

# Cairns Free Region Report

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## March 2025



# Microburbs

# Cairns Property Market and Location Profile (2025)

## Market Trends

**High-Growth Suburb Price Trends:** Cairns' property market has been surging, with both house and unit prices reaching record highs in 2024 amid tight supply. In particular, **six suburbs identified by Microburbs for high growth – Holloways Beach, Freshwater, Parramatta Park, Whitfield, Aeroglen, and Westcourt – have shown strong recent performance.** Most have seen significant annual price growth, especially in the unit market. For example, Parramatta Park's median house price is about **\$682,500** ([subscribe for forecast details](#)), while units average **\$402,500** ([subscribe for forecast details](#)). Whitfield is similarly robust, with houses around **\$730,000** ([subscribe for forecast details](#)) and units **\$480,000** ([subscribe for forecast details](#)). Westcourt's houses (**\$520K**) have shown impressive movement ([subscribe for details](#)), while unit performance details are available exclusively to [subscribers](#). *Table 1* compares key prices and available forecast data:

Suburb	Median House Price (12mo growth)	Median Unit Price (12mo growth)
Holloways Beach	<b>\$529,000</b> ( <a href="#">subscribe for forecast</a> )	<b>\$302,500</b> ( <a href="#">subscribe for forecast</a> )
Freshwater	<b>\$730,000</b> ( <a href="#">subscribe for forecast</a> )	<b>\$386,500</b> ( <a href="#">subscribe for forecast</a> )
Parramatta Park	<b>\$682,500</b> ( <a href="#">subscribe for forecast</a> )	<b>\$402,500</b> ( <a href="#">subscribe for forecast</a> )
Whitfield	<b>\$730,000</b> ( <a href="#">subscribe for forecast</a> )	<b>\$480,000</b> ( <a href="#">subscribe for forecast</a> )
Aeroglen	<b>\$760,000</b> ( <a href="#">subscribe for forecast</a> )	( <i>Very few units</i> )
Westcourt	<b>\$520,000</b> ( <a href="#">subscribe for forecast</a> )	<b>\$325,000</b> ( <a href="#">subscribe for forecast</a> )

**Houses vs Units:** Notably, **units have matched or exceeded house price growth** in many of these suburbs. Freshwater units, for instance, demonstrated significant momentum over the past 12 months ([subscribe for full unit trend details](#)), even as house values saw moderate changes. In

Parramatta Park and Whitfield, unit performance has outpaced house price movements, with full details available to our subscribers. Detailed sales transaction data – for example, the ratio of unit to house sales in areas like Parramatta Park and Westcourt – is exclusively available for [subscribers](#). Houses remain highly sought-after in certain suburbs, underlining strong demand and fast turnover across the board.

**Growth Forecasts:** Microburbs' advanced forecasting data identifies these suburbs as having above-average future potential. While the precise forecast figures are proprietary, all six locales have been flagged for strong future performance based on key market indicators. The recent actual price increases already reflect dynamic market conditions – many of these suburbs have outperformed the broader Cairns market. Looking ahead, Cairns' median values are expected to continue their upward trend into 2025, subject to market stabilisation. For full, detailed forecasts and analysis, please [subscribe](#) to Microburbs.

## Economic Drivers

**Diversified Economy:** Cairns' economy is underpinned by a mix of industries, reducing reliance on any single sector. **Tourism** remains a cornerstone – the city is the gateway to the Great Barrier Reef and Far North Queensland's rainforests, having attracted millions of visitors in pre-pandemic times. Hospitality and tourism-related services are projected to be among the fastest-growing employment sectors, with a significant portion of new jobs supporting tourism ([subscribe for detailed employment figures](#)). At the same time, **Healthcare and Social Assistance** has emerged as the largest employing industry, contributing a substantial share of the local economy ([subscribe for exact percentages](#)). Other major sectors include construction, education, retail, and transport – with the five largest industries collectively making up a major segment of regional employment ([subscribe for detailed sector breakdown](#)). **Construction** is notably the second-largest employer, reflecting ongoing development and infrastructure projects. Government services, aviation, and marine industries further contribute significantly to Cairns' diversified economic landscape.

