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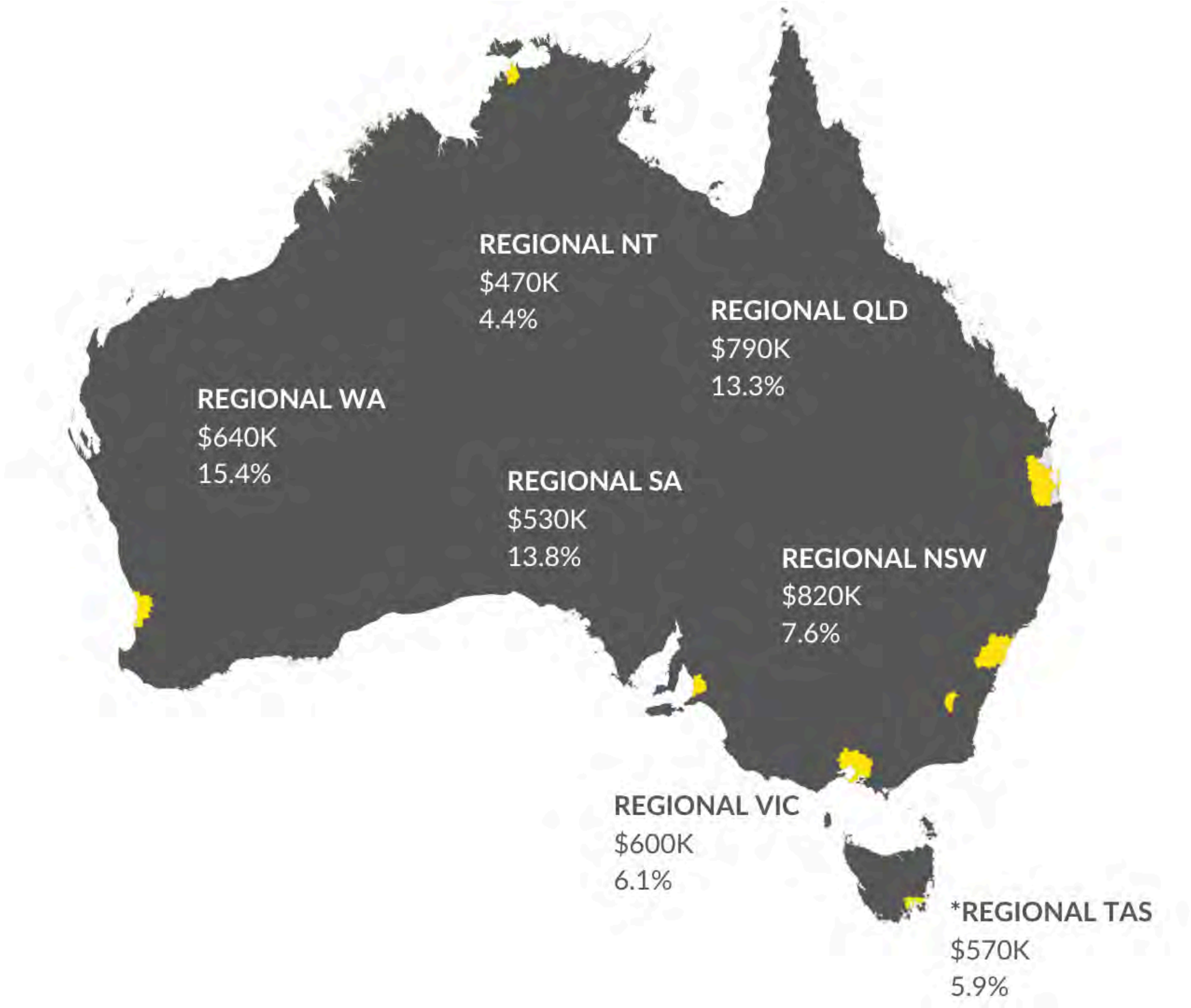
RAY WHITE **NOW**

