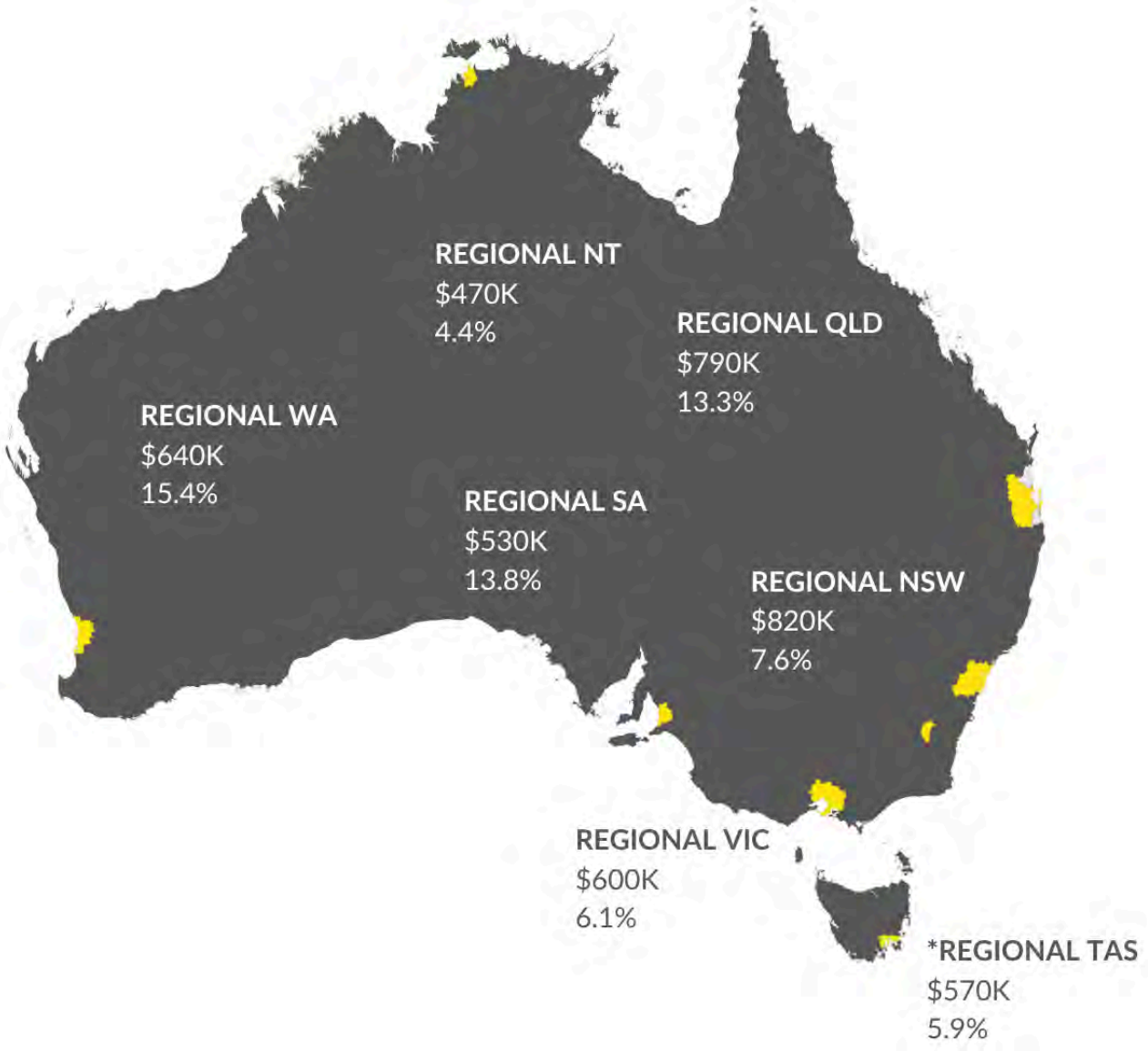
RAY WHITE **NOW**

WHITSUNDAY

PROUDLY PRESENTING PROPERTY MARKET INSIGHTS IN REAL TIME

REGIONAL HOUSE PRICES (% CHANGE) IN THE LAST 12 MONTHS

REGIONAL AUS	WHITSUNDAY
$710K	$800K
9.8%	13.8%



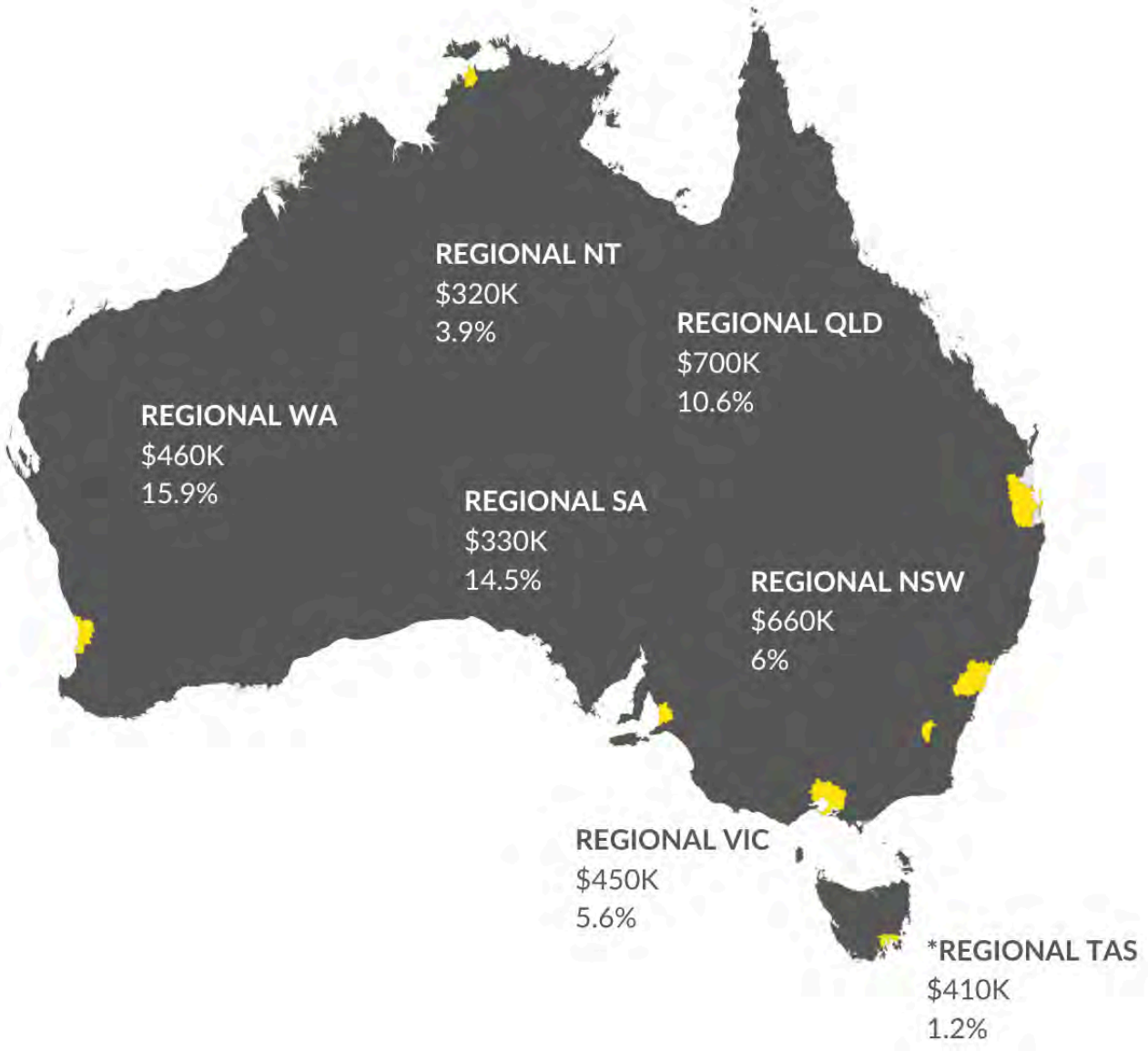
$ MEDIAN HOUSE PRICE
% CHANGE IN PRICE

Source: Neoval
Updated as of October 2025

**Due to the unavailability of Hobart and Regional TAS data on Neoval, the latest data from Cotality was used to provide an estimate for the Hobart region.*