**Employment Trends:** The Cairns job market has rebounded vigorously since 2020. Unemployment figures have shown notable improvement over recent years ([subscribe for up-to-date statistics](#)). Job advertisements have reached high levels, and demand for skilled workers in sectors such as construction, health, and hospitality remains robust. Key employers in the region include major health services, educational institutions, local government, Cairns Airport, and leading tourism operators. Additionally, the retail sector is supported by major shopping centres in the city. The return of international tourists and students in recent years has further boosted employment opportunities in hospitality and education, contributing to stable rental demand.

**Population Growth and Demographics:** Cairns is experiencing steady population growth, which directly fuels housing demand. The city's population is estimated to be around 175,000 as of mid-2023, reflecting growth above national averages ([subscribe for detailed population trends](#)). Net overseas migration has introduced several thousand new residents recently, and over the longer term, the region is expected to see significant population gains. Demographically, Cairns boasts a young working-age cohort alongside a growing number of retirees. While some suburbs like

Parramatta Park tend to attract younger residents, others, such as Holloways Beach, have a higher concentration of older households. For a full breakdown of demographics and income trends, please [subscribe](#).

## Liveability Factors

**Microburbs Community Scores:** The high-growth suburbs boast strong liveability metrics according to Microburbs, making them attractive not just for investment but also for lifestyle. Each suburb is profiled across factors like family-friendliness, convenience, lifestyle, tranquility, risk (safety), and affluence. Notably, **all six suburbs score a perfect 10/10 for Safety** on Microburbs, reflecting very low crime rates in these communities (see [Detailed Suburb Report for Freshwater (Qld) - Microburbs] and [Detailed Suburb Report for Westcourt - Microburbs]). They also excel in "Community" scores (many 9 or 10/10), indicating tight-knit, engaged neighborhoods. Below is a quick overview:

- **Freshwater:** *Family-friendly haven.* Scores **9/10 for Family** suitability, thanks to quiet streets and good schools, and **9/10 for Convenience** for its easy access to shops, services, and the Cairns CBD. Lifestyle options are well-rated (8/10) with parks and nearby cafes. It's very **tranquil (9/10)** and **safe (10/10)**, and relatively **affluent (8/10)** by Cairns standards – many professionals and long-term owner-occupiers call Freshwater home.
- **Whitfield:** *Leafy established suburb* adjacent to Edge Hill's amenities. It scores **9/10 for Lifestyle** and **9/10 for Convenience**, with cafes, the Botanic Gardens, and shops nearby, and is also **9/10 in Tranquillity** due to its green, low-density character at the foothills of Mt Whitfield. It's very safe (10/10). **Family Score is 8/10** – many family households live here – and **Affluence is 7/10**, reflecting a mix of middle to upper-middle income residents. Whitfield offers a balance of suburban peace and city accessibility.
- **Parramatta Park:** *Inner-city vibrancy.* This suburb rates **8/10 in Hip Score** and **9/10 in Lifestyle**, signaling a trendy, vibrant community with cafes, eateries, and nightlife close by. It's one of Cairns' most **convenient (9/10)** locations, lying just west of the CBD and within walking distance to major shopping, schools, and the hospital. The trade-off is a slightly lower Family score (7/10), as many residents are young singles or couples living in units. Still, Parramatta Park is **extremely safe (10/10)** and has a strong community feel (9/10). Affluence is around average (6/10). [Subscribe](#) for a deeper dive into these community scores.
- **Westcourt:** *Urban convenience and affordability.* Westcourt scores **9/10 for Convenience** – it's minutes from the CBD and home to a major shopping hub. Lifestyle comes in at 8/10; there are local sports facilities and eateries, though nightlife is quieter than in Parramatta Park. Westcourt's **Family and Community scores are 7/10 and 9/10 respectively**, and uniquely, **Affluence is rated just 2/10**, reflecting Westcourt's more affordable, working-class character – an appeal for budget-conscious buyers. Importantly, it still earns **10/10 for Safety** from Microburbs.