AIRLIE - WHITSUNDAYS

PROUDLY PRESENTING PROPERTY MARKET INSIGHTS IN REAL TIME

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

REGIONAL AUS	AIRLIE - WHITSUNDAYS
$720K	$870K
10.8%	13.6%



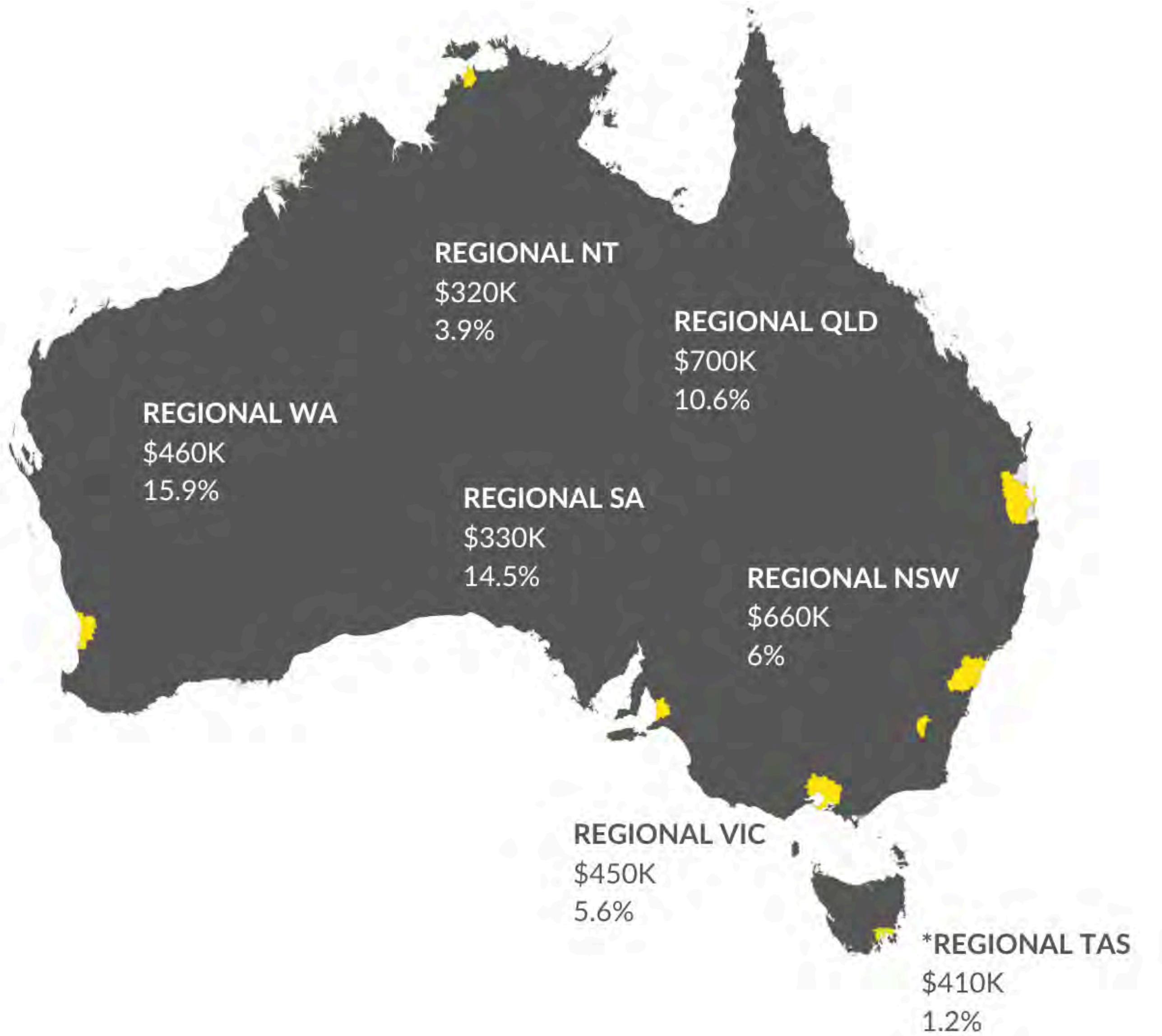
$ MEDIAN HOUSE PRICE
% CHANGE IN PRICE

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	AIRLIE - WHITSUNDAYS
$600K	$520K
9.9%	14.5%



$ 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.*

Airlie - Whitsundays 1 and 10 year price growth

Property	Current Price	1Y $ Growth	1Y % Growth	10Y $ Growth	10Y % Growth
HOUSE	$870K	+ $104K	+13.6%	+ $431K	+99%
UNIT	$520K	+ $66K	+14.5%	+ $242K	+88%

