

Whitsundays Market Update

2nd Half 2025

OVERVIEW

In Q2 2025, Whitsundays* recorded a median house price of \$799,000 and a median unit price of \$465,000. This is an annual (Q2 2024 – Q2 2025) growth of 5.1% for houses and 13.4% for units. Comparing Q2 2024 and Q2 2025, total sales declined by -20.4% for houses (to 39 in Q2 2025) and -37.3% for units (to 74 in Q2 2025). This confirms an undersupply for both property types, which has created a buffer against higher interest rate, thus, continued price growth. Now is an ideal time for owners to capitalize on their investments. Further, with all new projects focused solely on townhouses and lots, and no new ready-to-sell houses in the pipeline, buyers need to act quickly before property prices rise further.

CHANGE FROM LAST YEAR HALF YEAR



HOUSE SALES



HOUSE MEDIAN PRICE



HOUSE RENTAL PRICE



UNIT SALES



UNIT MEDIAN PRICE

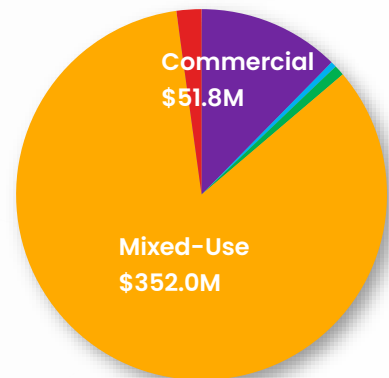


UNIT RENTAL PRICE



FUTURE DEVELOPMENTS

Whitsundays[£] will see approximately **\$418.8M of new projects commencing construction in 2025.**



A key mixed-use project is St Bees Boulevard Retirement Village & Residential Subdivision, a 46.01-hectare land to be reconfigured into 199 residential lots across 10 stages. The project includes a retirement village, with 226 independent living units. Stage 1 is slated for 2025.

Another key project is the Edenvale Cannon Valley Master Planned Community, by Alder Developments. The project will build a masterplan on a 102.2-hectare site, creating 500+ residential lots and over 900 homes, ranging from 1- and 2-bedroom units to detached 2 storey homes on large blocks. This project is currently in early stages, including a consultation time with the wider community.

There is only a limited number of residential projects are planned in the Whitsundays in 2025, mainly creating new land releases that will take time to develop. This limited supply of new dwellings in the short term is expected to push up property prices further, for all stock types (not just houses).



8 Townhouses



805 Lots



MARKET CONDITIONS

MEDIAN PRICE
Q2 2025



\$799K



\$465K

SALES

AVERAGE DAYS
ON MARKET Q2 2025



HOUSE



UNIT

MEDIAN PRICE
Q2 2025



\$780



\$550

RENTALS

AVERAGE DAYS
ON MARKET Q2 2025



HOUSE

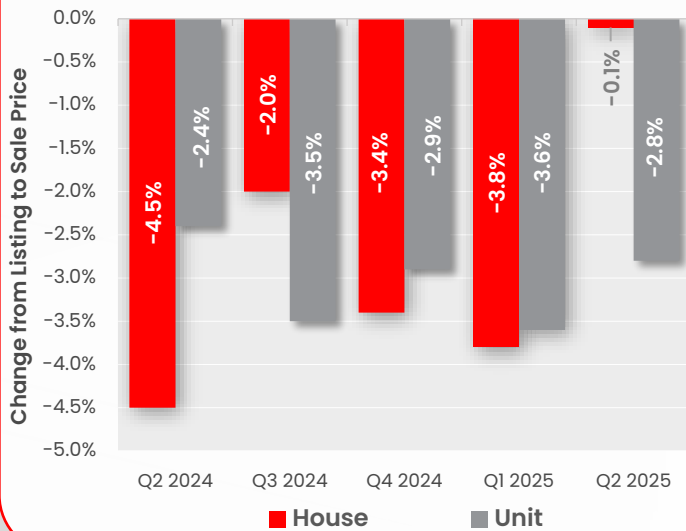


UNIT

%

AVERAGE VENDOR DISCOUNT*

Average vendor discount reflects the average percentage difference between the first list price and final sold price. A lower percentage difference (closer to 0.0%) suggests that buyers are willing to purchase close to the first asking price of a property.



