



**RayWhite®**

# RAY WHITE WHITSUNDAY MARKET UPDATE.

Quarter 4, 2025

[RAYWHITEWHITSUNDAY.COM.AU](http://RAYWHITEWHITSUNDAY.COM.AU)

Hi and welcome to 2026!

I hope you've had a relaxing Christmas and New Year break. More importantly, I hope you fared well during Cyclone Koji. While the system brought significant rainfall and some nervous moments earlier this week, the resilience of our community and our buildings has once again been proven.

### 2025: A Year of Exceptional Growth

The Whitsunday property market closed out 2025 with remarkable momentum. We saw price increases across almost every sector, though the pace varied significantly between asset classes. While houses and apartments are moving rapidly, the land market has shifted into a more "considered" phase as buyers weigh up rising construction costs against ready-to-move-in options.

### Cannonvale: The Market Benchmark

While Airlie Beach often grabs the headlines with its premium sales, Cannonvale remains the most reliable indicator of our "true" market health due to its higher transaction volume.

The data confirms a standout performance for Cannonvale over the last 12 months:

- **Median House Price:** Now \$880,000 (up from \$770,000 just a year ago).
- **Annual Growth:** An exceptional 12%+, significantly outperforming national averages.

Period	AIRLIE BEACH (4802) (House)		CANNONVALE (4802) (House)		JUBILEE POCKET (4802) (House)		WOODWARK (4802) (House)		PROSPERINE (4800) (House)	
	#	\$	#	\$	#	\$	#	\$	#	\$
2011	7	\$700k	66	\$429k	29	\$390k	6	\$460k	26	\$303k
2012	9	\$735k	76	\$434k	38	\$432k	10	\$473k	46	\$295k
2013	5	\$450k	84	\$450k	22	\$380k	7	\$464k	36	\$332k
2014	8	\$676k	85	\$446k	22	\$382k	12	\$500k	38	\$285k
2015	7	\$705k	79	\$430k	21	\$377k	7	\$476k	32	\$242k
2016	7	\$650k	65	\$440k	26	\$357k	7	\$438k	35	\$285k
2017	12	\$620k	76	\$436k	29	\$415k	7	\$520k	34	\$305k
2018	6	\$575k	90	\$436k	31	\$408k	7	\$500k	45	\$295k
2019	10	\$662k	103	\$434k	35	\$380k	8	\$632k	39	\$288k
2020	9	\$725k	111	\$457k	41	\$399k	12	\$590k	63	\$262k
2021	27	\$872k	190	\$510k	77	\$485k	15	\$760k	87	\$340k
2022	21	\$950k	162	\$648k	66	\$544k	14	\$930k	107	\$360k
2023	5	\$1.5m	127	\$700k	43	\$630k	14	\$948k	67	\$400k
2024	12	\$1.19m	147	\$770k	40	\$678k	16	\$1.12m	74	\$501k
2025	3	\$2.1m	135	\$880k	41	\$780k	16	\$1.05m	59	\$542k

## The "WOW" Factor: The Apartment Squeeze

We are witnessing a structural shift at the entry-level of the market. Apartments priced under \$400,000 are becoming increasingly rare. To think these were selling for \$150,000 only a few years ago is a testament to the region's growing popularity. If only we had bought them all then!

## Rental Market & Yields

The rental market remains fundamentally strong with vacancy rates hovering near record lows. However, we are noticing a slight "friction" point. Some agencies are currently overpricing listings, leading to longer days on market than necessary.

- **Our Insight:** Accurate pricing is still the key to securing high-quality, long-term tenants without the costly vacancy periods.

## Summary

The Whitsundays continue to prove themselves as a "lifestyle powerhouse" market. Despite the recent weather, the appetite for our region remains high, fueled by interstate migration and the lack of new ready-to-occupy stock.

Kind regards,



## Mark Beale

Principal - Ray White Whitsunday

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**RayWhite**

VIEW OUR  
**CURRENT**  
LISTINGS

VIEW OUR  
**SOLD**  
LISTINGS

ON THE COVER  
186 Mandalay Road, Mandalay

# RAY WHITE WHITSUNDAY SALE OF THE QUARTER.

186 Mandalay Road,  
Mandalay  
**Sold at Auction**

Mark Beale  
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Jerremiah Roberts  
0487 856 617



# PROPERTY MANAGEMENT MADE EASY WITH RAY WHITE WHITSUNDAY

*Experience the difference*

*Maximise your investment with stress-free property management – expert care, better returns, total peace of mind.*

At Ray White Whitsunday, we take the stress out of property management so you can enjoy the rewards of your investment. Our expert team ensures your property is well-maintained, compliant with the latest legislation, and attracts high-quality tenants. From marketing and tenant selection to routine inspections and maintenance coordination, we handle every detail with professionalism and care. With our local expertise, proactive approach, and commitment to exceptional service, you can trust us to maximise your returns while protecting your investment. Get in touch today and experience the Ray White Whitsunday difference!



