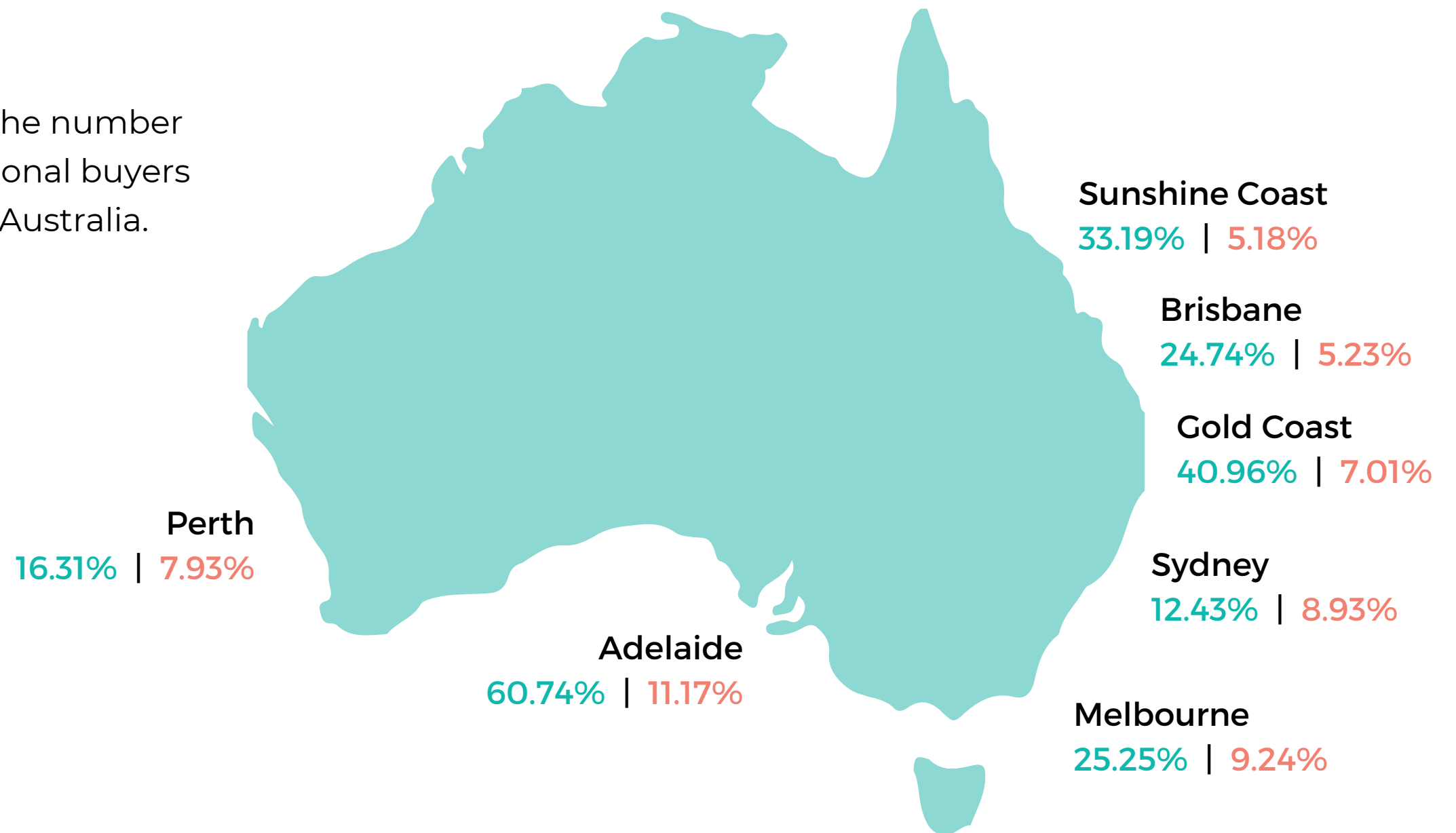
Interstate and international buyer interest is at an all time high with almost 31% of properties being inspected from interstate and 7.81% from overseas.

