INTERNATIONAL BUYERS' MARKET ANALYSIS

Investing in property on the Costa Blanca.

COSTA BLANCA

ALICANTE, SPAIN

1.978 €/m²	+9,3%	51,5%	5,8-11,9%
Avg. transaction price · Alicante	Price growth 2025	Buyers who are foreign	Gross STR yield range

directimo

June 2026 · directimo.com

Professional advisory for international buyers of property in vacation destinations

Spain at a glance

Macro backdrop · 2025–2026

49,7 M
Population (Apr 2026) — record high

+2,8%
GDP growth 2025 (+2,4% forecast 2026)

9,9%
Unemployment — below 10% since 2008

>10 M
Foreign-born residents — a first

Spain closed 2025 as one of the EU's strongest economies and saw **705.000 home sales (+10,4%)** year-on-year, the highest since 2008. Demand is structurally supported by record population growth driven by immigration and by a persistent housing shortage. Foreign buyers reached a new absolute record of **97.300 purchases (13,8% of the market)**, with Europeans the dominant group. Resale homes accounted for ~79% of all transactions, as new-build supply remains scarce.

Nationality	Share	Nationality	Share
United Kingdom	**7,93%**	Romania	**5,45%**
Netherlands	**6,77%**	Italy	**5,32%**
Germany	**6,65%**	France	**4,93%**
Morocco	**5,78%**	Belgium	**4,38%**

These are national shares across Spain. Alicante province has its own, more international buyer mix (**51,5% foreign**) — shown on the next page. A proposed **100% transfer tax on non-EU, non-resident buyers** (announced January 2025) was never enacted and was dropped from the 2026 housing package; it would in any case have applied only to resale homes and never to EU/EEA citizens.

Alicante — official market data

Consejo General del Notariado · transaction prices · May 2025 – Apr 2026

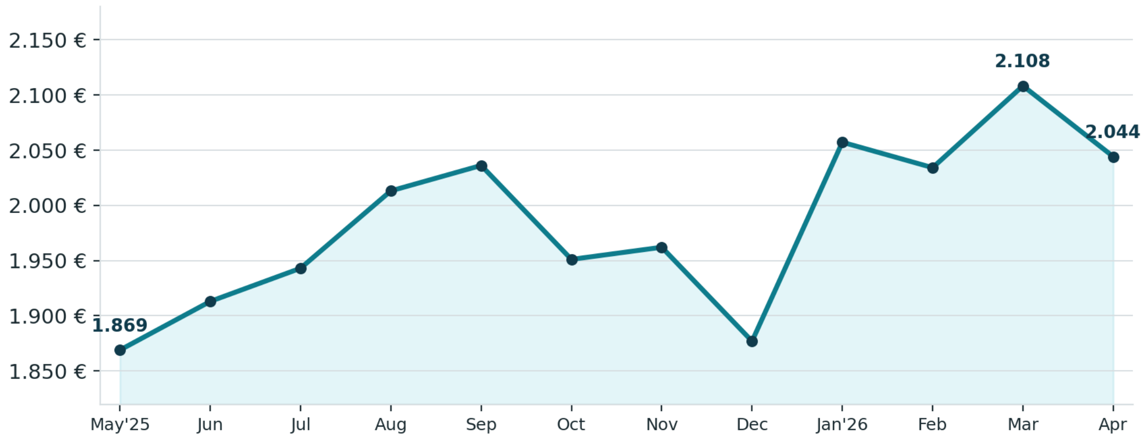
1.978 €/m²
Avg. transaction price (built area)

52.847
Sales (last 12 months)

203.488 €
Average purchase amount

+9,3%
Price change 2025

Notary data reflects signed deeds rather than portal asking prices — the most transaction-based benchmark. It is not a direct guide to a specific coastal listing price, because it includes resale mix, inland towns and deed-timing effects. Alicante recorded a strong 2025, with transaction prices up **+9,3%**, more than 52.000 purchases in twelve months and an average ticket just above €200.000. The 12-month trajectory is firmly upward:



Monthly averages can be volatile: in August, Spanish notary offices run at minimum capacity (the national holiday month), so far fewer deeds are signed and the recorded price average is temporarily distorted rather than signalling a real market move.

