Mackay & Whitsundays

Residential Property Market Insights Half 1 2026

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Welcome to the Mackay and Whitsunday residential property market insights for the first half of 2026.

Residential market conditions across Mackay and the Whitsundays remained firmly supported during the period, although the two regions continued to display distinct market characteristics. Mackay was driven predominantly by local employment confidence, limited available stock and sustained demand for established family housing, while the Whitsunday market remained more closely influenced by tourism, lifestyle appeal and investor activity.

Across Mackay, growth extended through detached houses, units and vacant land. The median house price reached $725,000, with units recording a median of $450,000 and vacant land $306,000. Demand remained strongest for well-presented properties offering practical accommodation, limited immediate expenditure and improvements such as sheds, pools, secondary living areas and good outdoor utility.

The Whitsunday market continued to trade at comparatively high lifestyle-driven price levels. Detached housing remained relatively stable, recording a median of $700,000, while units were the standout segment, increasing to a median of $575,000. Activity remained concentrated across Bowen, Cannonvale, Airlie Beach, Proserpine and Jubilee Pocket, with coastal position, views, presentation and rental utility continuing to materially influence buyer demand.

The common themes across both markets were constrained supply, elevated construction and replacement costs and continued competition for quality established property. Vacant land remained more variable due to limited transaction volumes, construction feasibility and the diverse nature of available allotments.

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Mackay

Dwellings

Mackay's detached housing market remains the core driver of regional residential activity. The 2026 YTD median house price of $725,000 reflects a further uplift from the 2025 annual median of $660,000 and a material step above the 2024 annual median of $550,000. That movement is important because it shows the market has continued to re-price after the major 2024-2025 uplift rather than simply holding its previous gains.

At a practical market level, demand is strongest for well-presented, established family homes that allow buyers to avoid renovation risk and construction delays. Purchasers are paying premiums for modernised dwellings, secondary living spaces, sheds, side access, pools and good outdoor areas. The buyer pool remains a mix of local upgrading owner-occupiers and investors chasing rental depth, though affordability is making investors more selective in the higher price brackets.

- The Mackay LGA recorded 858 house sales in 2026 YTD / first half, with a median of $725,000.
- The house median has increased by approximately 9.8% compared with the 2025 annual median and approximately 31.8% compared with 2024.
- The strongest suburb-level growth is evident in Sarina, South Mackay, Shoal Point, West Mackay, Glenella, Blacks Beach, East Mackay, Rural View and North Mackay.
- The highest-volume detached housing suburbs in H1 2026 include Andergrove, Beaconsfield, Bucasia, Sarina, South Mackay, North Mackay, Slade Point and West Mackay.

- The prestige and upper-family-home market is increasingly normalising at price points that were less common in earlier Mackay cycles, particularly across beachside, elevated, larger-lot and modern family-home locations.

Suburb	2026 sales	2026 median	Growth vs 2025	2025 median
Sarina	39	$670,000	30.9%	$512,000
South Mackay	36	$677,500	16.8%	$580,000
West Mackay	31	$700,000	13.1%	$619,000
Glenella	27	$850,000	12.8%	$753,750
Blacks Beach	29	$741,000	12.3%	$660,100
East Mackay	15	$725,000	11.5%	$650,000

Units

The unit and strata segment continues to benefit from relative affordability. The Mackay LGA median unit price reached $450,000 in 2026 YTD / first half, up from the 2025 annual median of $410,000 and materially above the $350,000 annual median recorded in 2024. The segment remains attractive to investors and first-home buyers who are priced out of detached housing, while also appealing to downsizers and buyers seeking lower-maintenance accommodation close to employment, services and coastal lifestyle areas.

The key point for this segment is that unit values are still trading at a meaningful discount to detached housing, while replacement-cost pressures continue to provide underlying support for established product. Well-located units with practical floor plans, garages, improved presentation and manageable body corporate settings remain the most marketable.

Demand is strongest where weekly rents support the purchase price and where buyers can see limited near-term capital expenditure risk.

- The Mackay LGA recorded 242 unit sales in 2026 YTD / first half, with a median of $450,000.
- The median unit price is approximately 9.8% above the 2025 annual median and approximately 28.6% above 2024.
- The Mackay CBD/suburb area remains the highest-volume unit market, recording 48 sales for 2026 YTD.
- Andergrove, Blacks Beach, Beaconsfield, East Mackay, North Mackay, West Mackay and South Mackay recorded notable value growth in the 2026 YTD data.
- The segment's affordability relative to detached housing is likely to remain its main advantage through the second half of 2026.