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

## Property Market

**INTERSTATE**  
Average 30.52%

**INTERNATIONAL**  
Average 7.81%

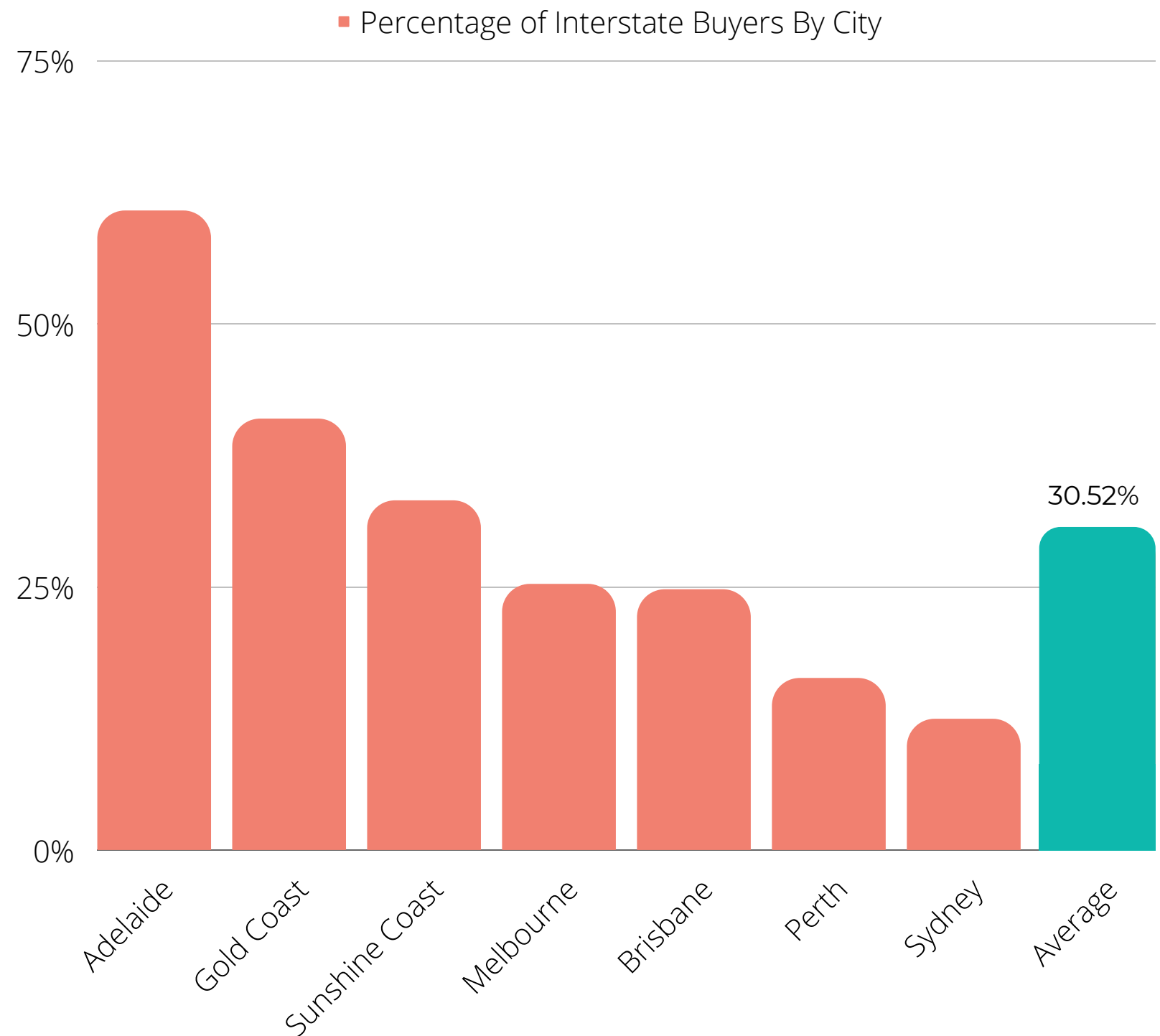


# Interstate Buyer Trends

Interstate buyers are on the move in record numbers. As border restrictions continue to ease, buyers are pursuing lifestyle changes with a recent report by the REBAA confirming that 23% of buyers are considering buying interstate for their next purchase (REBAA, 2021), with 30% of buyers keen to purchase without a physical inspection.

**Little Hinges virtual tour data demonstrates that this trend is showing no signs of slowing, with some regions seeing up to 60% of buyers coming from interstate.**

According to the Centre for Population, net interstate migration is forecast to increase for all states except New South Wales and Victoria in 2021-22, driven by migration from New South Wales and Victoria to other states ([ABC, December 2021](#)).



