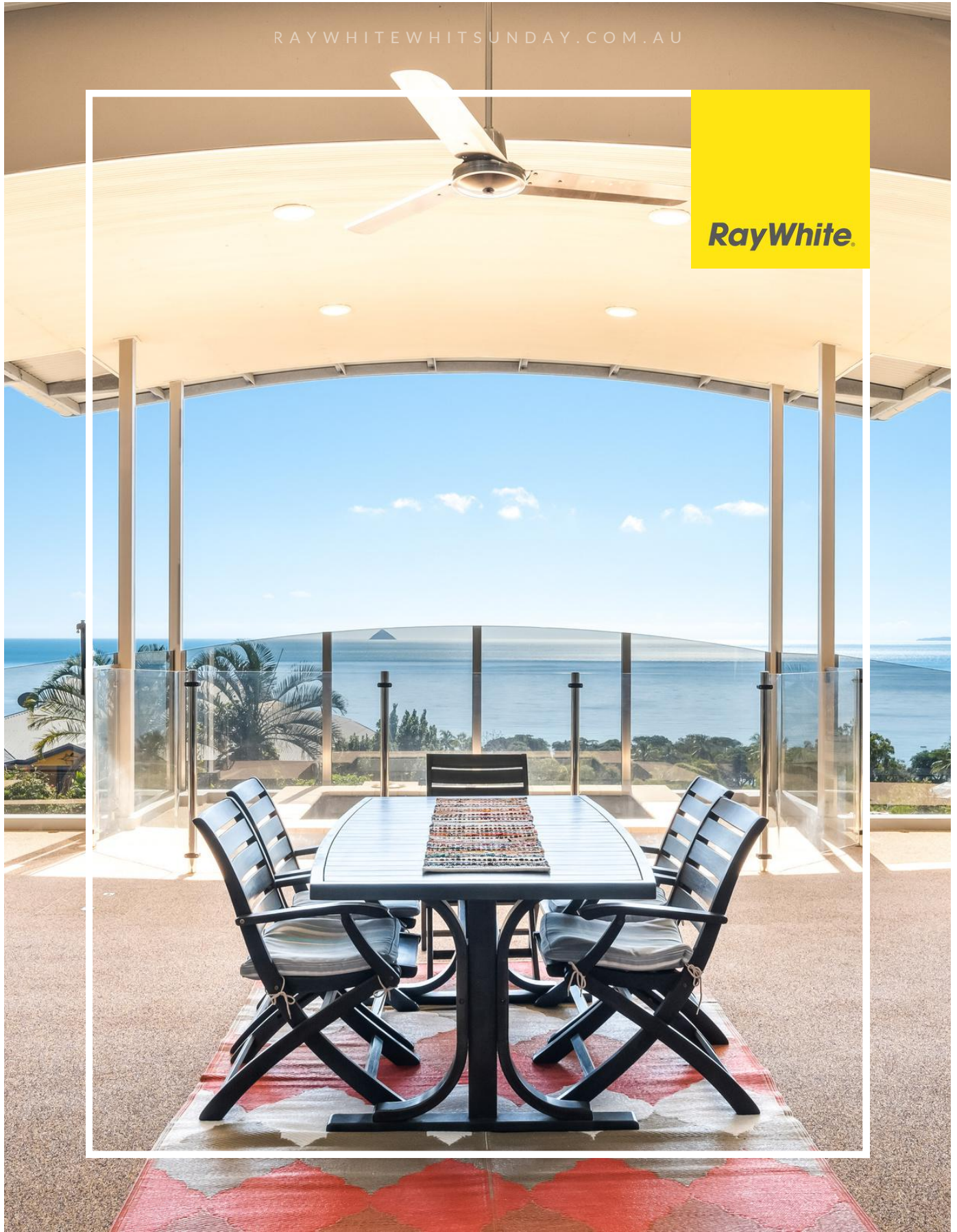


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RAY WHITE WHITSUNDAY

MARKET UPDATE

OCTOBER - DECEMBER 2024

Welcome to the Quarterly Report for the October - December Quarter 2024.

We hope that you had a great Christmas and New Years celebrations and managed to find some time out with friends and family. Airlie Beach and the Whitsundays were certainly jam packed with holiday makers and tourists and the town had a good vibe with lots of sunshine and great boating weather.

As we review 2024, there were plenty of positives for the local market and our businesses overall which include holiday letting, commercial sales and leasing, residential sales and leasing, Hamilton Island sales and leasing, projects, and Marine sales.

