PRD. REAL ESTATE

Hervey Bay Market Update
2nd Half 2026

OVERVIEW

In Q3 2026, Hervey Bay* recorded a median house price of $815,000 and a median unit price of $602,000. This represents an annual (Q3 2025 – Q3 2026) median price growth of 4.5% for houses and 3.1% for units. Total sales declined sharply, by -46.1% for houses (to 249 sales in Q3 2026) and by -52.4% for units (to 59 sales in Q3 2026). A decline in the number of sales reflects current economic conditions and buyer cautiousness, as well less stock being available. There is a slight median house price softening in the past 6 or 3 months, however the overall annual median price growth is positive. This creates a unique opportunity for buyers, with higher short-term affordability; whilst owners can still benefit on their investment from a long-term capital growth perspective.

CHANGE FROM LAST	YEAR	HALF YEAR
HOUSE SALES	↓	↓
HOUSE MEDIAN PRICE	↑	↓
HOUSE RENTAL PRICE	↔	↔
UNIT SALES	↓	↓
UNIT MEDIAN PRICE	↑	↑
UNIT RENTAL PRICE	↑	↑

MARKET CONDITIONS

SALES

MEDIAN PRICE Q3 2026

$815K (HOUSE) $602K (UNIT)

AVERAGE DAYS ON MARKET Q3 2026

72 HOUSE 69 UNIT

RENTALS

MEDIAN PRICE Q3 2026

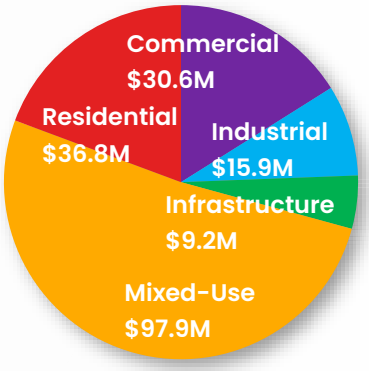
$650 (HOUSE) $550 (UNIT)

AVERAGE DAYS ON MARKET Q3 2026

22 HOUSE 23 UNIT

FUTURE DEVELOPMENTS**

Hervey Bay£ is to see approximately **$190.4M of new projects commence construction in 2026**.



A key 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 units in 3 stages.

Key residential projects include:

- Opal Shelly Beach Hervey Bay Apartments (47 Apartments)
- Hervey Bay Road Residential Subdivision Stages 1-8 (166 Lots)

Although several residential projects are planned in 2026, only 7 houses, 4 townhouses and 52 apartments are proposed. This is well below the 1,686 houses and 457 units sold in the 12 months to Q3 2026. This suggests that the ongoing undersupply is likely to persist, creating a buffer for current market conditions. As a result, prices are likely to recover in the long run, for all property types (not just houses).

52 Units/ Apartments

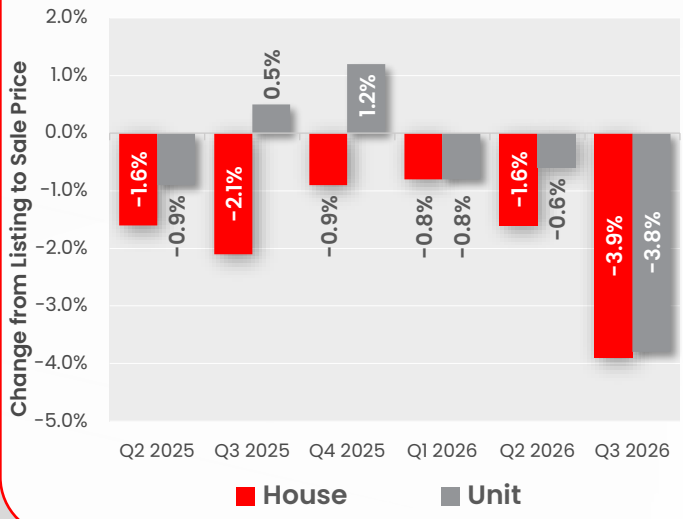
4 Townhouses

7 Dwellings

346 Lots

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.