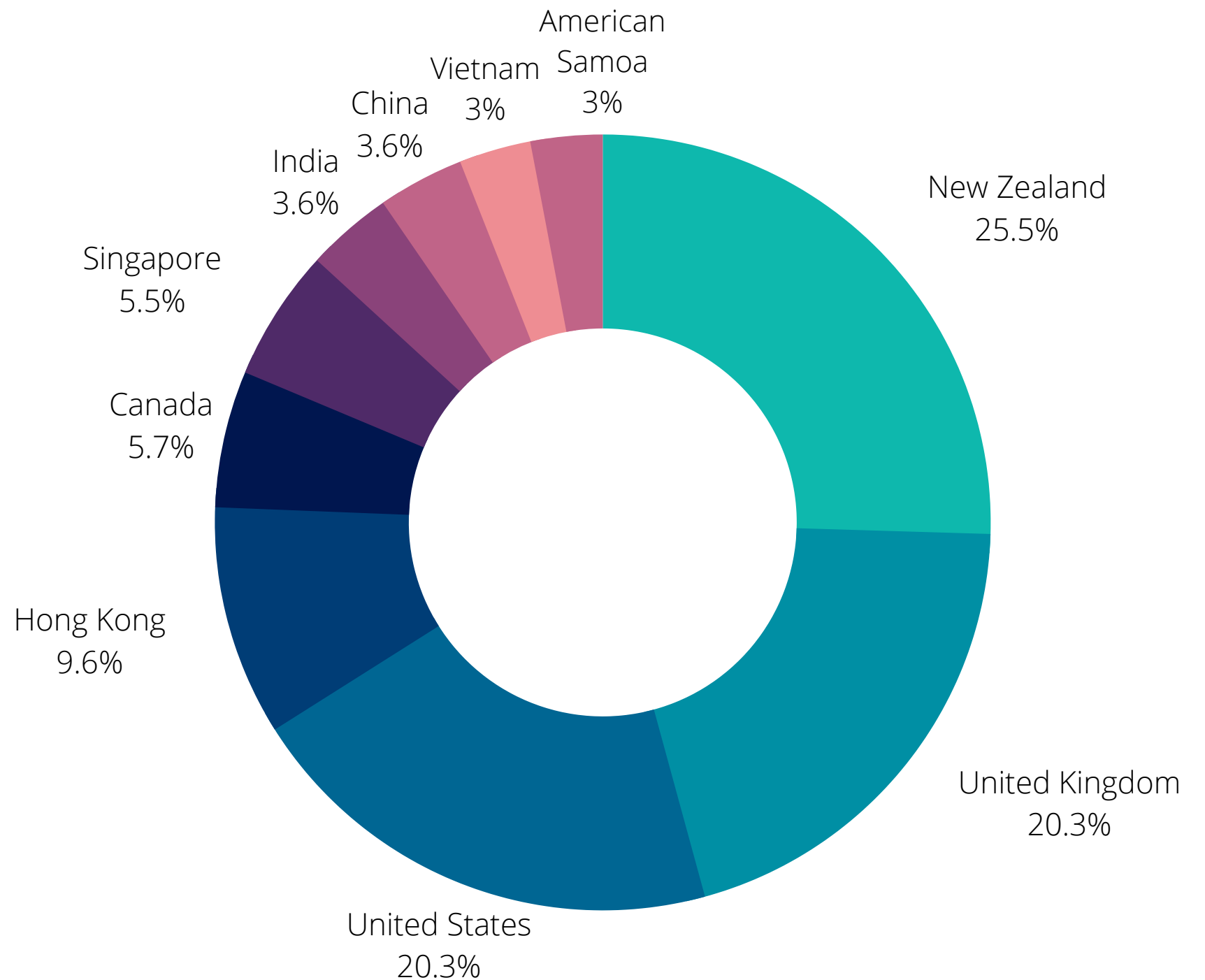
# International Buyer Trends

International buyers from all over the world remain interested in Australian property from as far away as Russia, Colombia and Brunei. While numbers are small compared to those looking to move interstate from within Australian borders, up to 12% of buyers in some Australian cities are coming from overseas.

**7.81% of all buyers inspecting Australian properties were from outside of the country.**

According to realestate.com.au, this demand is currently being driven by expats looking to return and opportunistic investors looking to capitalise on the strong market ([realestate.com.au, June 21](https://www.realestate.com.au/news/news/australian-property-market-2022)), as well as Australia's reasonably successful pandemic response, stable economy and reasonably high levels of consumer confidence.

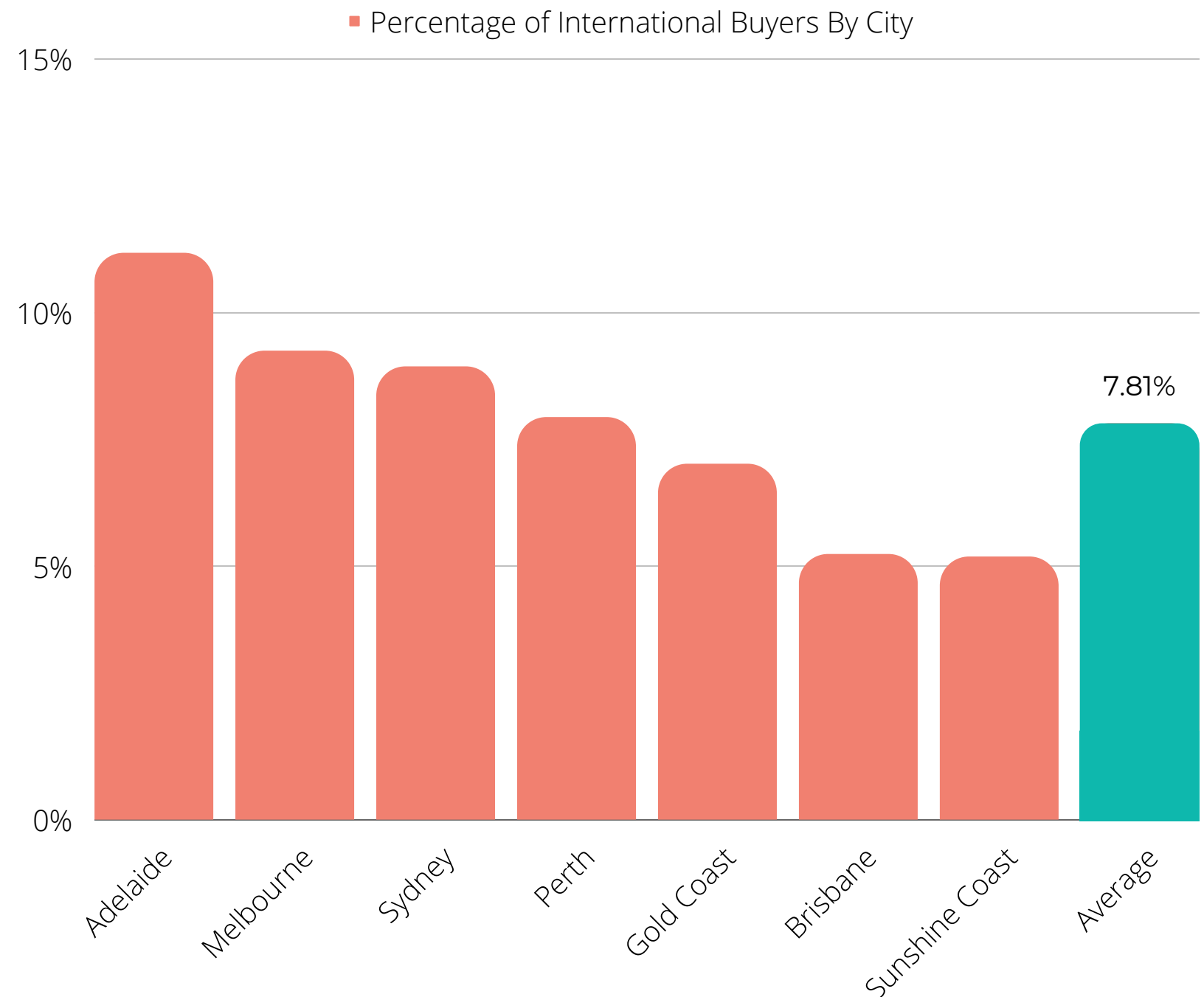
Where Australia's International Buyers are Located