REGIONAL UNIT PRICES (% CHANGE) IN THE LAST 12 MONTHS

REGIONAL AUS	WHITSUNDAY
$590K	$520K
8.7%	15.1%



$ MEDIAN UNIT PRICE
% CHANGE IN PRICE

Source: Neoval
Updated as of October 2025

**Due to the unavailability of Hobart and Regional TAS data on Neoval, the latest data from Cotality was used to provide an estimate for the Hobart region.*

Whitsunday 1 and 10 year price growth

Property	Current Price	1Y $ Growth	1Y % Growth	10Y $ Growth	10Y % Growth
HOUSE	$800K	+ $97K	+13.8%	+ $397K	+99%
UNIT	$520K	+ $69K	+15.1%	+ $245K	+88%

Source: Neoval

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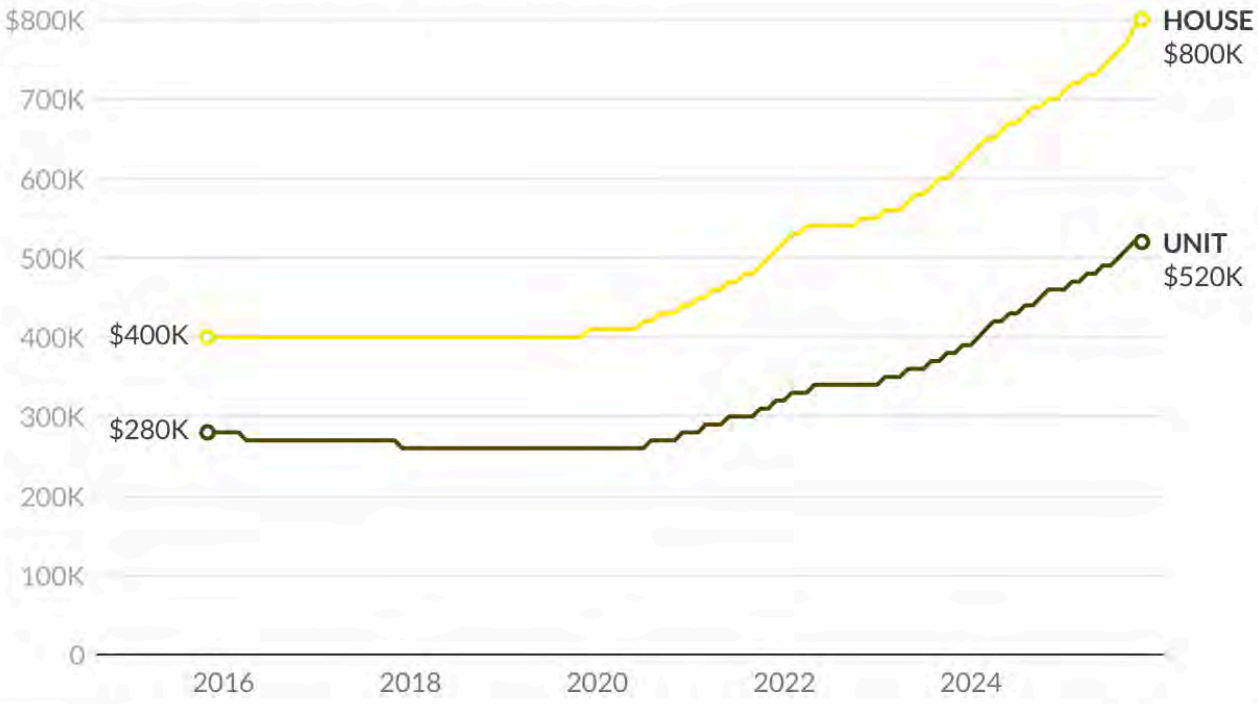
Whitsunday 10 year price trend



Source: Neoval

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The Whitsunday housing market continued its upward trajectory in October 2025, with the median house price reaching an approximate $800K, reflecting a solid 13.8% gain this same month last year and nearly doubling by 99.4% over the past decade. The median unit price also recorded robust performance, standing at approximately $520K, marking a stronger 15.1% increase compared to this same month last year and an impressive 87.8% surge over the last 10 years. This robust growth across both property types represents a stronger trend than observed in broader capital city markets and has occurred alongside sustained buyer demand in lifestyle regions.