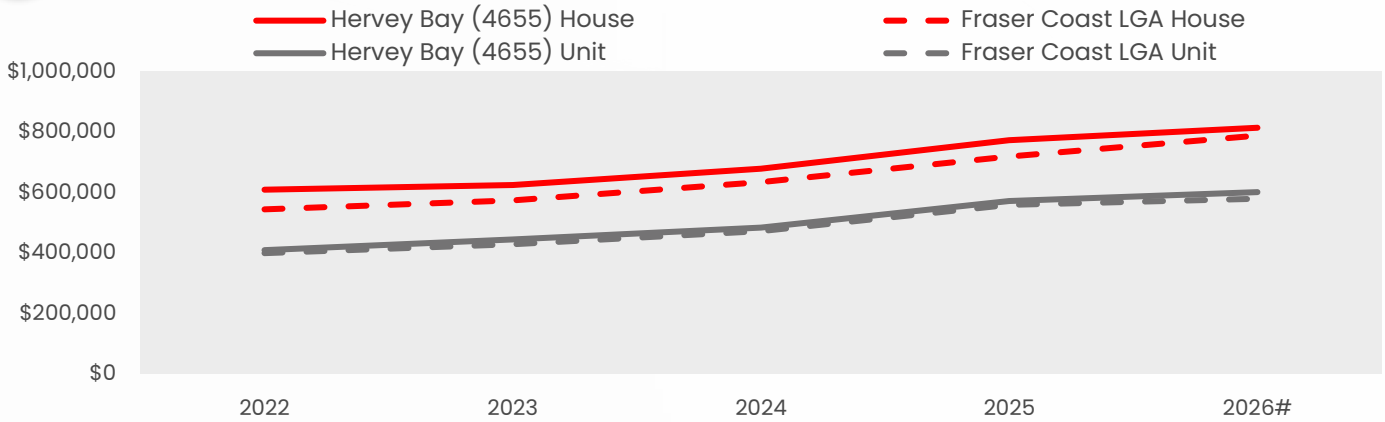


Average house vendor discount in Q3 2026 has widened to a larger discount of -3.9%. For units, it swung from a premium to a discount of -3.8%. Hervey Bay* market is now favoring buyers, with sellers willing to accept below the first list price. Q3 2026 records the highest average vendor discount in the past 2 years, creating an opportunity for buyers; especially as there is still house and unit price growth in the past year.

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 2026# was in the middle-price bracket $750,000 to $849,999 for house (29.8%) and $550,000 to $649,999 for units (28.1%). The most affordable price brackets remain available, with 5.5% of houses sold under $649,999 and 11.5% of units sold under $449,999. This is an opportunity for first home buyers. Premium price brackets remain strong, with 29.6% of houses sold above $950, 000 and 16.5% of units sold above $750,000, which benefits homeowners and their capital growth. Overall, there is a home for every budget in Hervey Bay*.

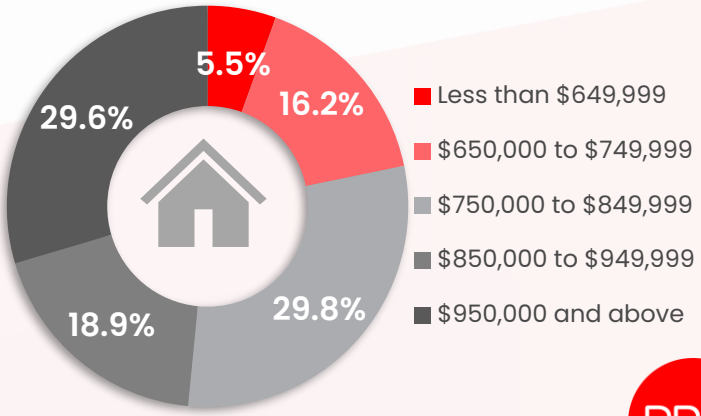
MARKET COMPARISON



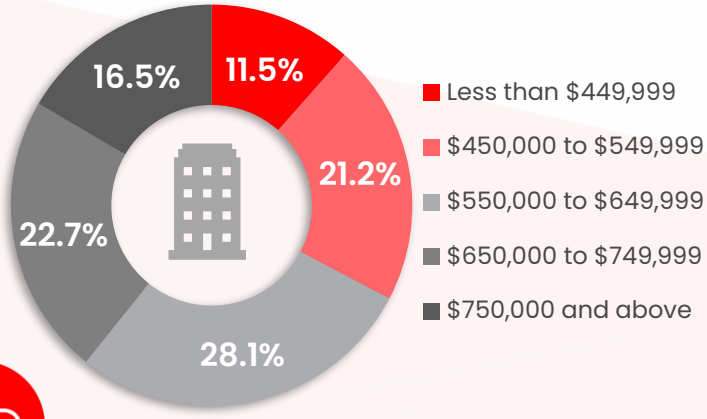
The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled was chosen based on their proximity to the main suburb analysed, which is Hervey Bay.