# International Buyer Trends (cont.)

Adelaide stands out as the city of choice for international buyers, with almost 12% of virtual inspections in the city coming from overseas.

Melbourne and Sydney remain high on the list of city choices when moving internationally, however with statistics from CoreLogic showing house prices have risen by 20.3 per cent over the past 12 months - the highest annual appreciation since June 1989 - Brisbane, Gold Coast and Sunshine Coast still remain popular options ([ABC, October 2021](#)).





# City Spotlights

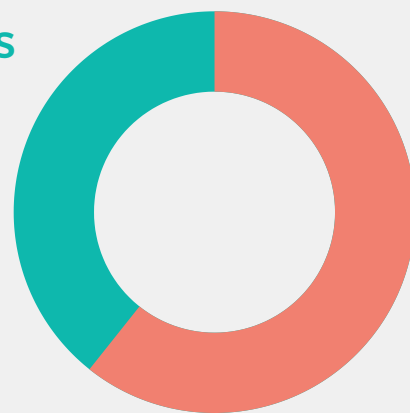


# City Spotlight — Adelaide



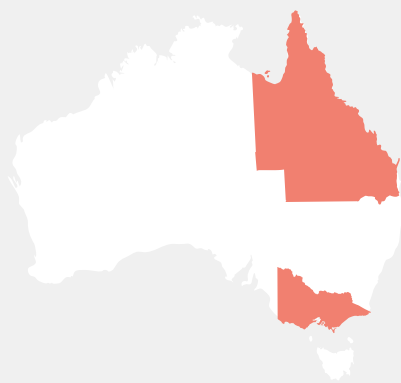
## INTERSTATE

Local buyers  
39.3%



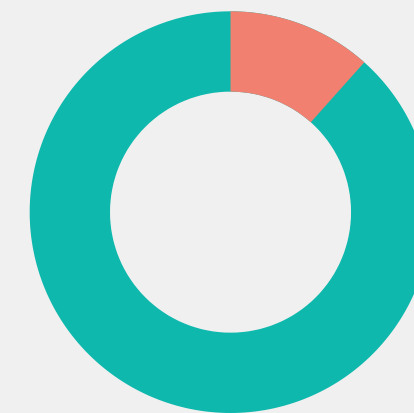
Interstate buyers  
60.7%

Over 60% of buyers looking to purchase in Adelaide are inspecting property from other states. Buyers from Queensland (28.63%) and Victoria (18.25%) make up the largest percentages of buyers looking to migrate.



