

Hervey Bay Market Update

1st Half 2026



OVERVIEW

In Q1 2026, Hervey Bay* recorded a median house price of \$840,000 and a median unit price of \$602,500. This represents an annual (Q1 2025 – Q1 2026) price growth of 13.5% for houses and 15.9% for units. Comparing Q1 2025 and Q1 2026, total sales declined by -6.5% for houses (to 374 sales in Q1 2026), but increased by 11.4% for units (to 117 sales in Q1 2026). The undersupply in housing stock and a high demand for units supported price growth, even with cash rate hikes in 2026. Thus, now is still an ideal time for owners to capitalize on their investments. With a limited number of new houses planned, buyers must act fast before prices rise further.

CHANGE FROM LAST YEAR HALF YEAR



	YEAR	HALF YEAR
HOUSE SALES	↓	↓
HOUSE MEDIAN PRICE	↑	↑
HOUSE RENTAL PRICE	↑	↔

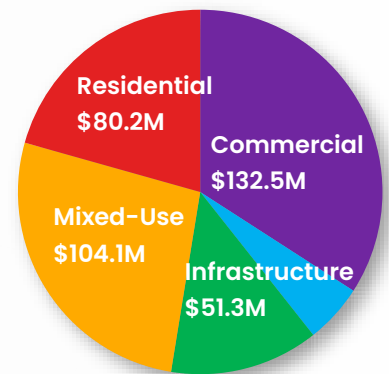


UNIT SALES	↑	↓
UNIT MEDIAN PRICE	↑	↑
UNIT RENTAL PRICE	↑	↑



FUTURE DEVELOPMENTS

Hervey Bay[£] is to see approximately **\$388.4M of new projects commence construction in 2026.**



A main mixed-use project planned in 2026 is Marina Square Hotel & Units (\$80.0M), which will develop a 17-storey Riviera hotel & 2 residential towers with 83 x 2 bedroom & 37 x 3-bedroom units in 3 stages.

Key residential projects include:

- 11-15 Watson Street (56 Units)
- Doolong South & Hebblewhite Roads (127 Land Lots)
- Torquay Terrace (12 Townhouses)
- 12 Clarke Street (4 Dwellings)

Although many residential projects are planned for construction in 2026, the supply of ready-to-sell stand-alone houses is very limited (7 houses). Therefore, the house undersupply is expected to worsen. As a result, prices are highly likely to increase, across all property types (not just houses).



MARKET CONDITIONS

MEDIAN PRICE
Q1 2026



\$840K



\$603K

SALES

AVERAGE DAYS
ON MARKET Q1 2026



48
HOUSE



54
UNIT

MEDIAN PRICE
Q1 2026



\$650



\$525

RENTALS

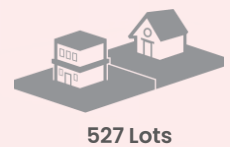
AVERAGE DAYS
ON MARKET Q1 2026



25
HOUSE



23
UNIT





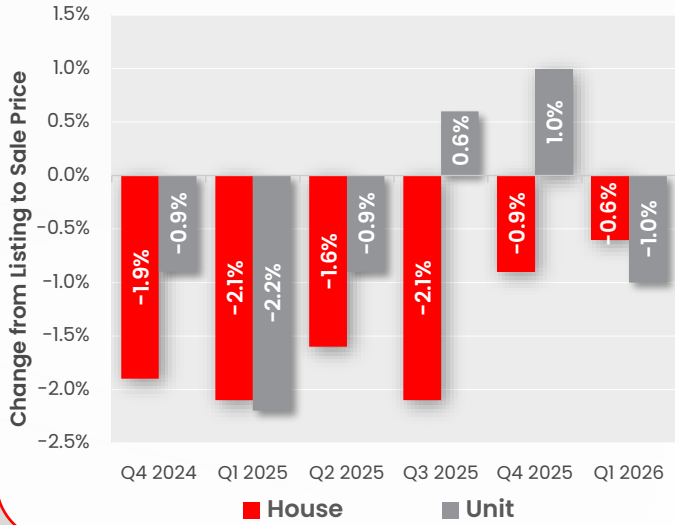
AVERAGE VENDOR DISCOUNT*

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.