PRICE BREAKDOWN 2026#

HOUSES SOLD



UNITS SOLD



PRD.

RENTAL GROWTH 2026€

House rental yield in Hervey Bay¥ was 3.8% in September 2026, lower than Fraser Coast LGA (4.2%) but higher than Brisbane Metro (3.3%). This is paired a stable median house rental price in the past 12 months to Q3 2026, at $650 per week; along with a 3.0% increase in the number of houses rented (to 340 rentals in Q3 2026). This confirms a resilient rental market, which benefits investors; especially with more affordable entry price compared with Brisbane.

2⁻ bedroom houses have provided investors with +4.0% rental growth annually, achieving a median rent of $520 per week.

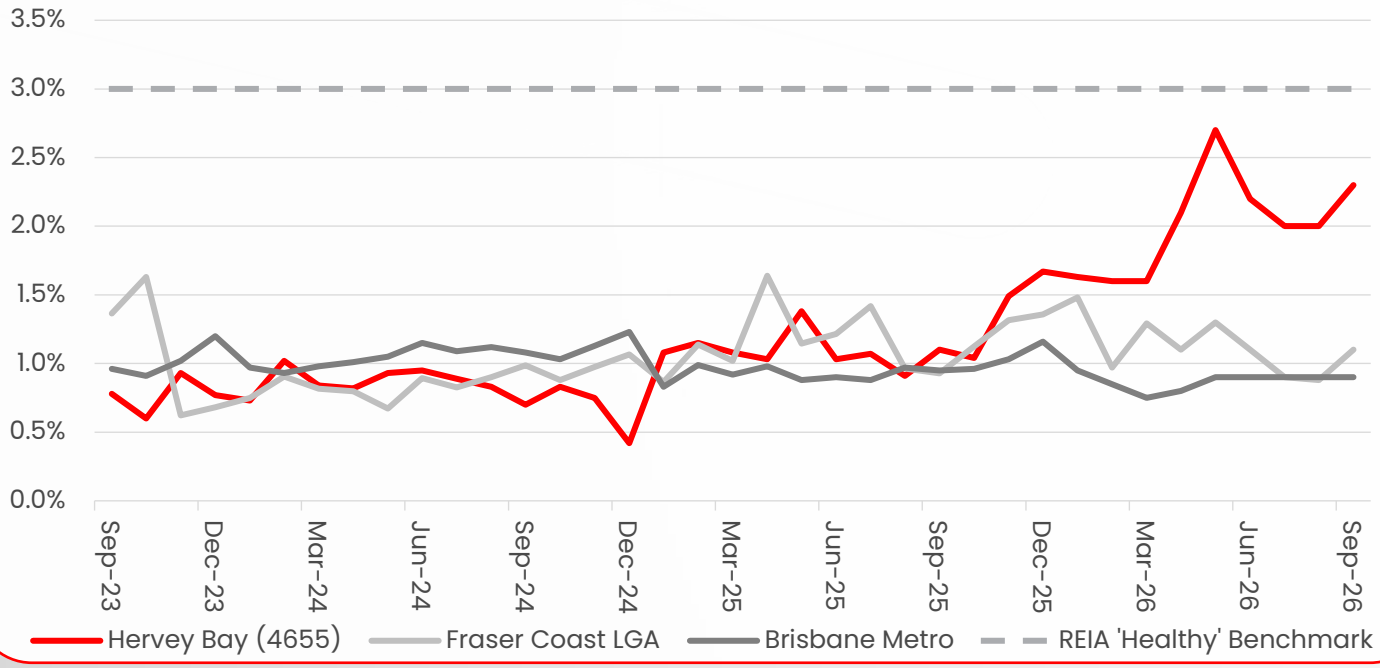
Hervey Bay¥ recorded a vacancy rate of 2.3% in September 2026, above Fraser Coast LGA's 1.1% and Brisbane Metro's 0.9%. Vacancy rates in Hervey Bay¥ increased in the past 12 months, due to more investors entering the market. That said, a 2.3% vacancy rate is still below the Real Estate Institute of Australia's healthy benchmark of 3.0%, thus properties are rented quicker in Hervey Bay¥. This confirms a conducive investment environment in Hervey Bay¥, even with a higher median house and unit sales price (thus, entry price) in the past 12 months to Q3 2026.