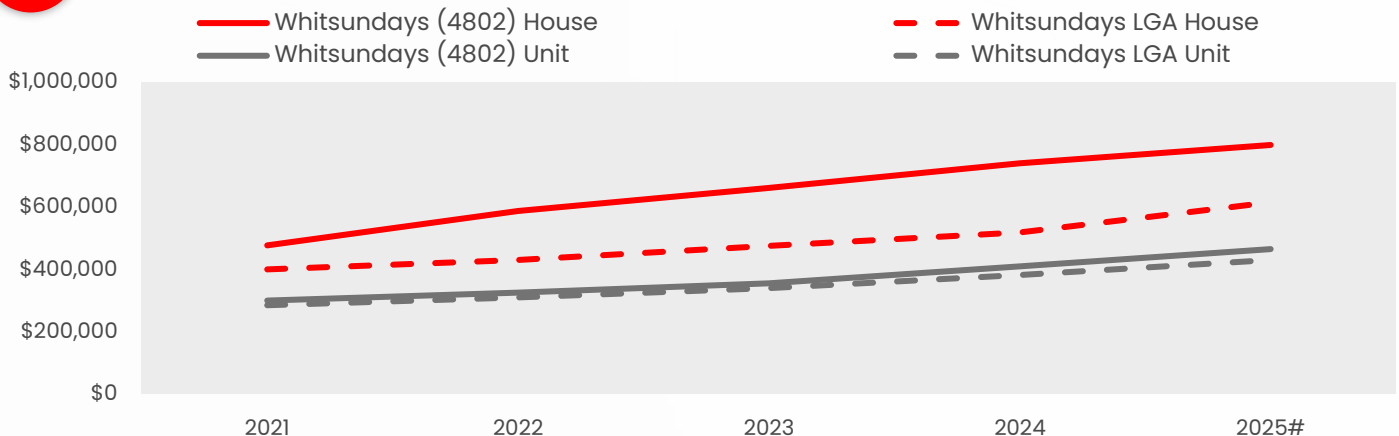
Average vendor discounts between Q2 2024 and Q2 2025 have tightened to -0.1% for houses but widened to -2.8% for units. Market conditions still favour buyers, as sellers are willing to accept below the first list prices; however just. Q2 2025 saw the tightest discount for houses, which suggests a swing towards a seller's market. With no new ready-to-sell houses planned, buyers need to act fast.

The suburb of Whitsundays has outperformed the wider Whitsunday Local Government Area (LGA) for house prices for the past 5 years, and on-par for unit prices. This trend has continued in 2025#, for both property types. The suburb of Whitsundays remain a premium suburb, even with a steadier price growth rate compared to 2024.

Most of the houses sold in Whitsundays* across 2025# were in premium price point of \$950K and above (25.0%). That said, there is a relatively balanced market overall, with the most affordable price point of less than \$649,999 and the more affordable range of \$650,000 - \$749,999 recording the same proportion of sales (21.5%). For first home buyers, the more affordable price range of \$400K to \$500K is currently the dominant segment for units (24.0%).



MARKET COMPARISON

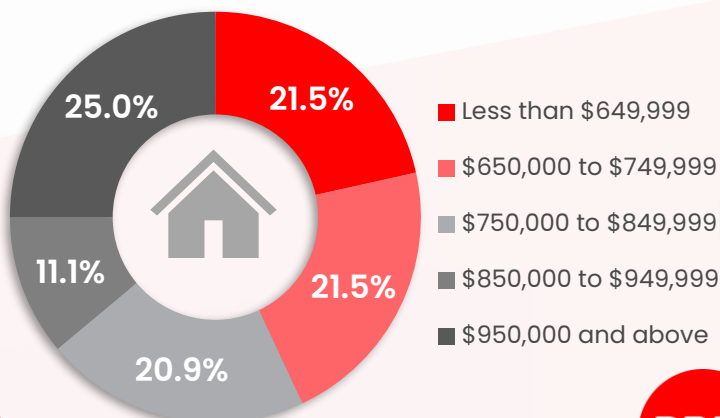


The market comparison graph provides a comparative trend for median price of houses and units over the past 5 years. The main LGA chosen was based on their proximity to the main suburb analysed, which is Whitsundays.

