

Property Market Update

There are not a lot of listings at present with a lot of stock sitting on the market for over 60 days. There are only 12 houses, 15 units and 1 block of land listed for sale in Rainbow Beach as at the beginning of 2026.

There are no houses listed for sale under \$1million at present.

Sales of units under \$500,000 have kept the market ticking along with 2 bedroom, 1 bathroom units at Rainbow Shores ever popular. Typically selling for around \$450,000 - \$470,000 for a standard unit in the current market.

There is very limited land supply in Rainbow Beach and this is proving frustrating for quite a few prospective buyers who are looking to build their own home. Hopefully the new land development on Wyvern Road will progress throughout 2026 and we will have some new stock before too long.

In saying that, we don't have many options for land beyond that development. We are surrounded by either National Parks or ocean or land subject to Native Title claims. We don't have any nearby agricultural/rural land that can be redeveloped like a lot of coastal towns. We can only build three levels high (and only in certain spots). But that is what makes Rainbow Beach unique and sought after. We can only get so big and we will never be another Noosa because we simply cannot be. Which is a good thing.

Property of the Month: 2/45 Manooka Dve, Rainbow Beach



Fantastic unit in a convenient location

This well presented three-bedroom unit offers comfortable living with practical features ideal for owner-occupiers or investors alike. Thoughtfully designed over two levels, the home provides space, functionality and convenience in a low-maintenance setting.

Perfectly suited to first-home buyers, downsizers or investors, this unit offers a practical layout, low upkeep and strong appeal in the Rainbow Beach market.

3 BED, 1 BATH, 1 CAR

\$650.000

Bumper start to summer holidays

The Cooloola Coast has had excellent visitor numbers over the first part of the December/January school holidays. Most accommodation providers are reporting solid occupancy rates, especially over the peak Christmas and New Years' period although there were some vacancies. The staggering scale of Christmas holiday tourism at Double Island Point near Rainbow Beach has been caught in an extraordinary photo snapped by a pilot flying over the coastal getaway.

Neal Dearburg's picture showing a snaking line of 4WDs winding along the beach and shared on the Gympie Aero Club Facebook page, was taken while he was flying north past the point and over K'gari on Tuesday, December 30, 2025. Mr Dearburg said the traffic was "on par" with previous years. It still looks good compared to the Dreamworld carpark we reckon.

The aerial photo follows reports of extraordinary hours-long queues for the barge which crosses from Inskip Point to K'gari in the lead-up to Christmas. The Queensland Government's booking website shows the campgrounds along the Cooloola Coast, including at Inskip, Double Island and K'gari, were completely booked out to start the New Year. (Source: CourierMail 1/01/26)



Picture supplied by Neal Dearburg

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