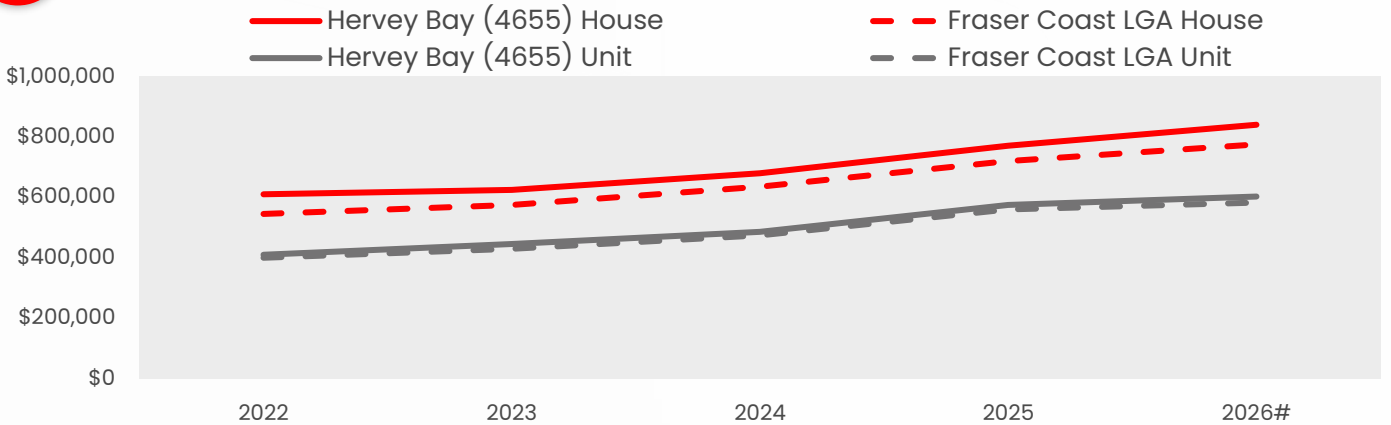
Average vendor discounts between Q1 2025 and Q1 2026 have tightened to -0.6% for houses and -1.0% for units. While the market still favours buyers, where sellers are accepting a slightly lower final price than the initial listing price, the tighter discount suggest that the market is increasingly shifting towards sellers. Buyers must act quickly, especially with a limited housing supply expected in the 2026 pipeline.

The City of Hervey Bay has outperformed Fraser Coast Regional Area (LGA) for median house price, and on par for median unit price in the past 5 years. This continues in 2026#, with similar price growth in both the LGA and the City.

The dominant proportion of homes sold in Hervey Bay* in 2025/26# was in the premium price point of above \$900K for houses (35.3%) and middle-to-upper price bracket of \$750K to \$950K for units (48.7%). This benefits owners who are looking to transact and maximize returns. The unit market is more skewed towards higher price segments, due to low housing stock. The most affordable segments remain available, with 23.8% of houses sold in the most affordable price point of below \$750K in good news for home buyers. Overall, there is a home for every budget in Hervey Bay*.



MARKET COMPARISON

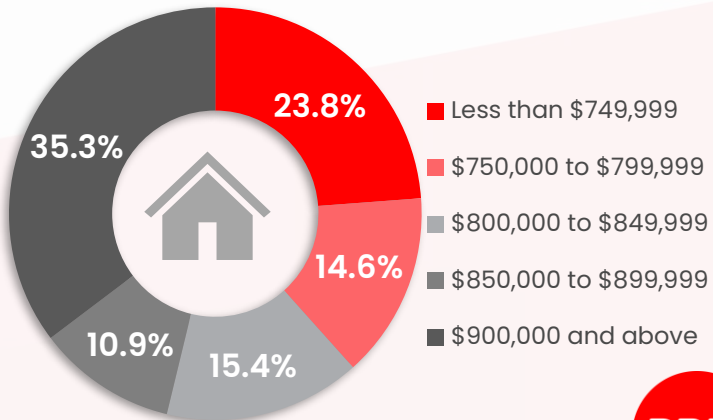


The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled was chosen based on their proximity to the main suburb analysed, which is Hervey Bay.