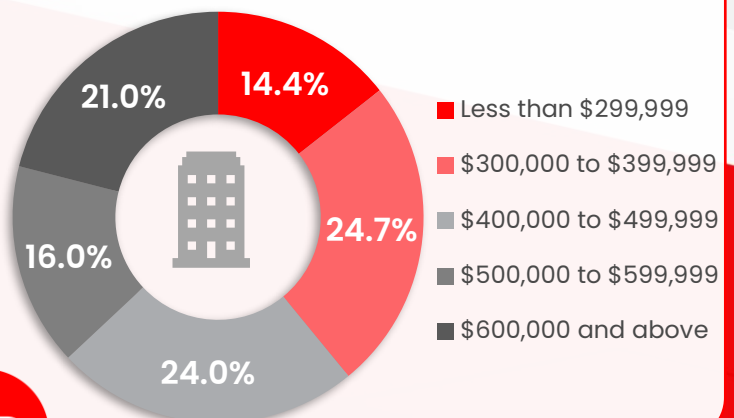
\$

PRICE BREAKDOWN 2025

HOUSES SOLD



UNITS SOLD



PRD.



RENTAL GROWTH 2025€

House rental yields in Whitsundays[‡] were 5.4% as of June 2025, higher than the Whitsundays LGA (4.7%) and QLD North Coast (5.0%). Further, median house rental price in Whitsundays[‡] increased by 8.3% in the past 12 months to Q2 2025, at \$780 per week. However, the number of houses rented decreased by -28.6% (to 40 houses). This indicates an undersupplied and competitive house rental market in Whitsundays[‡], which is beneficial to investors.

3+ bedroom houses have provided investors with +7.1% rental growth annually, achieving a median rent of \$750 per week.

Whitsundays[‡] recorded a vacancy rate of 1.1% in June 2025, slightly above the Whitsundays LGA's average of 0.9% and QLD North Coast's 1.0%. Vacancy rates have decreased in the past 12 months, indicating an even tighter market. Furthermore, a 1.1% vacancy rate is well below the Real Estate Institution of Australia's healthy benchmark of 3.0%, indicating quicker occupancy of rental homes in the Whitsundays[‡]. This creates a conducive environment for investors, even with a higher house and unit sales (thus entry) price in the past 12 months to Q2 2025.