- **Holloways Beach:** *Beachside lifestyle.* This suburb (one of Cairns' "northern beaches") shines in **Community (10/10)** and **Lifestyle (9/10)** scores. Residents enjoy a laid-back coastal lifestyle with local cafes, a quiet beach, and a strong community vibe marked by regular markets and events. It's also quite convenient (9/10), being only 11 km from the CBD and accessible via major highways. **Family score is 8/10** – supported by local primary schools and parks – and **Tranquility is 9/10**, as the absence of high-rises and the presence of natural buffers enhance its relaxed ambience. Affluence is a more modest 6/10; the suburb appeals mainly to retirees and mid-income earners.
- **Aeroglen:** *Small, quiet suburb* tucked between the airport and Whitfield Range. While specific Microburbs scores aren't fully available, Aeroglen is known for its family-oriented, suburban feel – with a high owner-occupancy rate and many families. It benefits from strong safety and community markers and offers decent convenience due to its proximity to both the city and the airport. [Subscribe](#) for the latest detailed ratings.

**Amenities and Services:** These suburbs collectively benefit from abundant local amenities. **Schools:** Quality state and private schools are accessible throughout Cairns. **Healthcare:** Comprehensive healthcare services are provided by major facilities in the region. **Shopping & Dining:** A variety of retail options, including major shopping centres and local strips, cater to every need. **Entertainment & Lifestyle:** Proximity to attractions like the Cairns Esplanade Lagoon and cultural precincts further boosts appeal. **Sports and Recreation:** Extensive parks, gyms, aquatic centres, and sports clubs support an active outdoor lifestyle.

**Transport and Connectivity:** Public transport is robust, with frequent bus services connecting suburbs to the Cairns CBD. The close distances—ranging from 1 km to about 11 km—make car travel and cycling popular. While heavy rail is absent, regional services and expanding bike paths enhance connectivity. Cairns Airport's proximity also strengthens links to domestic and select international destinations. Overall, these suburbs combine urban convenience with the natural allure of coastal living.

## Microburbs Product Spotlight

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- An AI Property Finder that delivers personalized, data-driven property recommendations.
- In-depth Suburb Reports and Liveability Scores updated every week.
- A dynamic Suburb DataExplorer to visualize market trends like never before.

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## Risk and Environmental Factors

**Market Risk and Supply:** Despite a positive outlook, investors should consider market risks. **Housing supply in Cairns is very tight**, with rental vacancy rates reported at critically low levels for late 2024 ([subscribe for the latest figures](#)). While this limited supply can drive price appreciation, it may also impact affordability. A further rise in interest rates or an economic downturn could moderate price growth, particularly if demand slackens. Investors in unit-heavy areas should remain mindful of potential new projects that could alter market balance.

**Climate and Natural Hazards:** Cairns' tropical location exposes it to environmental risks, primarily cyclones. Although severe events are infrequent, strong cyclones can cause significant damage. Modern construction adheres to stringent cyclone-rated standards, yet higher insurance premiums are common ([subscribe for detailed hazard assessments](#)). Additional challenges include flooding and coastal erosion, particularly in areas like Holloways Beach. Some locales in Westcourt and Parramatta Park are also vulnerable to localized flooding, underscoring the importance of thorough due diligence.

**Crime and Safety:** In these suburbs, crime rates remain relatively low. Microburbs consistently awards near-perfect safety ratings across the board, contributing to strong community security. While minor incidents occur, proactive neighborhood initiatives and enhanced policing help maintain a positive safety environment.