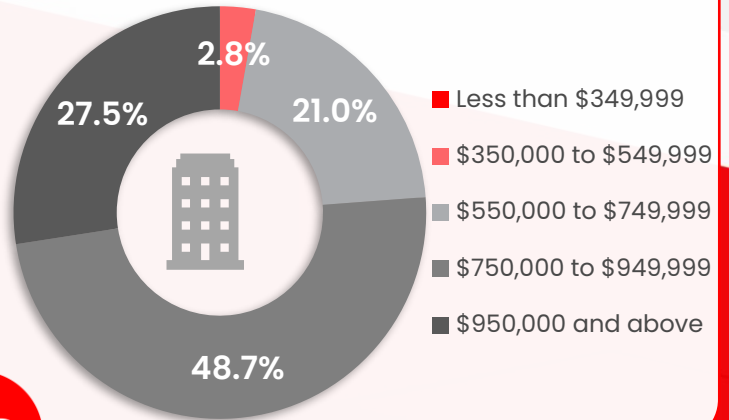


PRICE BREAKDOWN 2025-2026#

HOUSES SOLD



UNITS SOLD





RENTAL GROWTH 2026€

House rental yield in Hervey Bay[‡] was 3.8% in March 2026, higher than Fraser Coast LGA (3.6%) and Brisbane Metro (2.9%). This is paired with a 4.0% growth in median house rental price in the past 12 months to Q1 2026, at \$650 per week. Further, there was a 33.3% increase in the number of houses rented, to 452 rentals in Q1 2026. Overall, this suggests a highly-demanded house rental market in Hervey Bay[‡], which benefits investors.

3+ bedroom houses have provided investors with +8.2% rental growth annually, achieving a median rent of \$595 per week.

Hervey Bay[‡] recorded a vacancy rate of 1.6% in March 2026, above Fraser Coast LGA's 1.3% and Brisbane Metro's 0.8%. Vacancy rates in Hervey Bay[‡] have increased in the past 12 months, due to investors returning to the market. That said, a 1.6% vacancy rate is still below the Real Estate Institute of Australia's healthy benchmark of 3.0%, thus properties are rented quicker in Hervey Bay[‡]. There is a healthy rental demand and a conducive investment environment in Hervey Bay[‡], even with a higher median house and unit sales price (thus, entry price) in Q1 2026.