## INTERNATIONAL

International buyers  
11.6%



Domestic buyers  
88.4%

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



United States



Vietnam



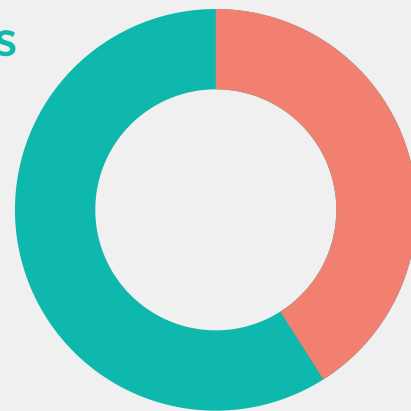
United Kingdom

# City Spotlight — Gold Coast



## INTERSTATE

Local buyers  
59%



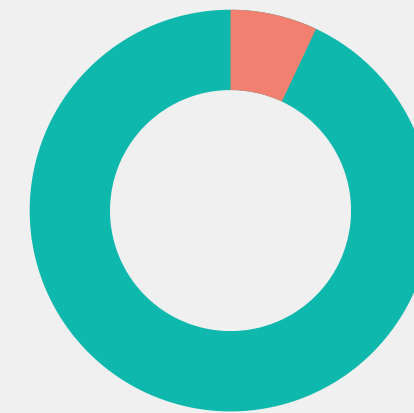
Interstate buyers  
41%

Over 40% of buyers looking to purchase on the Gold Coast are from interstate. **NSW (22.42%)** and **Victoria (13.56%)** are keen to make a sea change, likely due to extended lockdowns, high property prices and an increase in remote working options that allow them to be located anywhere in Australia, not just the major capital cities.



## INTERNATIONAL

International buyers  
7%



Domestic buyers  
93%

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



New Zealand



United States



United Kingdom

# Agent Spotlight



“The unit market in Surfers Paradise is the best I’ve seen since about 2002 or 2003, with plenty of interest from interstate buyers – even though many aren’t physically on the coast. I have been able to track thousands of groups through my last 10 units via virtual tour inspections, including a significant proportion from interstate.”

**RayWhite**

Glen Williams,  
Surfers Paradise



WATSON ESPLANADE, SURFERS PARADISE

[Click for tour](#)

 1,113

Total Visitors

 123

Engaged Visitors  
(>2mins viewing)

 170

Repeat Visitors



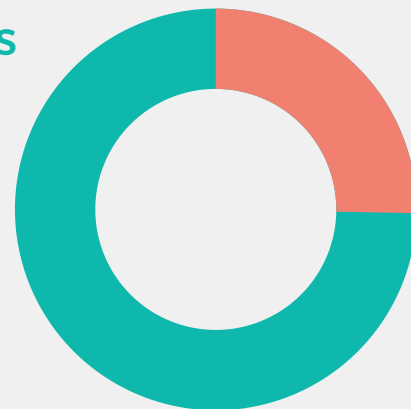
National Reach

# City Spotlight — Melbourne



## INTERSTATE

Local buyers  
74.8%

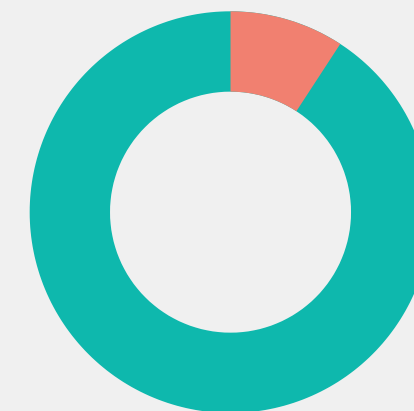


Interstate buyers  
25.2%

While the majority of Melbourne buyers are keen to stay close to home, 25% of those in the property market are interested in making the move. Melbourne has become less attractive in recent months due to extended lockdowns, high COVID case numbers and high property prices, which has resulted in more people wanting to migrate out than in. Buyers from NSW (17.43%) and Queensland (4.95%) make up the largest percentage of those looking at Melbourne from interstate.

## INTERNATIONAL

International buyers  
9.2%



Domestic buyers  
90.8%

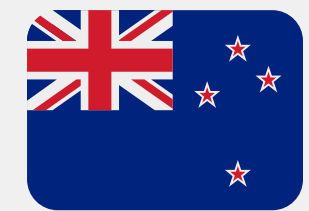
Most popular countries of origin for international migrants looking to move to Melbourne:



United States



Vietnam



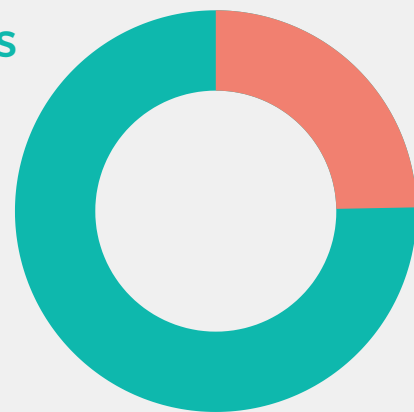
New Zealand

# City Spotlight — Brisbane



## INTERSTATE

Local buyers  
75.3%



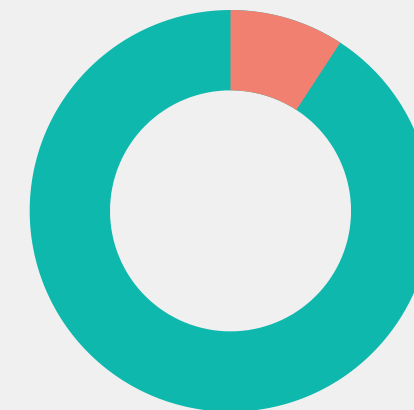
Interstate buyers  
24.7%

January saw almost 25% of prospective buyers looking at moving to the capital of the Sunshine State. Those from NSW (13.54%) and Victoria (7.91%) made up the biggest proportion of people looking to move north.