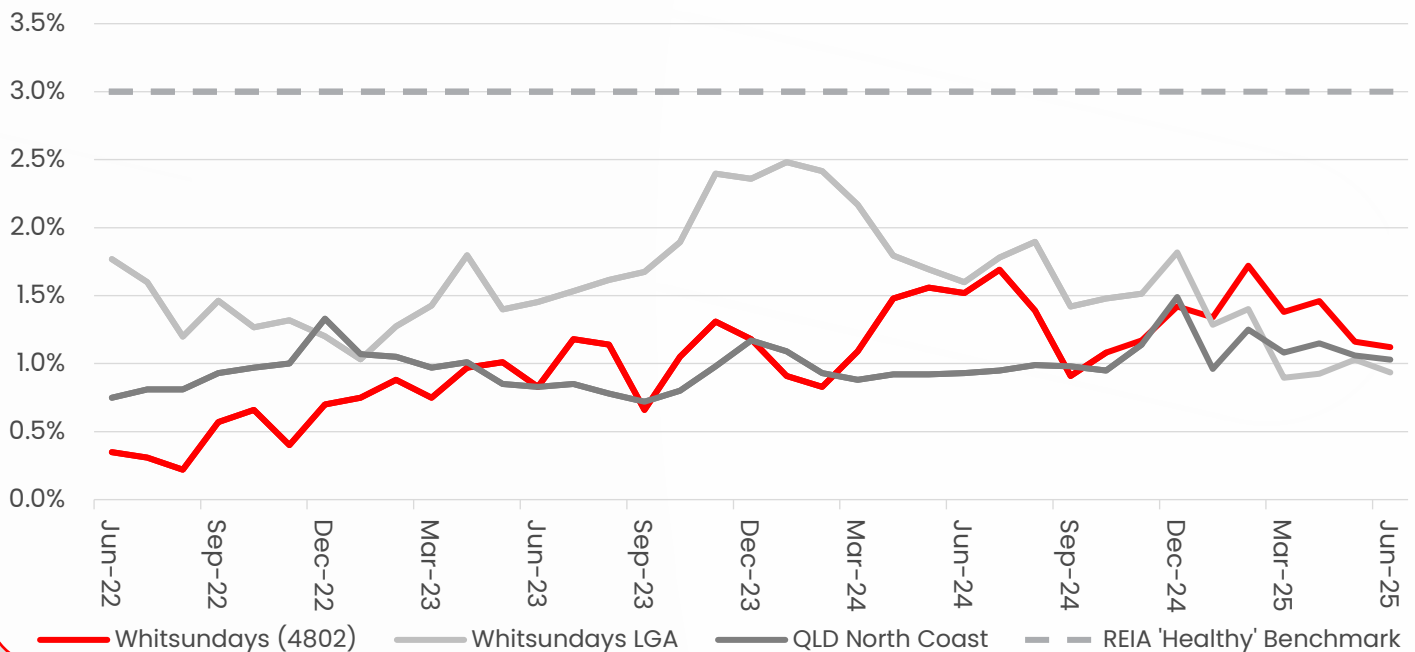
2 BEDROOMS
-16.4%

3 BEDROOMS
+7.1%

4 BEDROOMS
+4.9%



RENTAL VACANCY RATES 2025



RENTAL YIELD 2025§

5.4%
Whitsundays[‡]

4.7%
Whitsundays LGA

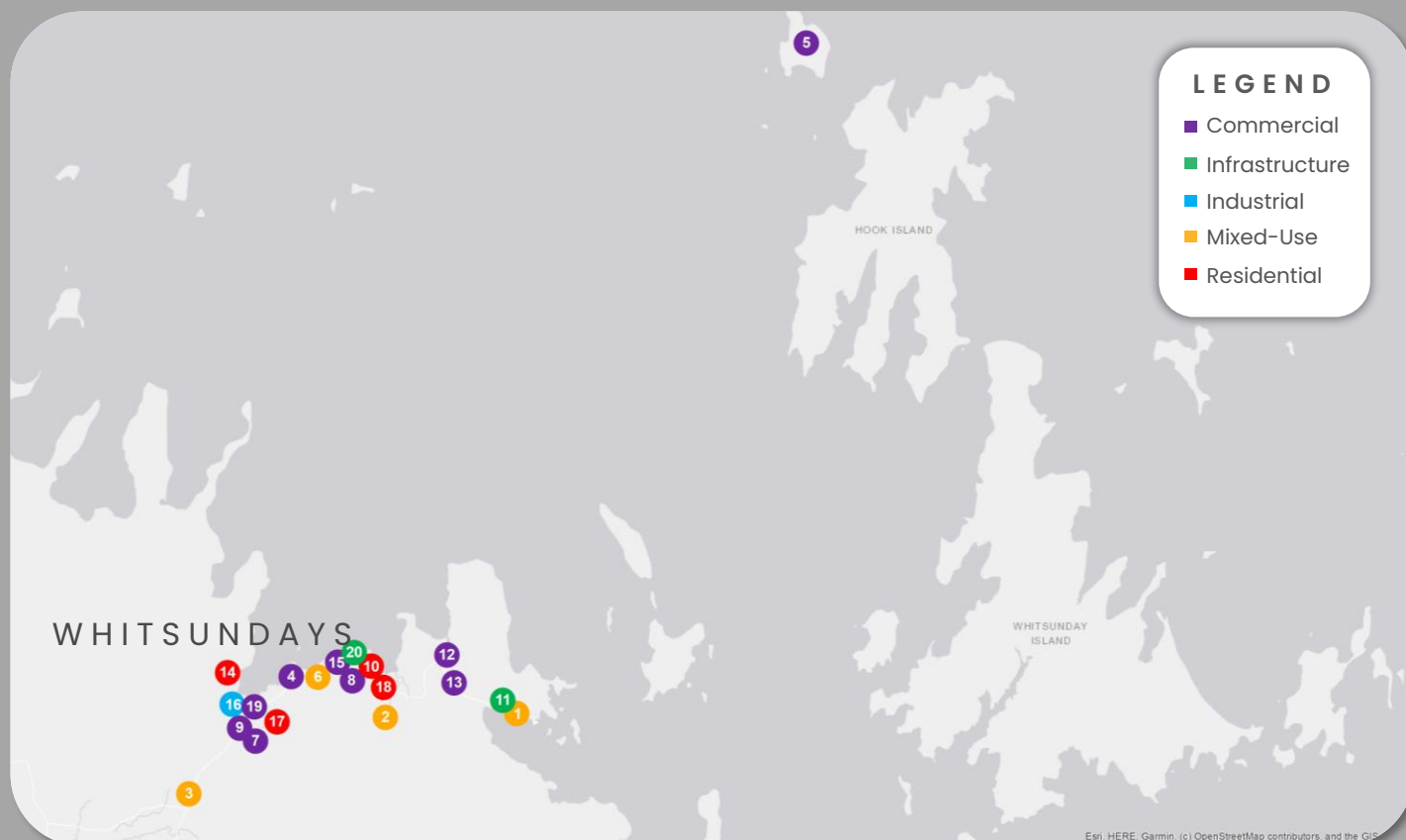
5.0%
QLD North Coast

5.3%
Whitsundays[‡]