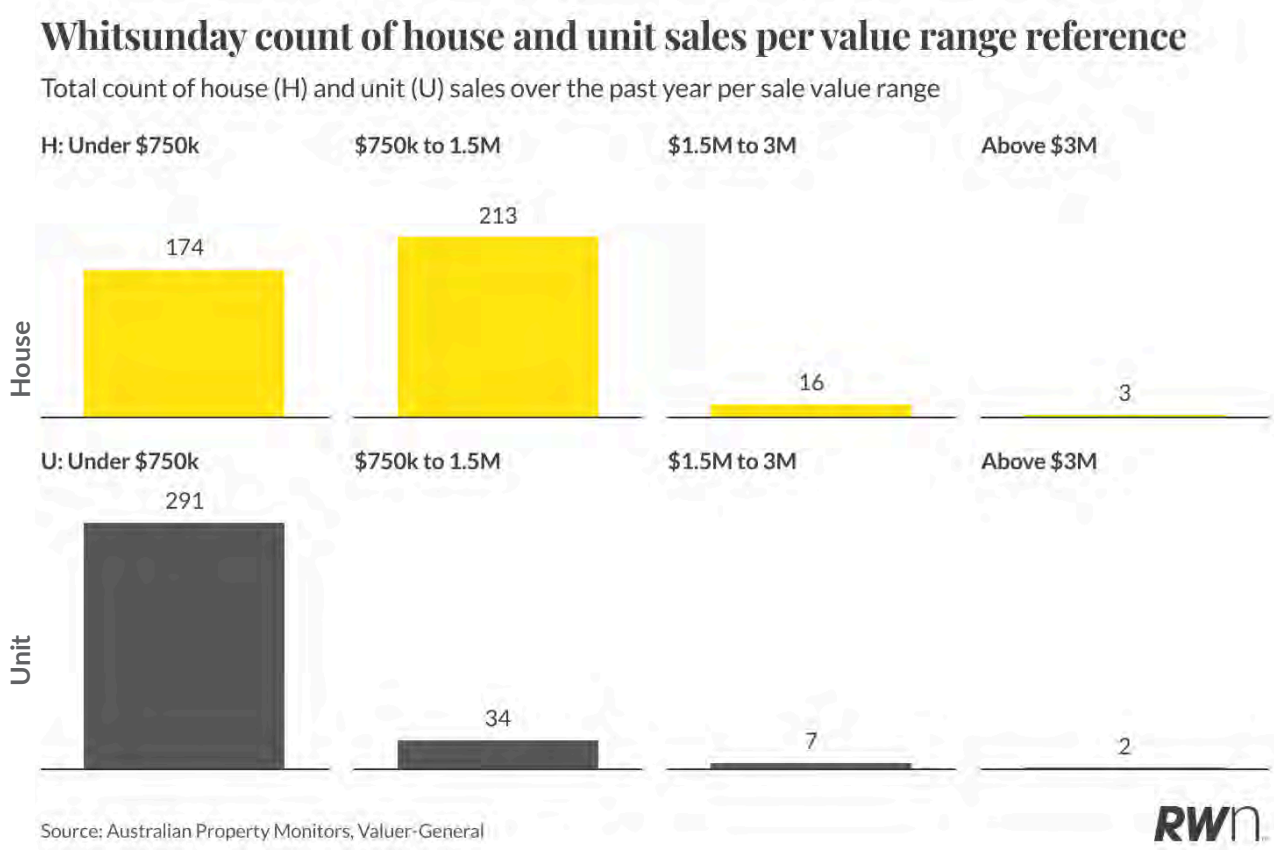
Whitsunday growth by price segment

Property	Percentile	Current Price	1Y $ Growth	1Y % Growth	10Y $ Growth	10Y % Growth
HOUSE	High (75th percentile)	$970K	+ $110K	+13.1%	+ $470K	+94%
HOUSE	Typical (median)	$800K	+ $100K	+13.8%	+ $400K	+99%
HOUSE	Low (25th percentile)	$660K	+ $90K	+15.0%	+ $350K	+110%
UNIT	High (75th percentile)	$650K	+ $80K	+13.2%	+ $280K	+75%
UNIT	Typical (median)	$520K	+ $70K	+15.1%	+ $240K	+88%
UNIT	Low (25th percentile)	$430K	+ $60K	+16.6%	+ $220K	+103%

Source: Neoval

RWN

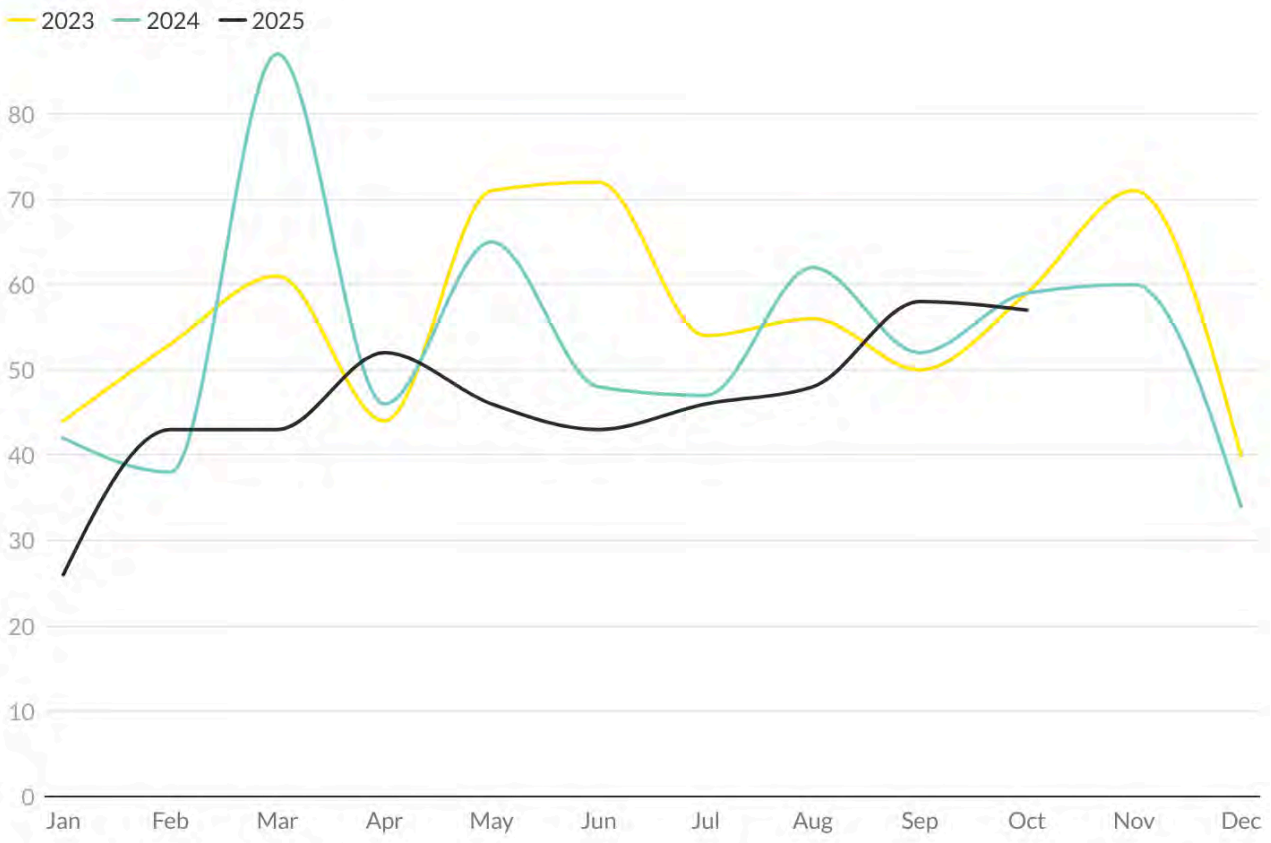
As of October 2025, Whitsunday's high-end (75th percentile) houses are around $970K, reflecting a 13.1% increase this same month last year and 93.7% from this same month 10 years ago. Entry-level (25th percentile) houses, at roughly $660K, saw stronger annual growth of 15% and 110.2% over the decade. High-end (75th percentile) units command approximately $650K, up 13.2% year-on-year and 74.9% over 10 years. Entry-level (25th percentile) units, at $430K, registered annual growth of 16.6% and 102.7% over the decade. This robust performance across all price points represents a strong regional market.



