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Tasmania Rural Property Becomes Australia's Most Viewed

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A rural property in Western Creek, Tasmania, has captured national attention, becoming the most-viewed home on realestate.com.au last week with over 45,000 clicks.

The listing, located at 49 Iti Mara Road, has drawn strong interest from potential buyers across Tasmania and interstate, with many seeing it as a rare opportunity to embrace the rural lifestyle.

Brian Claridge, director of First National Real Estate Claridge Deloraine, said the property offers more than just a home; it represents a complete change in lifestyle.

“There is a lot of inquiry broadly in the market, and this property in particular has attracted a lot of interest,” he said. “We’ve had local inquiries from nearby towns, as well as interest from Hobart and interstate buyers. They recognise how unique it is.”

Claridge explained that the property’s appeal lies in its combination of location, land, and lifestyle. Positioned in a scenic area surrounded by natural beauty, the listing features a spacious house set on a large rural block, ideal for those seeking privacy and self-sufficiency.

Rural and regional properties across Australia have seen a surge in popularity in recent years, as more buyers look to escape city life and embrace quieter surroundings. Tasmania, in particular, has been a standout due to its affordability, clean environment, and strong community values.

While the agency did not disclose the current number of offers or the listing price, interest remains high, and inquiries continue to flow in from across the country.

The Western Creek home’s popularity highlights a broader trend in the Australian real estate market where rural charm, affordability, and lifestyle factors are outweighing the traditional pull of metropolitan areas.

Industry analysts have noted a steady uptick in online property traffic for rural homes, particularly in Tasmania, where demand has outpaced supply in several regions. This shift in buyer sentiment is also encouraging more homeowners to list their rural properties, hoping to take advantage of market momentum.

As of this week, 49 Iiti Mara Road continues to lead as the most-viewed residential listing on the national property platform.

Interested parties are encouraged to contact First National Real Estate Claridge Deloraine for further details.