4.9%
Whitsundays LGA

5.7%
QLD North Coast

PROJECT DEVELOPMENT MAP 2025^A



#	Project [£]	Type	Estimated Value [¤]	Commence Date [¥]
1	Shute Harbour Resort Marina & Residential Development (52 Lots)	Mixed-Use	\$252,000,000	1/07/2025
2	St Bees Boulevard Retirement Village & Residential Subdivision (Commercial + Residential - 199 Lots)	Mixed-Use	\$90,000,000	Stage 1 in 2025
3	Edenvale Cannon Valley Master Planned Community (Commercial + Residential - Over 500 Lots)	Mixed-Use	TBC	TBC
4	Bunnings Airlie Beach	Commercial	\$11,000,000	22/12/2025
5	Hayman Island Resort Pavilions Stage 2	Commercial	\$10,000,000	1/07/2025
6	NRMA Airlie Beach Holiday Park Redevelopment	Mixed-Use	\$10,000,000	15/12/2025
7	ALDI Store Cannonvale	Commercial	\$9,000,000	7/07/2025
8	14-16 Raintree Place Short Term Accommodation Units (13 Units)	Commercial	\$8,000,000	1/11/2025
9	Harvey Norman Showroom Cannonvale	Commercial	\$7,000,000	17/12/2025
10	422 Shute Harbour Road Residential Subdivision (16 Lots)	Residential	\$5,000,000	1/12/2025
11	Hamilton Plains Bore Flood Works (State Government)	Infrastructure	\$3,000,000	6/01/2025
12	Langford Road Accommodation Units Stage 1 (4 Units)	Commercial	\$2,000,000	1/11/2025
13	Air Whitsunday Road Aircraft Hangar Sheds	Commercial	\$1,800,000	12/08/2025
14	36 Botanica Drive Rural Residential Subdivision Stages 1-3 (38 Lots)	Residential	\$1,700,000	8/08/2025
15	1 Airlie Crescent Short Term Accommodation	Commercial	\$1,500,000	11/10/2025
16	17 Carlo Drive Self Storage Units (97 Units)	Industrial	\$1,500,000	21/08/2025
17	Mandara Rise Estate Cannonvale Dual Occupancies (4 Townhouses)	Residential	\$1,400,000	25/04/2025
18	Lemau Court Dual Occupancies (4 Townhouses)	Residential	\$1,000,000	29/07/2025
19	Big4 Adventure Park Short Term Accommodation Conversion	Commercial	\$950,000	6/11/2025
20	Whitsunday Regional Council Roadworks Reseals & Pavement Rehabilitation Work 2024/2025 (Local Government)	Infrastructure	\$800,000	13/05/2025



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RESEARCH SERVICES

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- Geographic information mapping
- Project analysis including product and pricing recommendations
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REFERENCES

* Whitsundays sales market data and key indicators encapsulates aggregate property market conditions within the postcode of 4802.

** Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or re-sale value.

2025 encapsulates sales transactions for the 1st Half 2025 (01/01/2025 – 30/06/2025) only, other years encapsulates sales transactions for the full year (i.e 01/01 to 31/12 of the relevant year).

€ Annual rental growth is a comparison between Q2 2024 (01/04/2024 – 30/06/2024) and Q2 2025 (01/04/2025 – 30/06/2025) house median rent figures.

¥ Whitsundays rental market data encapsulates aggregate property conditions within the postcode of 4802.

§ Rental yields shown are as reported as of June 2025.

▲ Project development map showcases a sample of upcoming projects only, due to accuracy of addresses provided by the data provider for geocoding purposes.

£ Projects refers to the top developments within the postcode of 4802.

µ Estimated value is the value of construction costs provided by relevant data authority; it does not reflect the project's sale/commercial value.

ψ Commencement date quoted for each project is an approximate only, as provided by the relevant data authority, PRD does not hold any liability to the exact date.

Source: APM Pricerfinder, Cordell Connect database, SQM Research, Esri ArcGIS.

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