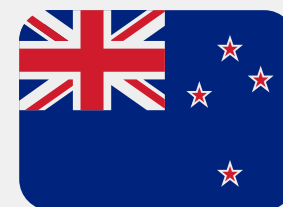
## INTERNATIONAL

International buyers  
5.2%



Domestic buyers  
94.8%

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



New Zealand



United States



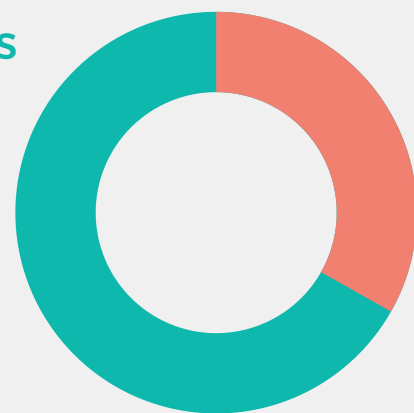
United Kingdom

# City Spotlight — Sunshine Coast



## INTERSTATE

Local buyers  
66.8%



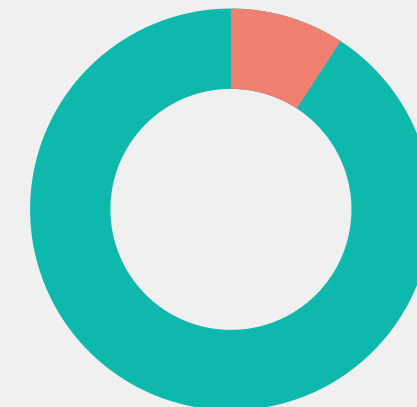
Interstate buyers  
33.2%

The Sunshine Coast remains a popular option for interstate buyers, with over 30% of those looking for property in the location based interstate. Those from NSW (16.07%) and Victoria (12.97%) are most likely to want to move beachside.



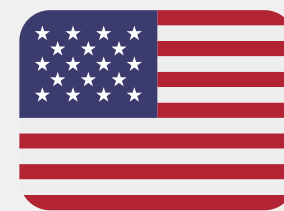
## INTERNATIONAL

International buyers  
5.2%

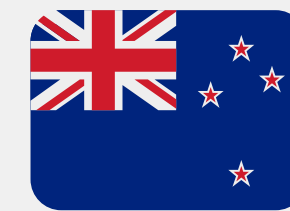


Domestic buyers  
94.8%

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



United States



New Zealand



United Kingdom

# Agent Spotlight



"We had interest in this property from all around Australia and the world, and the winning bid was made by a couple from the United States. Without the millimetre-accurate virtual tours offered by Little Hinges, I doubt they would have felt as comfortable as they did placing an offer on the property."

## TOWN

Craig Morrison,  
Sunshine Coast



TRANQUIL PLACE, ALEXANDRA HEADLAND

[Click for tour](#)

 **2,075**  
Total Visitors

 **343**  
Engaged Visitors  
(>2mins viewing)

 **235**  
Repeat Visitors



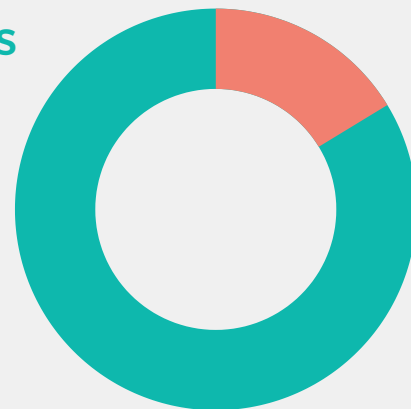
International Reach

# City Spotlight — Perth



## INTERSTATE

Local buyers  
83.7%



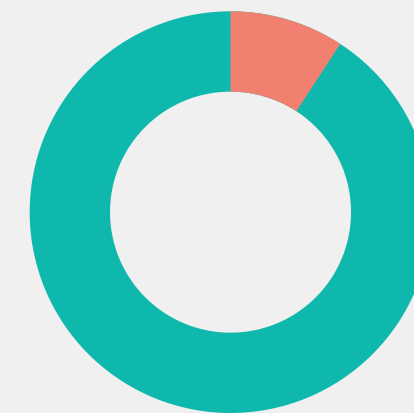
Interstate buyers  
16.3%

Perth's doors remain closed to the rest of Australia, but that hasn't stopped over 15% of buyers considering their property options in Western Australia. NSW (6.87%) and Victoria (5.21%) dominate the interstate buyer numbers.