Whitsunday's property market up to October 2025 reflects a robust sales distribution across price points. The unit segment under $750K recorded a strong 291 sales, reflecting its accessibility. Houses within the $750K to $1.5M range recorded a solid 213 transactions, representing the core of the mid-tier market. Houses under $750K also saw substantial movement with 174 sales. Higher luxury tiers, including houses from $1.5M to $3M (16 sales) and above $3M (3 sales), alongside units in comparable higher brackets, reflect a more exclusive yet consistent demand.

Whitsunday monthly volume of new listings over the past 3 years

Number of new monthly listings



Listings from whole market including Ray White.

Source: Domain

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New listings in Whitsunday recorded a modest 1.7% monthly decline in October, reaching 57 properties. This reflects a 3.4% annual decrease compared to October 2024, also representing a 3.4% decline from October 2023. The region's monthly fall contrasts with the broader regional Queensland market's modest growth, reinforcing limited vendor activity and persistent supply constraints within the local market.

METHODOLOGY

Pricing data

Price data is sourced from our research partners at Neoval Research Group, providing comprehensive coverage across all major Australian capital cities and regional markets. Price movements are calculated using median values to ensure accurate representation of typical market performance.

Why median?

The median provides a reliable measure of the "typical" market price by identifying the middle value when all sales are arranged in order. Unlike arithmetic averages, which can be distorted by extreme high or low sales, the median represents the price point where half the properties sold for more and half sold for less. This methodology is particularly valuable when analysing property markets as it reduces the impact of outliers – such as exceptionally expensive waterfront properties or distressed sales – providing a truer reflection of what most buyers and sellers experience in the market. The median effectively captures the centre of the market distribution, making it an ideal measure for tracking genuine price movements over time.
Tasmania exception: Due to licensing restrictions, median data from Neoval is not available for Tasmania. For Tasmanian markets, we utilise the Median Sales AVM Value from Cotality, which represents the median (50th percentile) estimated sales value of all properties based on the hedonic imputation method.

ABS region segmentation and naming convention

Our analysis utilises the Australian Bureau of Statistics (ABS) geographical classification system, employing GCC, SA4, SA3 and SA2 naming conventions as the statistical and computational standard established by the ABS. This hierarchical structure provides a consistent framework for analysing property markets at various geographical scales, from major metropolitan areas down to individual SA2s. The visual representation and practical application of these classifications can be explored through the ABS mapping portal at https://maps.abs.gov.au, which displays the 2021 GCC, SA4, SA3 and SA2 shape files. These are the same shape files and naming conventions used by Neoval in their price modelling computations, ensuring consistency between our data sources and official statistical boundaries.

For comparative analysis purposes, the Sunshine Coast and Gold Coast regions are classified alongside GCC Major City regions. This classification reflects their substantial price growth over recent years and their common comparison with major metropolitan markets. Given their economic significance and market characteristics, these regions are considered Major City regions for the purposes of this analysis.