Source: Neoval

Airlie - Whitsundays 10 year price trend

Source: Neoval

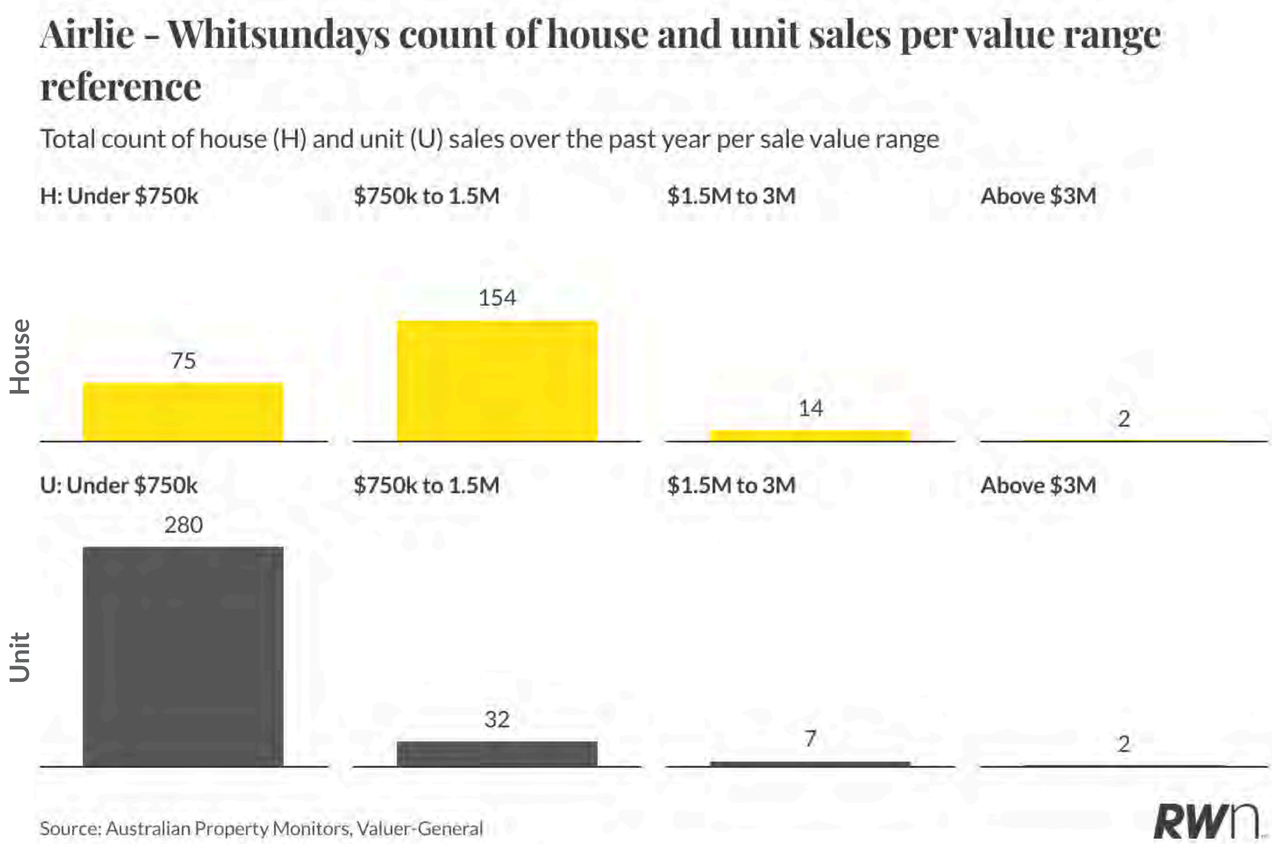
Airlie - Whitsundays' property market maintained its premium position as of October 2025. The median house price reached approximately $870K, recording a solid 13.6% gain this same month last year, and an impressive 98.9% appreciation over the past decade. Similarly, median unit prices continued their upward trajectory, now standing at approximately $520K, reflecting a 14.5% increase compared to this same month last year and an 87.8% rise over the last ten years. This robust performance, representing stronger growth than many capital city trends, has occurred alongside sustained buyer demand meeting limited supply, creating competitive dynamics.

Airlie - Whitsundays growth by price segment

Property	Percentile	Current Price	1Y $ Growth	1Y % Growth	10Y $ Growth	10Y % Growth
HOUSE	High (75th percentile)	$1.04M	+ $120K	+13.5%	+ $510K	+96%
HOUSE	Typical (median)	$870K	+ $100K	+13.6%	+ $430K	+99%
HOUSE	Low (25th percentile)	$760K	+ $90K	+13.9%	+ $380K	+103%
UNIT	High (75th percentile)	$640K	+ $70K	+12.6%	+ $270K	+73%
UNIT	Typical (median)	$520K	+ $70K	+14.5%	+ $240K	+88%
UNIT	Low (25th percentile)	$430K	+ $60K	+15.8%	+ $220K	+103%