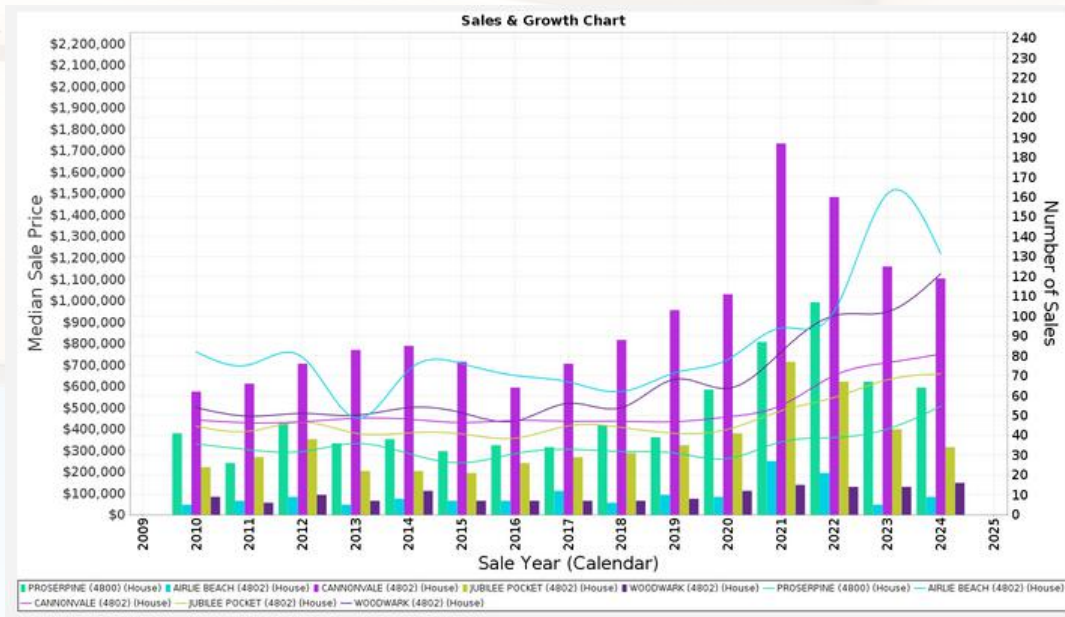
The market at the end of 2024 could be described as still strong. However, we are seeing some properties sit on the market for longer times waiting for the sellers price expectations, which in some cases are too high. The market in most cases leveled out towards the end of 2024 and sellers need to be careful of overpricing.

Let's review the 2024 house sales graphs for the 5 core suburbs of:

- **Proserpine**
- **Airlie Beach**
- **Cannonvale**
- **Jubilee Pocket**
- **Woodwark**

Looking at the Median sales prices we see that the only suburb with the decrease in median price is Airlie Beach. This may come as a surprise to you however the statistics shown here for Airlie Beach are always difficult to rely upon because of the small number of sales every year.

The number of sales (purple bar graph) shows the number of sales for 2024 is significantly down on the peak of the market 2021/22 however is ahead of all the years previous to 2021.



Source: Pricerfinder

The below chart shows the median prices for all 5 core suburbs over the last 15 years.

Period	PROSERPINE (4800) (House)		AIRLIE BEACH (4802) (House)		CANNONVALE (4802) (House)		JUBILEE POCKET (4802) (House)		WOODMARK (4802) (House)	
	#	\$	#	\$	#	\$	#	\$	#	\$
2010	41	\$330k	5	\$760k	62	\$442k	24	\$414k	9	\$500k
2011	26	\$303k	7	\$700k	66	\$429k	29	\$390k	6	\$460k
2012	46	\$295k	9	\$735k	76	\$434k	38	\$432k	10	\$473k
2013	36	\$332k	5	\$450k	83	\$450k	22	\$380k	7	\$464k
2014	38	\$285k	8	\$676k	85	\$446k	22	\$382k	12	\$500k
2015	32	\$242k	7	\$705k	77	\$430k	21	\$377k	7	\$476k
2016	35	\$285k	7	\$650k	64	\$440k	26	\$357k	7	\$438k
2017	34	\$305k	12	\$620k	76	\$436k	29	\$415k	7	\$520k
2018	45	\$295k	6	\$575k	88	\$436k	31	\$408k	7	\$500k
2019	39	\$288k	10	\$662k	103	\$434k	35	\$380k	8	\$632k
2020	63	\$262k	9	\$725k	111	\$457k	41	\$399k	12	\$590k
2021	87	\$340k	27	\$872k	187	\$510k	77	\$485k	15	\$760k
2022	107	\$360k	21	\$950k	160	\$650k	67	\$548k	14	\$930k
2023	67	\$400k	5	\$1.5m	125	\$710k	43	\$630k	14	\$948k
2024	64	\$506k	9	\$1.22m	119	\$750k	34	\$658k	16	\$1.12m

Source: Pricerfinder

Proserpine has hit \$500,000 for the first time however still represents great value for money when you consider it is \$250,000 less than Cannonvale median price of \$750,000.