Indicator	Value	Indicator	Value
Foreign buyers	**51,52%**	Median buyer age	**49 yrs**
Individual buyers	**90,93%**	Avg. surface	**103 m²**
Second-hand homes	**87,81%**	Apartments	**71,03%**
Years of net income	**5,57**	New-build homes	**12,19%**

Why this matters for international buyers

51,5% of Alicante buyers are foreign — yet the market remains overwhelmingly individual (90,9%) rather than corporate. The buyer profile is lifestyle-led, with a median age of 49, and the stock is mainly resale apartments. The largest foreign communities are **the Netherlands (13,1%), UK (10,5%), Poland (8,5%), Belgium (8,4%) and Germany (6,9%)** — pointing to structural second-home demand rather than institutional flows.

Costa Blanca — choosing your zone

A guide to the coast's micro-markets, south to north

Costa Blanca is not one market but a chain of distinct towns, each with its own price level, buyer and rental profile. It stretches from the dry, resort-led **Vega Baja** in the south, through Alicante city and the airport corridor, to the steep, greener and more villa-led **Marina Alta** in the north.

Alicante province at a glance — Pilar de la Horadada in the south to Denia and the Marina Alta in the north.

The four maps in this guide zoom into each stretch in turn: the value-led **South** (Vega Baja) from Pilar de la Horadada to Guardamar; the urban **Central** corridor from Santa Pola through Alicante to El Campello; the **Lower north** (Marina Baixa) from Villajoyosa to Altea; and the premium villa-led **Upper north** (Marina Alta) from Calpe to Denia.

Costa Blanca climate at a glance

~300 days of sun a year · summer ~30°C / ~22°C day/night (August) · winter ~17°C / ~8°C day/night (January), mild by day even in winter · sea ~26°C (Aug) to ~14°C (Feb). One of Europe's mildest, driest coasts, with several microclimates — the salt-lake basin around Torrevieja is known for its dry microclimate and lagoon landscape, while the Marina Alta north is greener and a little wetter.

South — Pilar, Orihuela Costa, Torrevieja & Guardamar

The Vega Baja: value, resort infrastructure and rapid price growth

Pilar de la Horadada · 3.377 €/m² · +9,3%

The southern gateway, including Torre de la Horadada and Mil Palmeras: modern stock, quieter beaches and a strong new-build presence.

Best for easy-to-maintain second homes and family stays.

Orihuela Costa · 3.037 €/m² · +8,4%

A large resort corridor from Punta Prima and Playa Flamenca to La Zenia, Cabo Roig and Campoamor, with golf (Las Colinas, Villamartín) and shopping.

Best for scale, amenities and resale liquidity.

Torrevieja · 2.548 €/m² · +16,6%

The south's largest and most liquid entry-price market, with city services, beaches, salt lakes and active international communities all year.

Best for broad tenant demand and strong resale depth.

Guardamar del Segura · 2.786 €/m² · +17,3%

Dune- and pine-backed beaches with lower density and a stronger local-town feel than the main resort strips.

Best for beach quality with rapid recent price growth.

Ciudad Quesada / Rojales · 3.054 / 2.508 €/m²

A villa-led inland resort around La Marquesa Golf, with space, private pools and established expat living - but without frontline-beach convenience.

Best for space and a relaxed inland-resort pace.

Vega Baja inland cluster · 2.698-3.250 €/m²

San Miguel de Salinas, Los Montesinos, Algorfa, Benijófar and San Fulgencio offer golf, villas and lower-density living.

Best for space and value; most locations are car-dependent.

Central — Santa Pola, Alicante & El Campello

Airport access, urban demand and year-round living

Santa Pola · 2.694 €/m² · +12,5%

A working port and beach town beside the airport, with Tabarca ferry traffic and a strong local base.
Best for a genuine year-round town at a moderate entry price.

Gran Alacant · 2.981 €/m² · +7,8%

Large residential developments above Carabassí beach, close to the airport.
Best for newer apartments and townhouses with easy fly-in access.

Alicante city · 2.571 €/m² · +8,5%

The provincial capital combines city beaches, university, employment and transport.
Best for urban lifestyle, mid-term demand and a long-term rental fallback.

Playa de San Juan / El Campello · 3.325 €/m² · +10,4%

The premium family beach corridor north of the city, connected by tram.
Best for high-quality beach living with city access.

San Juan / Mutxamel / Busot · 2.112-2.521 €/m²

The residential and villa belt behind the coast, with schools, plots and lower entry prices.
Best for relocation and space rather than walk-to-beach tourism.

Elche / Elx · 1.695 €/m² · +13,3%

A major employment and university city near the airport - not a classic beach resort.
Best for urban value and long-term demand; a separate use case from the coast.