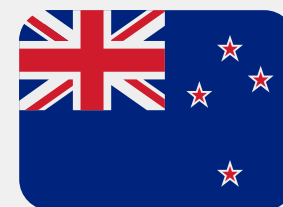
## INTERNATIONAL

International buyers  
7.9%



Domestic buyers  
92.1%

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



New Zealand



United States



Canada

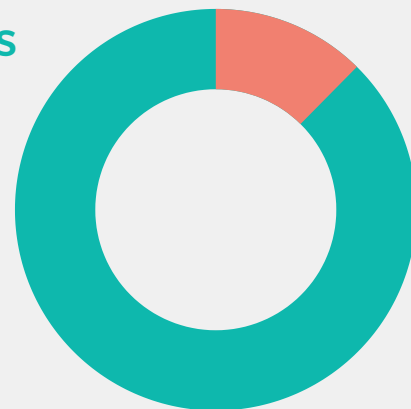


# City Spotlight — Sydney



## INTERSTATE

Local buyers  
87.6%

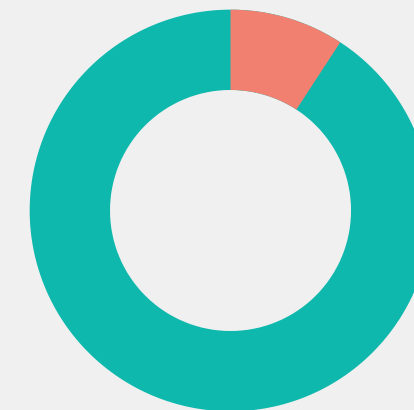


Interstate buyers  
12.4%

Buyers from **Victoria (5.17%)** and **Qld (3.77%)** make up most of the almost 13% of buyers looking to move to Sydney, however most buyers are already locals. High property prices, extended lockdowns and work from home arrangements have made other regions more attractive to buyers, which has seen destinations like Sydney and Melbourne become less aspirational to Australians.