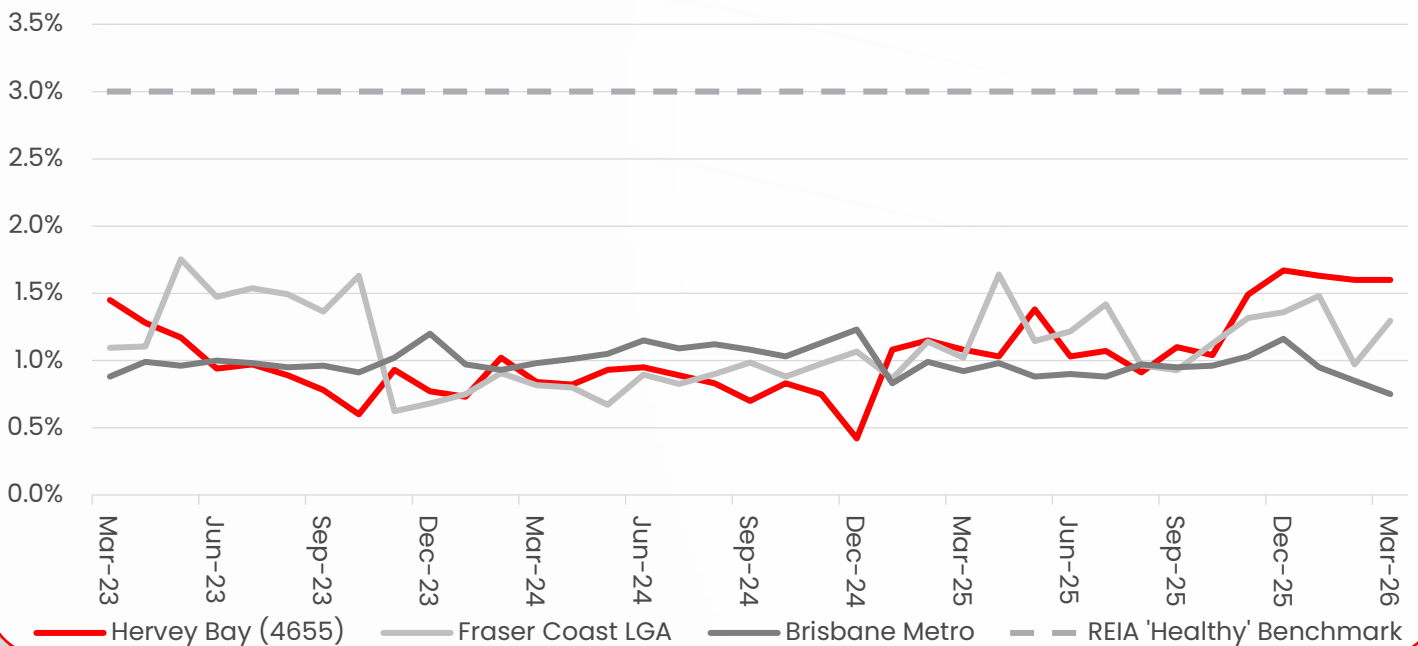
 2 BEDROOMS
+4.2%

 3 BEDROOMS
+8.2%

 4 BEDROOMS
+4.7%



RENTAL VACANCY RATES 2026



RENTAL YIELD 2026§



3.8%

Hervey Bay[‡]
(4655)



3.6%

Fraser Coast LGA



2.9%

Brisbane Metro



4.2%

Hervey Bay[‡]
(4655)