Listing data

National property listing volumes are sourced from Domain, Australia's leading property portal, providing comprehensive coverage of new property listings across all markets. National listings: presented as monthly counts spanning the last three years (2023-2025) to identify seasonal patterns and year-over-year trends in property supply. Major city and regional listings: current month data is presented with both monthly percentage change (comparison to previous month) and annual percentage change (comparison to same month in previous year) to highlight both short-term fluctuations and longer-term supply trends.

Sales count data

Sales count data by price point is sourced from Australian Property Monitors (APM) and Valuer General records, providing transaction data across all fixed price segments for market segmentation analysis. While filtered for residential properties only, some commercial or rural properties may be incorrectly classified as residential in the source data, potentially affecting data precision.

Temporal framework

All data series are presented on a monthly basis covering the three-year period from 2023 to 2025, enabling identification of seasonal patterns, cyclical trends, and year-over-year comparisons. This timeframe captures the full interest rate cycle from peak rates through to the current cutting cycle, providing context for current market dynamics. All data sources represent substantial market coverage but may not capture 100 per cent of market activity. Price data from Neoval provides broad market representation. Regional variations in data coverage may exist, with metropolitan markets generally providing more comprehensive data.

Commentary Generation Methodology

The market commentary throughout this report was generated using Google's Gemini 2.5 Flash, a state-of-the-art large language model chosen for its exceptional ability to analyse complex datasets and translate them into clear market insights. The model was fed comprehensive data from both our national report along with region specific metrics, enabling it to contextualise local movements within broader market trends. Through multiple iterations of refinement, we optimised the system to provide straightforward, factual descriptions of the data presented in charts and tables, avoiding speculation while highlighting key trends and significant data points. This approach represents our ongoing efforts to deliver consistent, data-driven commentary that accurately reflects underlying market information in accessible language for both property professionals and general readers.

APPENDIX

Whitsunday suburbs based on 10 year growth rate (%)

Top Suburbs	Property	Current Price	1Y $ Growth	1Y % Growth	10Y $ Growth	10Y % Growth
Whitsunday | Proserpine	HOUSE	$640K	+ $86K	+15.4%	+ $321K	+99.1%
Whitsunday | Airlie - Whitsundays	HOUSE	$870K	+ $104K	+13.6%	+ $431K	+98.9%
Whitsunday | Proserpine	UNIT	$400K	+ $62K	+18.2%	+ $192K	+91.6%
Whitsunday | Airlie - Whitsundays	UNIT	$520K	+ $66K	+14.5%	+ $242K	+87.8%

Source: Nexwil

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Whitsunday top suburbs based on 10 year absolute dollar ($) value growth

Top Suburbs	Property	Current Price	1Y $ Growth	1Y % Growth	10Y $ Growth	10Y % Growth
Whitsunday | Airlie - Whitsundays	HOUSE	$870K	+ $104K	+13.6%	+ $431K	+98.9%
Whitsunday | Proserpine	HOUSE	$640K	+ $86K	+15.4%	+ $321K	+99.1%
Whitsunday | Airlie - Whitsundays	UNIT	$520K	+ $66K	+14.6%	+ $242K	+87.8%
Whitsunday | Proserpine	UNIT	$400K	+ $62K	+18.2%	+ $192K	+91.6%

Source: Nexwil

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RAY WHITE **ECONOMICS TEAM**

Nerida Conisbee
Chief Economist

Vanessa Rader
Head of Research

Jordan Tormey
Strategy Analyst

Atom Go Tian
Senior Data Analyst

Paolo Sumulong
Data Analyst

Anita Venkatesh
Content Strategy and Production Lead

ABOUT RAY WHITE

Ray White is a fourth generation family owned and led business. It was established in 1902 in the small Queensland country town of Crows Nest, and has grown into Australasia's most successful real estate business, with more than 930 franchised offices across Australia, New Zealand, Indonesia and Hong Kong.

Ray White today spans residential, commercial and rural property as well as marine and other specialist businesses. Now more than ever, the depth of experience and the breadth of Australasia's largest real estate group brings unrivalled value to our customers. A group that has thrived through many periods of volatility, and one that will provide the strongest level of support to enable its customers make the best real estate decisions.

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