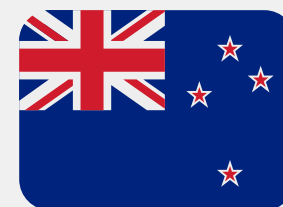
## INTERNATIONAL

International buyers  
8.9%

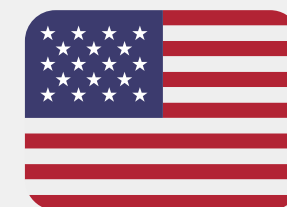


Domestic buyers  
91.1%

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



New Zealand



United States

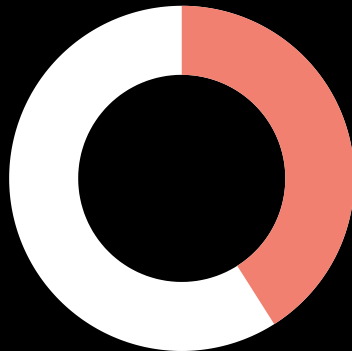


United Kingdom

# Interstate Buyers at a Glance

## GOLD COAST

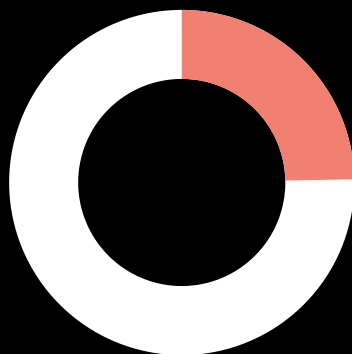
Local buyers  
59%



Interstate buyers  
41%

## BRISBANE

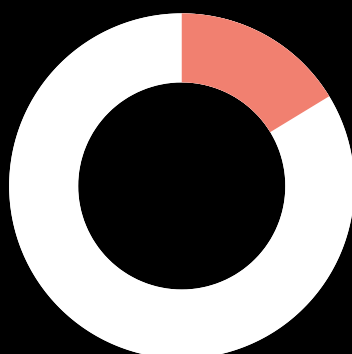
Local buyers  
75.3%



Interstate buyers  
24.7%

## PERTH

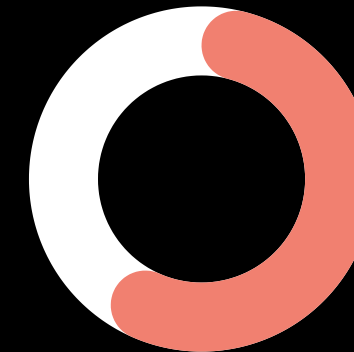
Local buyers  
83.7%



Interstate buyers  
16.3%

## ADELAIDE

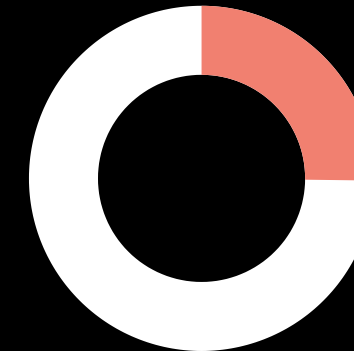
Local buyers  
39.3%



Interstate buyers  
60.7%

## MELBOURNE

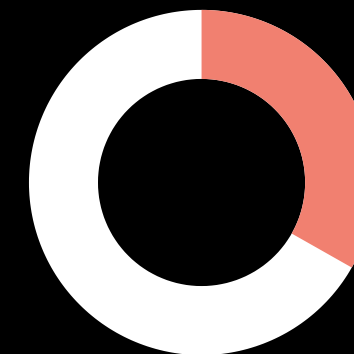
Local buyers  
74.8%



Interstate buyers  
25.2%

## SUNSHINE COAST

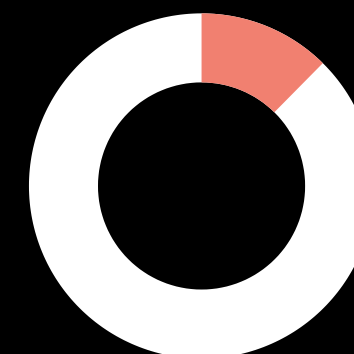
Local buyers  
66.8%



Interstate buyers  
33.2%

## SYDNEY

Local buyers  
87.6%

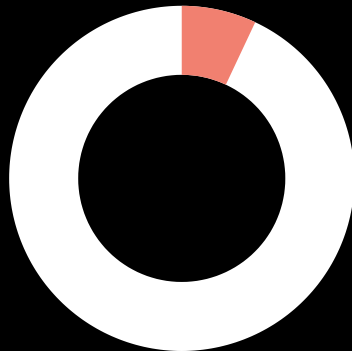


Interstate buyers  
12.4%

# International Buyers at a Glance

## GOLD COAST

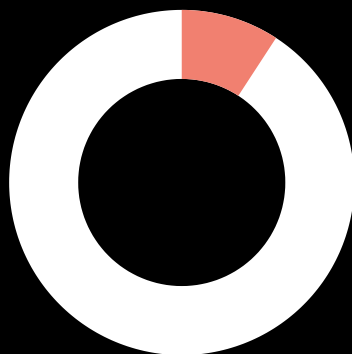
Local buyers  
93%



International buyers  
7%

## BRISBANE

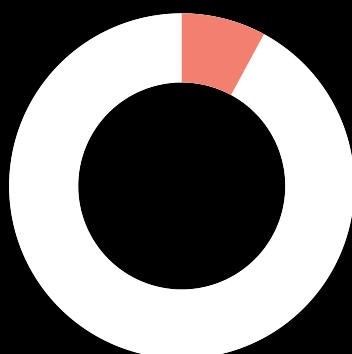
Local buyers  
94.8%



International buyers  
5.2%

## PERTH

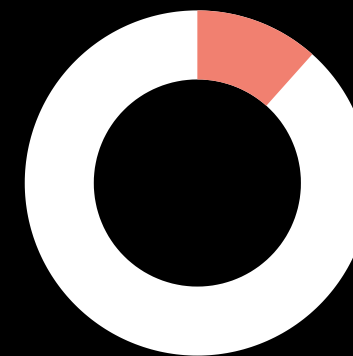
Local buyers  
92.1%



International buyers  
7.9%

## ADELAIDE

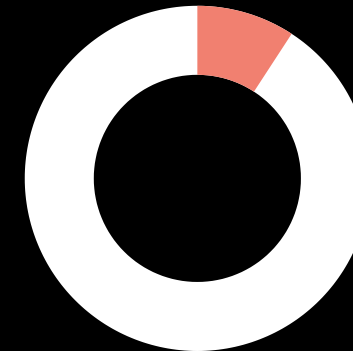
Local buyers  
88.4%



International buyers  
11.6%

## MELBOURNE

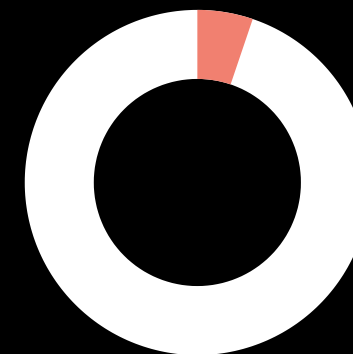
Local buyers  
90.8%



International buyers  
9.2%

## SUNSHINE COAST

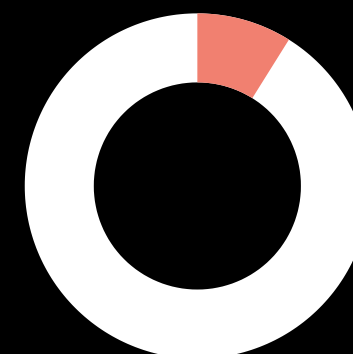
Local buyers  
94.8%



International buyers  
5.2%

## SYDNEY

Local buyers  
91.1%



International buyers  
8.9%

# Methodology

The main sections of this report are based on the analysis of January 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 1/1/2022 and 31/1/2022 (January 2022). January 2022 analysis conducted over a dataset of 214,974 virtual inspections. This dataset represents Australia's largest dataset for property inspection numbers.

## Additional References

- Foreign property buyers circle popular Australian regions - realestate.com.au
- 2021 REBAA & PTA BUYER BAROMETER SURVEY | 1
- Population data shows movement after COVID lockdowns, drop in migration rate - ABC News
- International Buyers Role in Rising Property Prices



# 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:



[vt@littlehinges.com.au](mailto:vt@littlehinges.com.au)



1300 BOOK VT



Book direct via our website at  
[www.littlehinges.com.au/virtual-tour-booking](http://www.littlehinges.com.au/virtual-tour-booking)