2 BEDROOMS
+4.0%

3 BEDROOMS
+0.8%

4 BEDROOMS
+0.0%

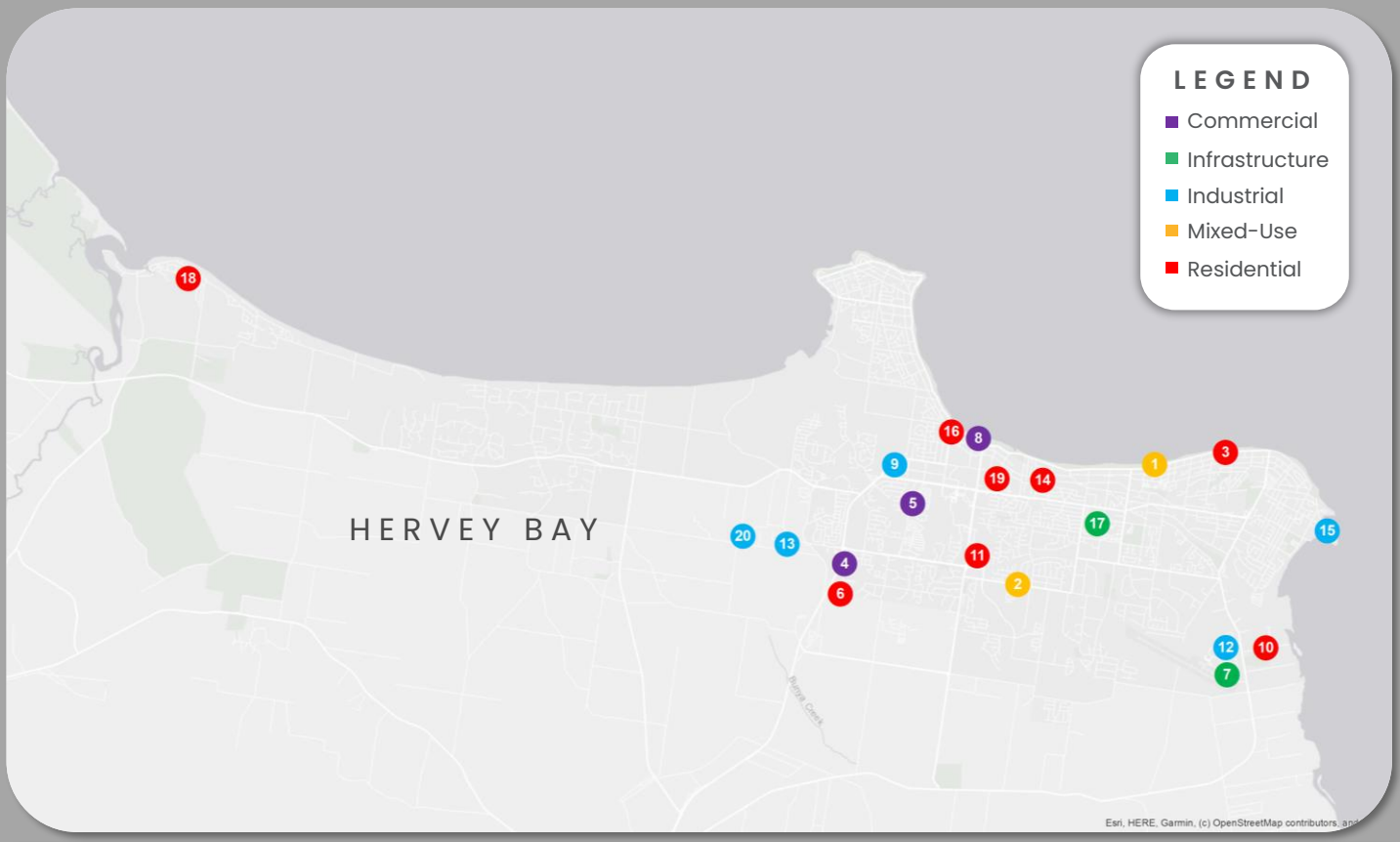
RENTAL VACANCY RATES 2026



RENTAL YIELD 2026§

3.8%	4.2%	3.3%	3.9%	6.0%	4.1%
Hervey Bay¥ (4655)	Fraser Coast LGA	Brisbane Metro	Hervey Bay¥ (4655)	Fraser Coast LGA	Brisbane Metro