Lower north — Villajoyosa, Finestrat, Benidorm & Altea

High-rise tourism, new-build hills and premium lifestyle towns

Villajoyosa / La Vila Joiosa · 3.539 €/m² · +31,6%

A colourful old town and long beach increasingly pulled into the Benidorm price orbit.
Best for coastal character with upside; the exceptional rise needs stock-mix caution.

Finestrat · 3.392 €/m² · +5,7%

The inland village plus the Sierra Cortina and Balcón de Finestrat new-build belt overlooking Benidorm.
Best for modern homes, views and resort amenities.

Benidorm · 3.678 €/m² · +16,5%

Spain's most established high-rise resort, with year-round tourism, compact apartments and deep service infrastructure.
Best for rental liquidity and a highly urban beach lifestyle.

Polop / La Nucia / l'Alfàs del Pi · 2.518-3.066 €/m²

The residential hills behind Benidorm and Albir, with villas, international schools and sports facilities.
Best for relocation, space and year-round community life.

Altea · 3.579 €/m² · +9,2%

A whitewashed old town, marina and villa hills (Altea Hills, Mascarat) with a refined, lower-density feel.
Best for premium lifestyle, views and capital preservation.

Deconstructing the Villajoyosa +31.6% surge

This is largely a stock-mix effect, not broad organic appreciation. A batch of new-build coastal apartments - modern, sea-view units priced above older town stock - entered the portals and pulled the average up. It does not mean standard second-hand apartments in the historic centre have risen by a third.

Upper north — Calpe, Moraira, Javea & Denia

The Marina Alta: premium villas, coves and international depth

Calpe · 3.545 €/m² · +5,9%

A high-density resort around the Peñón de Ifach, with two long beaches, a marina and a deep apartment market.
Best for rental liquidity and a lower northern entry price than Moraira or Javea.

Benissa Costa · 3.718 €/m²* · +1,7%*

A low-density villa coast of coves and hillside urbanisations between Calpe and Moraira.
*Best for privacy and sea-view villas. *Municipality proxy includes inland Benissa.*

Moraira / Teulada · 4.513 €/m² · +10,6%

The highest-priced zone on the coast: compact marina, premium villas and a mature northern-European buyer base.
Best for capital preservation and high-end lifestyle.

Cumbre del Sol · 3.326 €/m²* · +0,9%*

A master-planned sea-view resort in Benitachell, dominated by villas and new-build product.
*Best for views, privacy and modern specifications. *Benitachell proxy.*

Javea / Xàbia · 4.072 €/m² · +7,7%

A three-part market - old town, port and Arenal - plus villa areas around Montgó and the coves.
Best for a proven premium second-home market with year-round depth.

Denia · 3.404 €/m² · +9,4%

A real regional town with marina, castle, long sandy beaches and ferries to the Balearics.
Best for a broad lifestyle market and stronger year-round services.

Where should you buy?

Matching the coast's micro-markets to your objective

The zone detail runs south to north. This page distils it into a single decision view: pick your primary objective, then read the best-fit zones, the rationale, and what we check before you commit. Figures cross-refer to the price and yield tables later in the report.

Your objective	Best-fit zones	Why	Watch out for
Rental yield (STR)	Alicante city, El Campello, Santa Pola, Benidorm	Highest gross STR yields on the coast (7,8–11,9%)	Licence feasibility (Alicante paused to Jan 2027); seasonality
Capital growth	Villajoyosa, Guardamar, La Nucia, Torrevieja	Strongest annual price growth (+16,5% to +31,6%)	Small-pool / stock-mix distortions; paying for "future growth"
Luxury / preservation	Moraira, Javea, Altea Hills, Benissa Costa, Cumbre del Sol	Premium villa liquidity and scarce sea-view land	High entry (≈3.700–4.500 €/m²); villa/apartment mix
Family / lifestyle	Orihuela Costa, Javea, Altea, Denia, El Campello, La Nucia / l'Alfàs	Beaches, golf, international schools, year-round community	More moderate yields than a pure STR play
Budget entry	Torrevieja, Rojales, La Nucia, Vega Baja villages	Lowest €/m² (≈2.500–2.700), emerging-market upside	Liquidity / seasonality; car-dependent inland

Liquidity at exit - who can you resell to?

