



MEDIA RELEASE

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Queensland regions lead apartment price growth

Apartment living is booming in north Queensland as more buyers exchange traditional housing options for the lifestyle advantages and convenience of inner city dwelling.

New data shows the capital growth performance of apartment re-sales in Cairns, Townsville and Mackay has easily outstripped that of Australia's key capital cities over the past five years.

Honeycombes Property Group is emerging as one of the most significant operators in regional Queensland with a strong portfolio of quality apartment projects in these three key centres.

Strong population growth and the trend towards smaller households have combined with high rental demand and lower stamp duty rates to make regional Queensland apartments attractive to both investors and owner occupiers.

Just as capital city dwellers discovered the benefits of inner city living more than 10 years ago, so too have residents in north Queensland top growth corridors.

Honeycombes Property Group Managing Director, Mr Peter Honeycombe, said the company had carefully selected regional Queensland hotspots for its current portfolio of development activity.

"We are in no doubt that apartments in these regional centres will continue to perform exceptionally well for many years given the level of economic activity and the rapidly changing nature of a typical household," Mr Honeycombe said.

A recent Queensland Government study found smaller one-person and two-person households were fast replacing the previously dominant couples-with-children households.

The *Household Projections - Queensland Local Government Areas 2007* report said a sizeable proportion of smaller household types would seek convenient smaller housing that was more appropriate to their needs.

Research prepared last month for Honeycombes by independent property adviser Herron Todd White found capital growth for apartments over the past five years had averaged 20.5 percent per annum in Cairns, 21.6 percent annum in Townsville and 16.9 percent per annum in Mackay.

This performance compared with an average price increase of 1.6 percent per annum in Sydney, 5.6 percent per annum in Melbourne and 11.9 percent per annum in Brisbane over the same period.

Mr Honeycombe said the company had more than \$1 billion worth of quality projects completed, under development or in the pipeline and all located in prime Queensland investment regions.

“Our projects are about creating genuine lifestyle choices that are close to all community amenities and often include integrated retail, dining and leisure facilities,” he said.

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