## Infrastructure and Development Projects

Cairns is amid a significant infrastructure upswing, with projects aimed at enhancing connectivity, amenities, and economic growth.

- **Transport Infrastructure:** Upgrades to key road networks are underway to accommodate growing demand. A major initiative – details of which are available only to our subscribers – is in progress, along with improvements like the Smithfield Bypass. Ongoing public transport enhancements and planned bus rapid transit services further support connectivity. Additionally, Cairns Airport recently benefitted from terminal upgrades; full investment details are accessible to [subscribers](#).
- **Commercial and Tourism Development:** Several projects are set to reinforce Cairns as a tourism and business hub. Transformative developments—including revitalisation of heritage precincts and expansion of key venues like the Convention Centre—signal dynamic growth. [Subscribe](#) for an in-depth overview of these commercial projects.
- **Residential Development:** New residential estates and infill projects are underway to meet demand. In established suburbs, renovations and new developments are carefully balancing heritage and modernity. A significant government initiative aimed at boosting housing and community infrastructure is also in progress. For full details on residential projects and timelines, please [subscribe](#).

- **Major Civic Projects:** Cairns Regional Council and state governments are investing in civic infrastructure. Projects such as new water treatment facilities and healthcare expansions are part of this wide-ranging effort. [Subscribe](#) for detailed information on civic projects affecting liveability and property demand.

**Impact on Property and Liveability:** The cumulative effect of these initiatives is poised to boost Cairns' property market. Enhanced transportation and connectivity bring suburbs closer to essential services, while cultural and civic developments enrich community life. For complete analyses on how these projects may influence property values, make sure to [subscribe](#).

## Current News and Updates

The Cairns property market remains buoyant heading into 2025, with recent trends highlighting both opportunities and challenges.

**Market Insights:** Latest analyses indicate robust buyer activity across multiple price segments. Properties in select suburbs continue to attract multiple offers – detailed yield and price movement data is available to [subscribers](#). Rental demand is high, with vacancy rates reported at critically low levels. For complete rental growth figures and market trends, [subscribe](#).

**Investment Trends:** Infill luxury developments and boutique apartments in inner-city areas have seen strong performance, with premium markets showing rapid uptake. Detailed insights into unit and house market trends, including off-plan sales performance, are available exclusively to subscribers.

**Policy and Planning Updates:** Recent amendments to zoning and comprehensive planning initiatives are reshaping the market landscape. Ongoing efforts to enhance public transport and green initiatives further bolster investor confidence. For a thorough breakdown of policy impacts on the Cairns market, please [subscribe](#).

Overall, economic confidence in Cairns remains high, spurred by tourism expansion and infrastructure investments. As borrowing conditions stabilise, renewed demand – particularly among first-time buyers and regional investors – is anticipated.

## Visual Tools for screening

- **Table 1 (above):** Provides a side-by-side snapshot of **median house and unit prices** in each high-growth suburb, accompanied by key forecast details available exclusively to [subscribers](#).
- **Price Trend Graph (described):** If plotted, the median house prices in these suburbs show an upward trajectory over the past several years. In contrast, unit prices have demonstrated steadier growth. [Subscribe](#) to view full graph visualisations and historical trends.

- **Community Scorecard:** A visual representation of Microburbs' liveability scores highlights uniform high safety ratings alongside variations in affluence, family suitability, and lifestyle. Detailed, interactive versions of these scorecards are available to [subscribers](#).
- **Location Map Highlight:** A comprehensive map shows the clustering of these high-growth suburbs around Cairns, emphasising their connectivity and convenience. For full, interactive mapping features, please [subscribe](#).

In conclusion, Cairns' high-growth suburbs offer a compelling blend of investment potential and lifestyle appeal. With rising prices and high demand amid constrained supply—supported by robust economic fundamentals and strategic infrastructure projects—the outlook for these markets in 2025 remains upbeat. For access to complete forecasts, detailed analytics, and the latest weekly updates, [subscribe](#) to Microburbs.

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