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Olympics Drive Property Surge Across Southeast Queensland

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Twenty-two suburbs across southeast Queensland are poised for significant property growth ahead of the 2032 Brisbane Olympic and Paralympic Games, according to new research by iBuyNew and Hotspotting.

Suburbs in Brisbane, the Gold Coast, and the Sunshine Coast are among those predicted to benefit from major infrastructure investments, urban renewal, and the demand driven by the global sporting event.

In Brisbane, suburbs such as Bowen Hills, Spring Hill, Newstead, Fortitude Valley, Woolloongabba, East Brisbane, Coorparoo, Stones Corner, Dutton Park, and Kangaroo Point are expected to see strong capital growth. These areas are strategically located near key Olympic venues, including Brisbane Stadium, the Athletes Village, and the upcoming National Aquatic Centre.

Further south, Southport, Labrador, Benowa, Ashmore, Molendinar, and Arundel on the Gold Coast are projected to benefit from new facilities like the Gold Coast Arena and a dedicated Athletes Village.

On the Sunshine Coast, suburbs such as Maroochydore, Kawana, Yandina, Warana, Nambour, and Bokarina will gain from upgraded stadiums and improved cycling infrastructure.

According to iBuyNew CEO Daniel Peterson, the region is already seeing a strong uptick in buyer and investor interest, driven by more than \$7.1 billion in Olympic infrastructure and further billions in transport upgrades.

“The three fundamentals – strong infrastructure investment, population growth, and rental demand – are aligning perfectly,” Peterson said.

“Smart property buyers will target growth corridors and Olympic precincts, especially areas near transport and lifestyle hubs.”

Hotspotting director Terry Ryder noted that since Brisbane was announced as the host city four years ago, median house prices in Brisbane, the Gold Coast, and the Sunshine Coast have surged from below \$750,000 to over \$1 million, an increase between 56% and 66%.

Unit prices have also risen sharply, from under \$455,000 to more than \$650,000, a growth of up to 68%, he added.

“Infrastructure spending is what turns a location into an outperformer,” Ryder said.

“Southeast Queensland is seeing that more than ever, and the biggest impact on property markets usually happens in the years leading up to the Games.”

Peterson added that while the wider region will benefit, the highest returns will likely come from suburbs earmarked for urban renewal and new transport connectivity.