Suburb	2026 sales	2026 median	Growth vs 2025	2025 median
Andergrove	13	$580,000	23.4%	$470,000
Blacks Beach	12	$530,000	21.1%	$437,500
Beaconsfield	5	$531,500	20.8%	$440,000
East Mackay	11	$415,000	17.2%	$354,000
North Mackay	7	$440,000	16.9%	$376,500
Mackay	48	$421,000	16.8%	$360,500
West Mackay	12	$494,500	15.0%	$430,000

Vacant Land

Vacant land remains the most supply-sensitive segment in the Mackay market. The LGA recorded 55 vacant land sales in 2026 YTD / first half with a median of $306,000. This sits above the 2025 annual median of $265,000 and well above the $229,000 median recorded in 2024, reflecting the combined influence of limited titled supply, higher construction costs, stronger replacement-cost considerations and buyers competing for build-ready or lifestyle-oriented land opportunities.

The vacant land dataset is thinner than the house and unit segments, which means suburb-level movements need to be read carefully. A small number of transactions can shift the median materially, particularly where sales include a mix of small residential lots, infill land, larger residential allotments and rural residential/lifestyle sites. The market narrative, however, is consistent: well-located titled land is scarce, and buyers are paying more for certainty of location, title, services and build timing.

- Mackay LGA vacant land recorded 55 sales in 2026 YTD / first half at a median of $306,000.
- The 2026 YTD median is approximately 15.5% above the 2025 annual median and approximately 33.6% above 2024.
- Bucasia was the clearest suburb-level land result, recording 6 sales at a median of $265,800 and 7.0% growth against the 2025 annual median.
- Land supply remains constrained relative to demand for new family housing, with construction costs continuing to influence feasibility and buyer budgets.
- The strongest land demand is expected to remain in established residential corridors, northern beaches locations, and lifestyle/rural residential settings where supply is limited.

Whitsundays

Dwellings

The Whitsunday detached housing market remains well supported, showing a 2026 YTD Whitsunday LGA house median of $700,000. This is modestly above the 2025 benchmark of $680,000 and remains materially above the 2024 benchmark of $585,000.

The strongest activity remains concentrated in the established residential and lifestyle locations, with Bowen recording the highest suburb-level house sales count in 2026 YTD, followed by Cannonvale, Proserpine and Jubilee Pocket. Coastal and lifestyle-oriented suburbs continue to attract a premium, although limited sample sizes mean individual sales can materially influence some suburb medians.

- The Whitsunday LGA house segment recorded 235 2026 YTD sales at a median of $700,000.
- The 2026 YTD house median is 2.9% above the 2025 benchmark and approximately 19.7% above 2024.
- Bowen, Cannonvale, Proserpine and Jubilee Pocket are the main recorded suburb-level house sales markets in the 2026 YTD data.
- Premium lifestyle and coastal locations remain highly variable due to low turnover and variation in dwelling quality, views, site attributes and accommodation utility.
- The market remains quality-led, with buyers placing greater weight on presentation, liveability, location and near-term capital expenditure risk.

Suburb	2026 median	2026 sales	Growth vs 2025	Median rent
Bowen	$610,000	82	5.3%	$600
Cannonvale	$899,000	33	2.2%	$780
Proserpine	$670,000	25	23.5%	$600
Collinsville	$210,000	20	n/m	$415
Jubilee Pocket	$870,500	18	11.6%	$775
Cannon Valley	$1,189,000	12	-8.2%	$912

Units

The unit and strata segment recorded the strongest broad percentage movement, with the Whitsunday LGA unit median increasing to $575,000 in 2026 YTD. This is approximately 19.8% above the 2025 benchmark and approximately 40.2% above 2024.

Unit demand is being supported by affordability relative to detached houses, tourism and accommodation exposure, and investor interest in assets with rental or holiday-letting appeal. Cannonvale and Airlie Beach remain the dominant unit markets, with Bowen and Jubilee Pocket providing additional depth at different price points.

- The Whitsunday LGA unit segment recorded 133 2026 YTD sales at a median of $575,000.
- Cannonvale is the dominant suburb-level unit market by transaction count, followed by Airlie Beach and Bowen.
- The segment benefits from a lower price point than detached housing, but body corporate, insurance and letting-management settings remain important purchasing considerations.
- Tourism-linked demand and lifestyle appeal support buyer interest, particularly for well-positioned units with clear rental utility.
- The uplift in unit values suggests investors and lifestyle buyers are continuing to compete for comparatively affordable stock.

Suburb	2026 median	2026 sales	Growth vs 2025	Median rent
Cannonvale	$550,000	66	16.6%	$600
Airlie Beach	$680,000	27	10.6%	$700
Bowen	$520,000	20	26.8%	$450
Jubilee Pocket	$487,500	9	15.4%	$550
Cannon Valley	$905,000	4	18.0%	$912

Vacant Land

Vacant land remains a thinner and more variable segment. 64 sales 2026 YTD land sales, with a weighted suburb-level median indicator of approximately $282,352. This compares with an estimated weighted suburb-level benchmark of $283,319 for 2025.

