

# MEDIA RELEASE

## **Port of Airlie buoyant in Whitsundays market**

Further development at Port of Airlie has proved to be a winner with buoyant sales and increased interest over the past 18 months, fuelled by buyers recognising real value in the Whitsunday marketplace.

The Whitsunday real estate market is trending up showing clear signs that the bottom of the market is behind us.

Analysis of sales data provided by PRD Whitsundays over the last 18 months has revealed that the Port of Airlie has comprised 13% of total market share with over \$30 million in sales. What has been particularly impressive in the first half of 2014 is the multiple sales in the latest release of The Cove waterfront home sites. Respected Principal at PRDnationwide Whitsunday, Christie Leet said, “the Port of Airlie is one stand-out performer in both its ongoing development and its emergence as a community returning Airlie Beach living to the waterfront.”

Mr Leet said “the Port of Airlie is appealing to both the local and capital city markets as buyers realise that there is only a limited amount of waterfront property available in the Whitsundays. With the increasing profile of the Whitsundays as a go to destination, the upgrade of the Whitsunday Coast airport and Airlie Beach main street, people can see the Port of Airlie offers a superb lifestyle at a never to be repeated price point. Our newest residential offering, The Cove, was only released in June and already 9 of the 23 home sites have sold. Construction will be complete in October, 2014 which is a clear indication from the market that scarce, quality product does not sit on the shelves”.

According to Mr Leet the Whitsundays have seen eight consecutive quarters of sales growth, with this being the first time in his 20 years of experience that the local market had surpassed both Townsville and Mackay based on investment returns and the expectation for capital growth.

“Investing in the Whitsundays has been recognised as a sound investment, when comparing the destination to others as we are coming off a lower base. Capital city buyers have experienced two consecutive years of high increases in residential value, making prices and value for money in the Whitsundays a better choice to invest their discretionary spend in comparison to metropolitan areas. Investors from these areas hear the pricing and simply cannot believe the value offered in comparison to say Brisbane, Sydney or Melbourne prices.”

Mr Leet believes now is the best time to invest in the Whitsundays, as the region’s real estate landscape begins to mature. “Looking back, Airlie Beach has evolved dramatically in the past five years, and will continue to over the coming years also. There is a finite opportunity to invest in the

Whitsundays in terms of land, which can be developed, particularly on the waterfront. There has never been a better time.”

The Port of Airlie continues to charge ahead, with over \$20 million dollar invested in the past 18 months across community facilities, new marina berths, waterfront home sites and the infrastructure for the new ferry terminal. In the last 18 months buyers have snapped up 27 waterfront apartments, 9 waterfront home sites and over 40 marina berths on a 90+ year lease at Port of Airlie.

Boating and sailing owner-occupiers, savvy investors or people looking to add potential capital growth investments to their investment portfolio see current prices as a great opportunity. The Port of Airlie development currently has 14 waterfront home sites for sale starting at \$445 000. For more information go to [www.portofairlie.com.au](http://www.portofairlie.com.au) or call Alan Robinson or Andrew Forster on 1800 676 526.  
-Release Ends-

**23 July 2014**

*Sources include*

- *Market share quote – Pricerfinder*
- *8 consecutive quarters of growth – PRD Research*
- *Comment about outperforming Mackay – Rent Find*

---

**For further information contact:** Tolita Dukes | 8 Seconds  
0488 117 728 | [tolita@8seconds.com.au](mailto:tolita@8seconds.com.au)

Caption: Port of Airlie from the air, overlooking the recently released 23 waterfront home sites, The Cove