4.9%

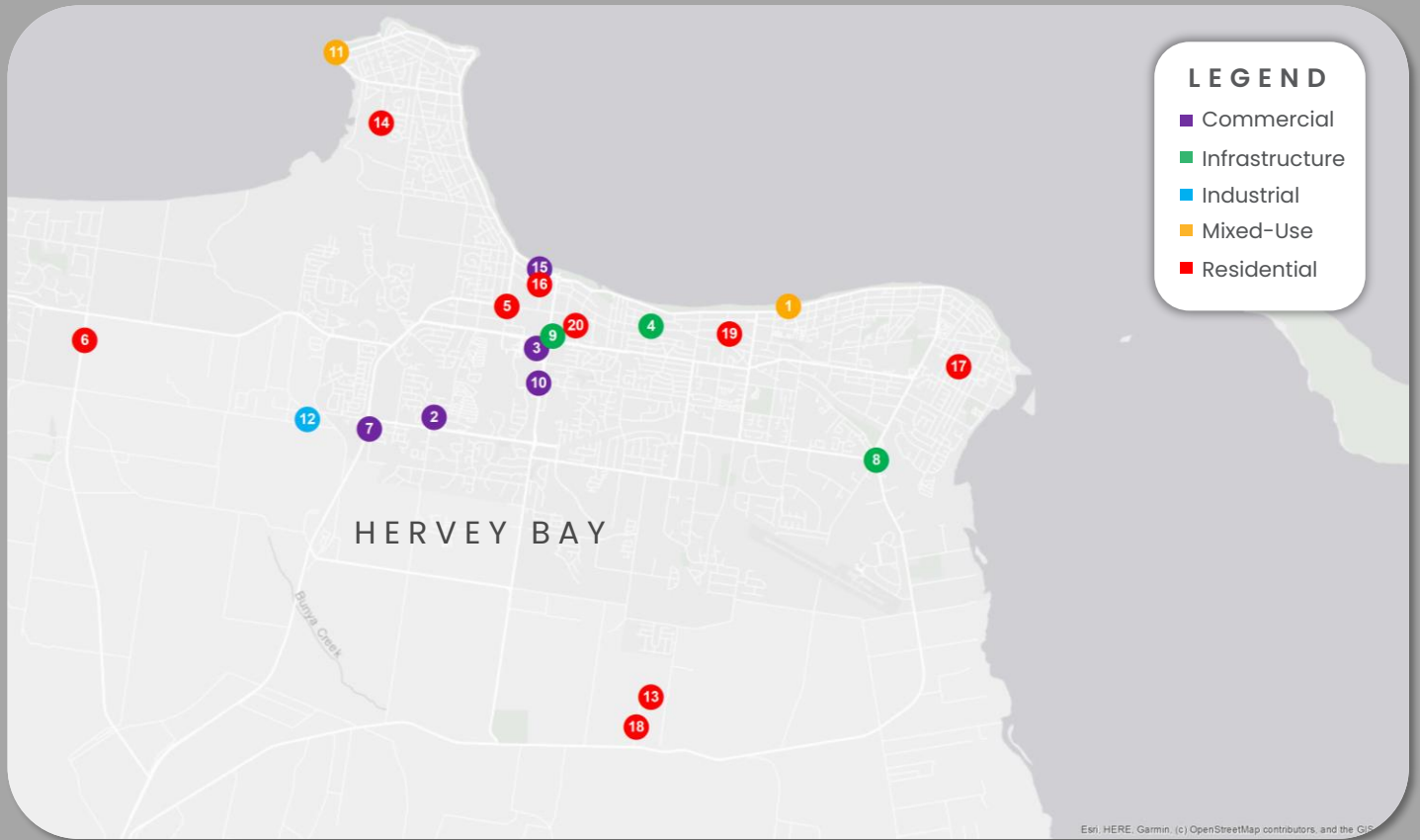
Fraser Coast LGA



3.7%

Brisbane Metro

PROJECT DEVELOPMENT MAP 2026 ^A



Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS

#	Project [‡]	Type	Estimated Value ^μ	Commence Date ^ψ
1	Marina Square Hotel & Units Stages 1 -3 (Commercial + Residential – 120 Units)	Mixed-Use	\$80,000,000	1/12/2026
2	Hervey Bay Hospital Multi Storey Car Park	Commercial	\$60,000,000	5/10/2026
3	Stockland Hervey Bay Urraween Shopping Centre Extension Stages 2B & 2C	Commercial	\$40,000,000	1/09/2026
4	Hervey Bay Police Station Upgrade (State Government)	Infrastructure	\$28,000,000	9/12/2026
5	11-15 Watson Street Units (56 Units)	Residential	\$25,000,000	18/12/2026
6	Opal Shelly Beach Hervey Bay Apartments (47 Apartments)	Residential	\$14,000,000	7/12/2026
7	Lox On Storage Urraween	Commercial	\$13,000,000	12/11/2026
8	Booral Road & Boundary Road Intersection Roundabout (State Government)	Infrastructure	\$12,000,000	4/08/2026
9	Pialba Social Housing Units (State Government – 18 Units)	Infrastructure	\$10,500,000	29/12/2026
10	Hervey Bay Homemaker Centre Urraween Showroom Stage 2	Commercial	\$9,500,000	1/05/2026
11	512 Esplanade Apartments & Short Term Accommodation Units (22 Units + Commercial – 4 Short Term Accommodation Units)	Mixed-Use	\$7,800,000	1/12/2026
12	42 Lower Mountain Road Industrial Buildings Stages 1-3	Industrial	\$6,400,000	1/12/2026
13	Doolong South & Hebblewhite Roads Residential Subdivision (127 Land Lots)	Residential	\$5,700,000	27/12/2026
14	Dougan Street Residential Subdivision (124 Lots)	Residential	\$5,600,000	1/06/2026
15	Fraser Coast Council Pialba Beachfront Tourist Park Redevelopment	Commercial	\$5,500,000	27/01/2026
16	15 Charles Street Units (16 Units)	Residential	\$4,800,000	1/12/2026
17	Beachside Dundowran Beach Residential Subdivision Stages 1-5 (99 Land Lots)	Residential	\$4,500,000	2/07/2026
18	Pinnacle Hervey Bay Wondunna Residential Subdivision Stages 6-10 (97 Land Lots)	Residential	\$4,500,000	19/11/2026
19	Torquay Terrace Townhouses (12 Townhouses)	Residential	\$3,600,000	17/11/2026
20	12 Clarke Street Dwellings (4 Dwellings)	Residential	\$1,200,000	17/06/2026

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RESEARCH SERVICES

Our research services span over every suburb, LGA, and state within Australia; captured in a variety of standard and customised products, and include:

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- Primary qualitative and quantitative research
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- Geographic information mapping
- Project analysis including product and pricing recommendations
- Rental and investment return analysis

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REFERENCES

* Hervey Bay sales market data and key indicators encapsulates aggregate property market conditions within the suburb of 4655.

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

2026 encapsulates sales transactions for Q1 2026 (01/01/2026 – 31/03/2026) 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 Q1 2025 (01/01/2025 – 31/03/2025) and Q1 2026 (01/01/2026 – 31/03/2026) house median rent figures.

¥ Hervey Bay rental market data encapsulates aggregate property conditions within the postcode of 4655.

§ Rental yields shown are as reported as of March 2026.

A 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 postcodes of Torquay, Urangan, Pialba, Dundowran, Hervey Bay, Nikenbah, Point Vernon, Urraween, Wondunna, Scarness.

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 Pricfinder, Cordell Connect database, SQM Research, Esri ArcGIS.

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