PROJECT DEVELOPMENT MAP 2026



#	Project	Type	Estimated Value	Commence Date
1	Marina Square Hotel & Units Stages 1 -3 (Hotel/ 120 Units)	Mixed-use	$80,000,000	1/12/2026
2	Woolworths Hervey Bay South Kawungan Mixed Use Development Stages 1 & 2 (Supermarket/Shops/Child Care Centre/Medical Centre/Offices/Food & Drink Outlets)	Mixed-use	$15,000,000	26/11/2026
3	Opal Shelly Beach Hervey Bay Apartments (47 Apartments)	Residential	$14,000,000	7/05/2026
4	Lox On Storage Urraween	Commercial	$13,000,000	6/04/2026
5	Hervey Bay Homemaker Centre Urraween Showroom Stage 2	Commercial	$9,500,000	2/11/2026
6	238-272 Maryborough Hervey Bay Road Residential Subdivision Stages 1-8 (166 Lots)	Residential	$8,500,000	2/03/2026
7	Hervey Bay Airport Terminal Upgrade & Installation Phase 1 (Local Government)	Infrastructure	$7,000,000	10/12/2026
8	Fraser Coast Council Pialba Beachfront Tourist Park Redevelopment	Commercial	$5,500,000	27/01/2026
9	25-27 Old Maryborough Road Warehouse Units	Industrial	$5,000,000	13/01/2026
10	51-89 Beck Road Residential Subdivision Stages 1-5 (109 Lots)	Residential	$4,900,000	12/01/2026
11	Kingston Hervey Bay Residential Subdivision (71 Lots)	Residential	$3,200,000	31/07/2026
12	40 Ellengowan Street Industrial Units	Industrial	$2,700,000	20/04/2026
13	5-7 Averial Close Warehouse & Workshop Units	Industrial	$2,500,000	18/03/2026
14	117 Torquay Road Units (5 Units)	Residential	$2,000,000	3/03/2026
15	Marine Industry Urangan Workshops	Industrial	$2,000,000	1/12/2026
16	1 Watson Street Dwellings Stages 1 & 2 (3 Dwellings)	Residential	$1,800,000	31/08/2026
17	Fraser Coast Regional Council Property Works & Roof Renewal Program 2025-2026 (Local Government)	Infrastructure	$1,430,000	1/07/2026
18	Lakepoint Residential Precinct Toogoom Townhouses (4 Townhouses)	Residential	$1,200,000	11/12/2026
19	12 Clarke Street Dwellings (4 Dwellings)	Residential	$1,200,000	17/06/2026
20	10 Industrial Avenue Workshop	Industrial	$1,200,000	6/05/2026

PRD. REAL ESTATE

Your home of the latest property market insights.

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:

- Advisory and consultancy
- Market analysis including profiling and trends
- Primary qualitative and quantitative research
- Demographic and target market analysis
- Geographic information mapping
- Project analysis including product and pricing recommendations
- Rental and investment return analysis

OUR KNOWLEDGE

Access to accurate and objective research is the foundation of all good property decisions.

OUR PEOPLE

Our research team is made up of highly qualified researchers who focus solely on property analysis.



Jim McKay

0418 717 341

jimmckay@prd.com.au

GET IN TOUCH WITH US TODAY

PRD Hervey Bay

Your trusted local real estate agency

+61 7 4125 1900

herveybay@prd.com.au

PRD.com.au/herveybay/

428 Esplanade

Torquay, QLD, 4655

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 - Q3 2026 (01/01/2026 – 30/09/2026) 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 Q3 2025 (01/07/2025 – 30/09/2025) and Q3 2026 (01/07/2026 – 30/09/2026) 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 September 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 the postcode 4655.

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

Disclaimer: PRD does not give any warranty in relation to the accuracy of the information contained in this report. If you intend to rely upon the information contained herein, you must take note that the information, figures and projections have been provided by various sources and have not been verified by us. We have no belief one way or the other in relation to the accuracy of such information, figures and projections. PRD will not be liable for any loss or damage resulting from any statement, figure, calculation or any other information that you rely upon that is contained in the material.

Prepared by PRD Research. © All medians and volumes are calculated by PRD Research. Use with written permission only. All other responsibilities disclaimed. © Copyright PRD 2026.

PRD. REAL ESTATE