Don't forget to book your next holiday in the stunning Whitsundays with the area's #1 luxury holiday home company, Whitsunday Vacations! Don't miss out – [click here](#) to secure your stay.

Till next time,



Mark Beale
Principal
Ray White Whitsunday
0404 498 790
mark.beale@raywhite.com

Top Sale Of The Quarter

14 & 16 Blackcurrent Drive,
Hideaway Bay



Sold By
Fiona Donnellan

0432 647 708

fiona.donnellan@raywhite.com

Ray White Whitsunday

11 sales agents with **144*** years experience in the local real estate market

An experienced agent means the sale of your property is in great hands.

Don't leave the sale of your property to chance!

Contact your preferred sales agent today.



Mark
Beale
0404 498 790



Lynne
Erricker
0414 641 612



Andrea
Clarke
0418 796 323



Anita
Edgar
0418 732 968



Simon
Dymmott
0400 799 788



Paul
Skinner
0404 490 079



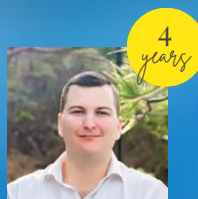
Fiona
Donnellan
0432 647 708



Sue
Shaw
0438 755 725



Brett
Dwyer
0447 583 759



Jeremiah
Roberts
0487 856 617



Nichole
Kinnish
0455 512 654

*Sales team only - if we added all of our staffs experience in the local industry we would be at 200+ years!



EXPERIENCE THE DIFFERENCE

At Ray White Whitsunday, exceptional property management is at the heart of what we do. Our dedicated team combines extensive industry experience with innovative ideas and up-to-date research to deliver unparalleled service and expert advice. We prioritise your success, offering tailored solutions to maximise your financial returns and provide peace of mind.

Our commitment to excellence includes zero tolerance for rent arrears, competitive loan and insurance opportunities, detailed reporting on inspections and maintenance, and priority access to the latest market trends. With industry-best training and cutting-edge technology, we ensure your property is managed with the utmost care and efficiency.


Choose the leading property management team in the Whitsundays. Experience the confidence and success that come with renting through Ray White Whitsunday!

Contact

Kate Andrews

for a free rental appraisal

RayWhite

 0487 002 506

 whitsundaypm@raywhite.com





\$585

Average
Rent



HIGH

Rental Yield



257

Applications
Recieved



322


Property
Viewings



56

Properties
Leased

Rental Market Snapshot

A modern outdoor swimming pool at dusk. The pool is illuminated with blue lights, and the water reflects the sky and the surrounding landscape. In the background, there is a glass-enclosed garden area with various plants and trees. The sky is a mix of purple and blue, indicating sunset or sunrise. The pool is surrounded by a concrete deck and a glass railing.

Suburb Research

The following research includes information on properties in
the 4802 postcode.

Fast Facts - 4802



Current Population

13,393



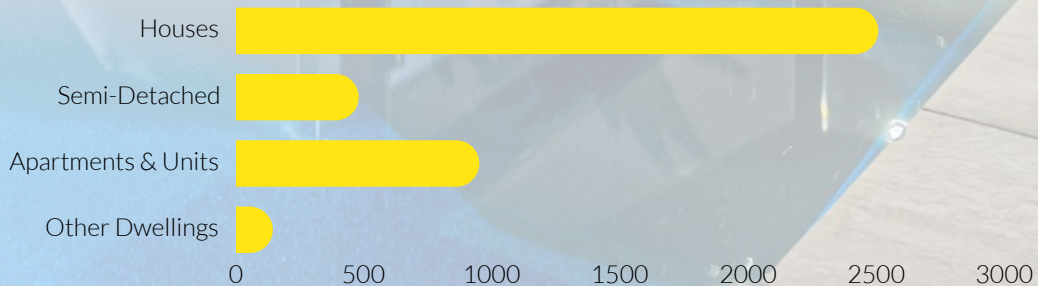
Average Household Size (People)