Very liquid: Torrevieja, Alicante, Benidorm, Orihuela Costa, Denia, Calpe. **Liquid, more price-sensitive:** Javea, Santa Pola, Villajoyosa, Guardamar. **More selective:** Moraira, Altea, Finestrat and inland Vega Baja - resale remains strong when price, views, access and legal status are right. **Niche / ultra-prime:** Cumbre del Sol, Benissa Costa villas and Altea Hills. A strong asset is not only one that rents well, but one that resells to the right buyer pool.

Lifestyle, infrastructure & connectivity

What underpins year-round — not just summer — demand

For relocating and second-home buyers, practical infrastructure decides as much as price - and sustains demand outside the summer peak. The coast is well equipped: **30+ international schools** (British, IB, French, German, Norwegian) around Alicante, Javea, Denia, l'Alfàs and Torrevieja; a dense private-hospital network (HLA, Quirónsalud, IMED, Vithas, HCB); **20+ golf courses** including one of Europe's densest clusters in the southern Vega Baja; and **a dozen-plus marinas**. Alicante-Elche airport (Spain's 5th largest, **19.95M passengers in 2025**) currently lists **145 direct destinations served by 42 airlines**; Valencia airport adds **101 destinations and 43 airlines** for the northern coast. The **AVE reaches Madrid in ~2h15**; the climate offers **~300 days of sun a year**.

Zone	Airport	Year-round	Int'l schools	Golf	Beach	Best for
Santa Pola / Gran Alacant	~10-15 min	High	Low-med	Medium	High	Airport access & value
Alicante city	~15 min	High	Med-high	Medium	High	Urban yield & culture
El Campello	~25 min	High	Med-high	Medium	High	Family beach & rental
Torrevieja / Orihuela Costa	~40-50 min	High	High	High	High	Value & golf
Benidorm / Finestrat	~50 min	High	High	High	High	Rental & new-build
Altea / Calpe	~55-65 min	Med-high	Med-high	Medium	High	Lifestyle & premium
Javea / Moraira / Denia	~1-1.5 h · ALC/VLC	Medium	High	Medium	High	Premium villas & lifestyle

LIFESTYLE DEPTH

Michelin-level dining anchors the north: Quique Dacosta in Denia holds three stars; BonAmb (Javea) and L'Escaleta (Cocentaina) hold two; Audrey's/Beat (Calpe), Casa Pepa (Ondara), Monastrell (Alicante) and El Xato (La Nucia) are starred. Denia is a UNESCO Creative City of Gastronomy. **Year-round golf** is driven by the southern Vega Baja cluster - Las Colinas, Villamartin, La Finca, Las Ramblas, Campoamor and Lo Romero - plus La Sella (Denia), Villaitana (Benidorm) and Alicante Golf to the north.

Connectivity & structural demand

Alicante-Elche airport handled **19,950,394 passengers in 2025** and AENA lists **145 destinations / 42 airlines**. Valencia airport gives the northern coast a second gateway with **101 destinations / 43 airlines**. Alicante has AVE high-speed rail to Madrid in about **~2h15**, and the coastal TRAM links Alicante, El Campello, Villajoyosa, Benidorm, Altea, Calpe and Denia. Structural demand is reinforced by Spain's large foreign-born population and by Alicante's unusually international buyer base.

Costa Blanca — prices by municipality

Idealista asking prices · built area · May 2026

Asking prices follow the report taxonomy, south to north. Where a zone is a resort, coastal district or merged area, the nearest municipality-level Idealista figure is used as a proxy.

South / central	€/m²	Annual
Pilar de la Horadada	3.377	**+9,3%**
Orihuela Costa	3.037	**+8,4%**
Torrevieja	2.548	**+16,6%**
Guardamar	2.786	**+17,3%**
Ciudad Quesada	3.054	**+0,7%**
Rojales	2.508	**+11,9%**
San Miguel de Salinas	2.698	**+7,9%**
Los Montesinos	3.115	**+13,3%**
Algorfa	2.980	**−5,6%**
Benijófar	3.250	**+2,0%**
Santa Pola	2.694	**+12,5%**
Gran Alacant	2.981	**+7,8%**
Alicante city	2.571	**+8,5%**
El Campello	3.325	**+10,4%**

North	€/m²	Annual
Villajoyosa	3.539	**+31,6%**
Finestrat	3.392	**+5,7%**
Benidorm	3.678	**+16,5%**
Polop	3.066	**+9,5%**
La Nucia	2.518	**+18,5%**
Alfàs del Pi	3.061	**+10,9%**
Altea	3.579	**+9,2%**
Calpe	3.545	**+5,9%**
Benissa*	3.718	**+1,7%**
Moraira	4.513	**+10,6%**
Benitachell*	3.326	**+0,9%**
Javea / Xàbia	4.072	**+7,7%**
Denia	3.404	**+9,4%**