Source: Neoval

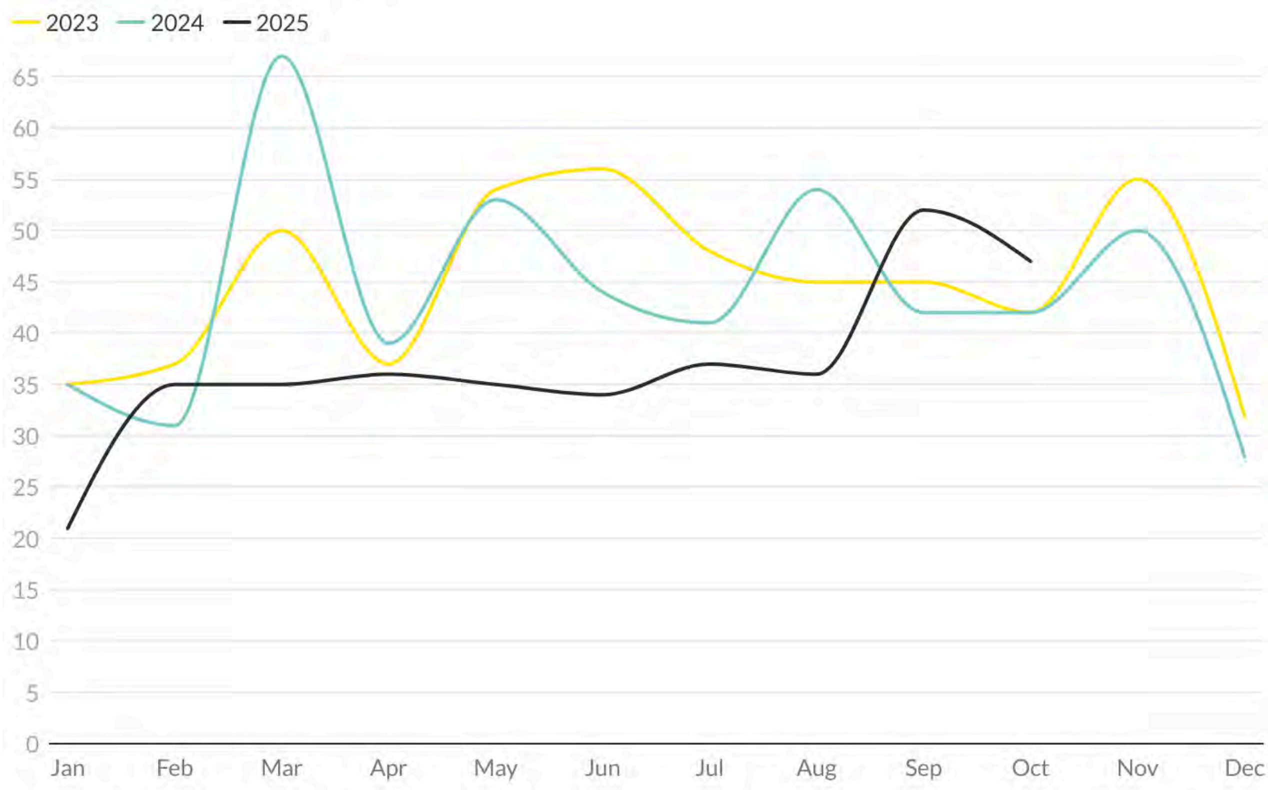
As of October 2025, high-end houses in Airlie - Whitsundays are approximately $1.04M, reflecting a 13.5% increase since this same month last year and a substantial 96% surge over the past decade. Entry-level houses, at around $760K, have seen a similar 13.9% growth yearly, representing a significant 103% appreciation compared to 10 years ago. This robust performance has occurred alongside sustained regional demand, outperforming broader markets. High-end units are valued at approximately $640K, showing a 12.6% rise over the last year and a 72.7% increase over the decade. Entry-level units, at roughly $430K, demonstrate a strong 15.8% annual growth, coinciding with an impressive 103.5% rise over the last ten years.



For the 12 months ending October 2025, Airlie - Whitsundays' sales performance reveals a dynamic distribution across price points. The unit market recorded a significant 280 transactions under $750K, reflecting strong demand for affordability, coinciding with sustained interest in regional Queensland markets. The $750K to $1.5M segment recorded 154 house sales, representing a robust mid-tier. Upper-tier properties, including houses from $1.5M to $3M (14 sales) and units in the same range (7 sales), maintain a premium position. Transactions above $3M were highly exclusive, with just two houses and two units sold, consistent with high-value luxury offerings.

Airlie - Whitsundays monthly volume of new listings over the past 3 years

Number of new monthly listings



Listings from whole market including Ray White.

Source: Domain

New listings in Airlie - Whitsundays recorded a modest 9.6% monthly drop in October, reaching 47 properties. This occurred alongside a robust 11.9% annual gain, significantly outperforming the broader regional trend for listings. The October 2025 total also marks an increase compared to both 2024 and 2023 figures for the same month, which stood at 42 properties each year, reflecting sustained vendor confidence in 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.

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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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