2.3



Number Of Private Dwellings

6,151



Dwelling Structure

Source: Census 2021 Data

Provided by Ray White Whitsunday

Total Sales by Quarter

	2024	2023	2022
Jan - Mar	193	149	238
Apr - Jun	147	145	233
Jul - Sep	128	158	183
Oct - Dec	166	158	93

Sales Market Snapshot - 4802



Sold in
4802



Click on your suburb to
view recently sold
properties

AIRLIE BEACH


CANNONVALE & CANNON VALLEY

JUBILEE POCKET

MANDALAY & SHUTE HARBOUR

WOODWARK

HAMILTON ISLAND

A photograph of a modern house at dusk. The house features a dark, corrugated metal roof and a covered patio area. The patio is furnished with two wooden armchairs and a coffee table. A swimming pool is visible in the foreground, reflecting the lights from the house. The sky is a deep blue, and the overall atmosphere is serene and contemporary.

Suburb Research

The following research includes information on properties in the 4800 postcode.

Fast Facts - 4800



Current Population
10,081



Average Household Size (People)
2.5



Number Of Private Dwellings
4,782



Dwelling Structure

Source: Census 2021 Data

Provided by Ray White Whitsunday
Total Sales by Quarter

	2024	2023	2022
Jan - Mar	102	81	103
Apr - Jun	67	71	78
Jul - Sep	50	76	53
Oct - Dec	88	71	50

Sales Market Snapshot - 4800



Sold in
4800



Click on your suburb to
view recently sold
properties

PROSERPINE

STRATHDICKIE, SUGARLOAF & RIORDANVALE

BRANDY CREEK, MOUNT MARLOW & MOUNT
JULIAN

PRESTON, CONWAY & WILSON BEACH

DINGO BEACH, HYDEAWAY BAY & CAPE
GLOUCESTER

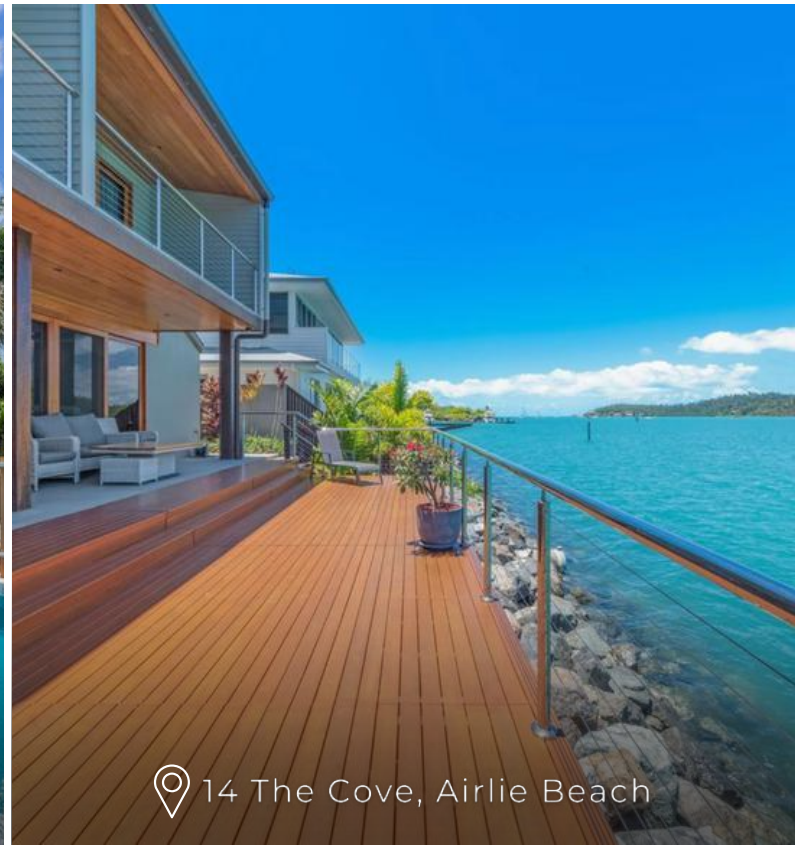
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Whitsunday Vacations



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MARINE WHITSUNDAY



 Boston Whaler Outrage 320



 2008 Luhrs 31 Open



 1902 Custom Sailing Yacht - Solway Lass



Leo Rodriguez

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Thinking about selling?



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Paul
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Simon
Dymmott
0400 799 788



Sue
Shaw
0438 755 725

Contact one of our friendly sales agents for a confidential discussion about your property.