Activity is concentrated in Bowen and Cannonvale, with lower-volume sales also recorded in locations such as Hideaway Bay, Collinsville, Midge Point, Strathdickie and Riordanvale. The segment is highly sensitive to title status, lot size, views, servicing, location, development constraints and construction feasibility.

- The suburb sample records 64 vacant land sales in 2026 YTD.
- The weighted suburb-level land indicator is approximately $282,352, up around -0.3% on the 2025 sample benchmark.
- Bowen and Cannonvale are the most active land markets by transaction count in the 2026 YTD data.
- Construction costs and feasibility remain key constraints, particularly where lots require substantial site works or are in lower affordability markets.
- Limited availability in well-located coastal and lifestyle areas should continue to support pricing for appropriately positioned lots.

Suburb	2026 median	2026 sales
Bowen	$255,000	21
Cannonvale	$307,000	15
Hideaway Bay	$270,000	8
Collinsville	$58,000	5
Midge Point	$242,500	4
Strathdickie	$330,000	3
Riordanvale	$413,500	3
Airlie Beach	$622,500	2

Conclusion

The first half of 2026 confirmed that the Mackay and Whitsunday residential markets remain well supported, although performance varied between regions and property types.

Mackay continued to demonstrate broad market momentum, supported by healthy transaction volumes, local economic confidence and limited established housing supply. Detached houses are expected to remain the primary driver of activity, particularly in established family suburbs, northern beach locations and areas offering larger allotments or practical improvements. Units should continue to attract investors, first-home buyers and downsizers seeking a lower entry point than detached housing.

The Whitsunday market is expected to remain more selective and lifestyle-led. Units are likely to continue benefiting from investor and purchaser demand across Cannonvale, Airlie Beach and surrounding coastal locations, while detached housing performance will remain closely linked to presentation, views, accommodation utility and location. The lower transaction depth within some premium and lifestyle markets means individual sales may continue to materially influence reported median movements.

Looking to the second half of 2026, conditions are expected to remain positive but increasingly price-sensitive. Buyers are likely to place greater emphasis on presentation, rental performance, holding costs and the extent of any immediate capital expenditure. Vacant land should remain supported where lots are titled, well located and readily buildable; however, elevated construction costs and site-specific feasibility constraints will continue to restrict demand in less practical locations.

Overall, the outlook is for continued underlying market support rather than another uniform period of rapid growth, with the strongest competition expected for quality established properties offering certainty, functionality and limited near-term expenditure.

The 2026–27 Federal Budget introduced the most substantial changes to residential property taxation in approximately three decades, including changes to negative gearing and capital gains tax treatment. The immediate effect has been increased investor caution, softer enquiry and longer decision-making periods, with early signs of a slowdown already evident across parts of the market. For North Queensland, the impact may be less pronounced than in highly leveraged capital-city markets due to comparatively stronger rental yields and persistent supply constraints; however, reduced investor participation is likely to moderate sales volumes and price growth, particularly for established investment-grade houses and units. While the policy may progressively redirect capital toward new housing, elevated construction costs, development feasibility constraints and limited delivery capacity mean any meaningful supply response is likely to take time.

For further property insights regarding the Mackay and Whitsunday Region or a discussion about how Opteon can support you with our wide range of valuation and advisory services, please feel free to reach out.

Source: PriceFinder, accessed July 2026; RP Data (Cotality/CoreLogic), accessed July 2026.

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Mackay

OPTEON

Formal Qualifications

- Certified Practising Valuer
- Associate Member of the Australian Property Institute (API Member No. 104559)
- QLD Registered Valuer (QVRB No: 5047)
- Bachelor of Property – Central Queensland University (2019)

Industry Experience

Milly joined Opteon in 2025 and has been a registered valuer since 2019. As part of a full-service property consultancy supporting regional Queensland, she combines strong technical expertise with deep local market insight. Her valuation experience spans residential, rural, commercial, and industrial properties, with a strong focus on first mortgage security and family law matters. Milly also undertakes valuations for acquisition and disposal, insolvency, capital gains tax (CGT), and fringe benefits tax (FBT) purposes.

Based in Mackay and servicing the wider Whitsundays and Isaac regions, Milly is committed to delivering accurate, timely and practical valuation advice. She takes pride in building trusted client relationships and staying across the ever-evolving dynamics of the regional property market. Grounded in local knowledge and driven by a passion for client service, Milly provides valuation solutions that are compliant, reliable and genuinely useful.

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