**CONTACT KATE & MADDY  
FOR A FREE RENTAL APPRAISAL**

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## RENTAL MARKET SNAPSHOT

# 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**



*Source: Census 2021 Data*

Provided by Ray White Whitsunday  
Total Sales by Quarter

	2025	2024	2023
Jan - Mar	117	193	149
Apr - Jun	152	147	145
Jul - Sep	146	128	158
Oct - Dec	150	166	158

## SALES MARKET SNAPSHOT

Median House Sale Price

**\$900,000**

Median Unit Sale Price

**\$560,000**

Source: Pricefinder 2025

# 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

# 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**



Source: Census 2021 Data

Provided by Ray White Whitsunday  
Total Sales by Quarter

	2025	2024	2023
Jan - Mar	49	102	81
Apr - Jun	73	67	71
Jul - Sep	62	50	76
Oct - Dec	69	88	71

## SALES MARKET SNAPSHOT

Average House Sale Price

**\$847,775**

Average Unit Sale Price

**\$134,125**

# 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

# Whitsunday Vacations

Your *luxury* holiday home specialists

📍 'Vue de Bleu', Shute Harbour



📍 'Airlie's Best Views', Airlie Beach



📍 'Coastal Haven Retreat', Airlie Beach



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Whitsunday Vacations



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**RayWhite®**  
MARINE WHITSUNDAY



HydraSport 3400CC

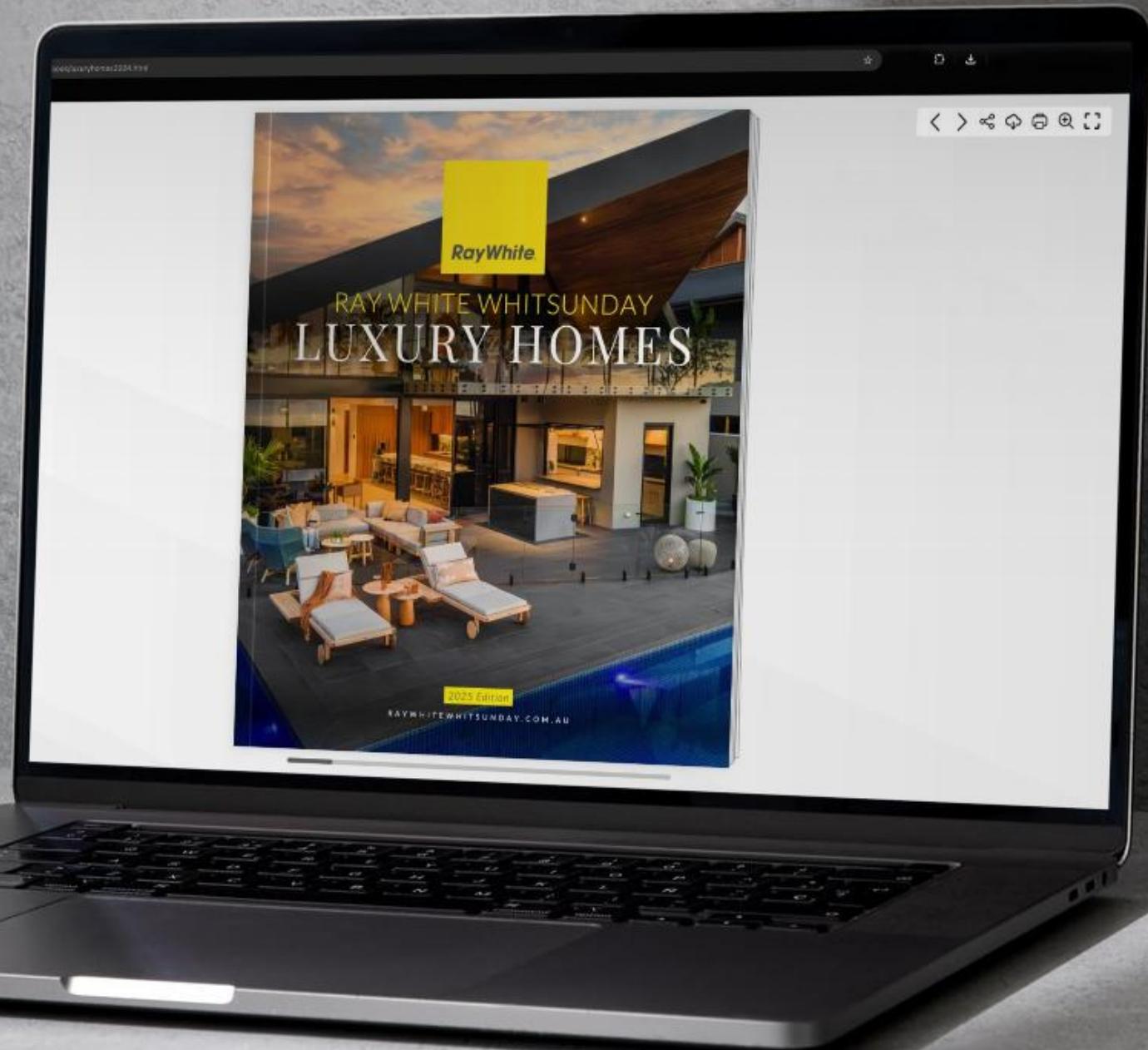


Whitebirds

# RAY WHITE WHITSUNDAY LUXURY HOMES

Step into the world of refined living with our curated collection of the Whitsundays' most prestigious homes. From breathtaking waterfront residences to secluded retreats, each property embodies elegance, sophistication and the unmatched lifestyle our region is renowned for.

[CLICK HERE TO VIEW](#)



# OUR TEAM OF EXPERIENCED AGENTS

*Our dedicated team is here to support and guide you through every step of your property journey with expertise and care*



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