Reading the price: asking vs transaction

Province-wide, Idealista asks **2.811 €/m²** while notary deeds average **1.978 €/m²**. Treat the gap mainly as a mix-and-timing effect, not as a negotiable discount: portals over-represent active coastal listings, premium new-builds and duplicated stock, while notary data covers every completed sale including cheaper inland towns; new-build deeds may also register at prices agreed 1–2 years earlier. Quoted prices are built area — usable living space is typically 80–90% of built, so a usable-basis price runs ~10–20% higher. We use asking prices when sizing live acquisitions and yields because they reflect the inventory a buyer can actually bid on; purchase taxes and fees are modelled separately on top of the agreed price. *Benissa includes the inland town; Benitachell is the Cumbre del Sol proxy.

The prime & luxury segment

Northern premium corridor — Moraira, Javea, Altea Hills & the villa coast

The province figures earlier in this report are weighted by mid-market volume (Torrevieja, Alicante, Benidorm). The **northern premium corridor** covers Moraira, Javea, Benissa Costa, Cumbre del Sol and Altea Hills — a low-density, villa-led, sea-view market where scarce buildable land meets sustained northern-European demand.

4.513 €/m²
Moraira / Teulada — highest asking-price proxy in the report

+7–12%
Premium-area growth 2025 (Moraira, Altea Hills, Benissa Costa, Javea)

70–85%
Javea 10-yr cumulative appreciation (Moraira 60–75%)

BE · NL · DE
plus UK & Scandinavia — the premium buyer base

Marina Alta micro-market	Asking €/m² (villa-led)
Moraira — modern hillside & frontline villas	**~4.000–5.000+**
Javea / Xàbia — Montgó, coves & Arenal	**~3.000–5.000**
Calpe — sea-view villas (vs apartment average)	**up to ~4.500**
Altea / Altea Hills — villas typically > €1 M	**~2.200–4.200**
Benissa Costa — low-density villa coast	**~2.400–4.000**

Independent prime-market read

Tecnitasa's 2025-2026 luxury residential report includes Alicante / Costa Blanca among Spain's relevant luxury territories. According to figures reported by Cadena SER Alicante, Alicante's luxury segment grew 13.27% in 2025, above the national luxury average of 10.87%. The market is concentrated in a limited number of high-end villa enclaves - Altea / Altea Hills, Javea, Moraira and Benissa Costa - where value is supported by sea views, orientation, privacy, environmental quality and limited new-build availability.

The clearest trend is not ostentatious trophy buying, but quieter, use-led luxury: customised villas, larger plots, usable outdoor space, wellness, resort-style services and longer stays throughout the year. For underwriting, comparable evidence should be read by micro-zone, view, orientation, access and legal/planning status - not by €/m² alone.

What can you buy for your budget?

Benchmark budgets by sub-zone · new-build & resale

For an international buyer, €/m² is abstract. The benchmarks below translate budget into product and sub-zone. Apartment figures are for a 2-bedroom; a third bedroom adds ~20-30% and a frontline / sea-view location ~30-50% within the same area. New-build carries VAT 10% + AJD 1.4%; resale carries ITP 9% (the general resale rate, reduced from 10% on 1 June 2026; 11% above €1M). On top of the price, budget ~13-15% in taxes & fees for new-build and ~11-12.5% for resale.

NEW-BUILD APARTMENTS · 2-BED BENCHMARK

Budget	Sub-zones
€200k-300k	Vega Baja (Rojales, Los Montesinos, San Miguel) · Torrevieja · Gran Alacant
€300k-400k	Orihuela Costa · Santa Pola · Guardamar · Finestrat entry · El Campello entry
€400k-500k	Alicante centre / Playa de San Juan · Benidorm · Calpe · Denia · Altea entry
€500k-750k	Javea apartments · Altea / Calpe sea-view · Finestrat premium · Denia high-spec
€750k-1.5M+	Frontline beach · Altea Hills · Javea / Moraira sea-view apartments

NEW-BUILD VILLAS

Budget	Sub-zones
€450k-700k	Orihuela Costa (newer urbanisations) · Vega Baja resort (Quesada, Algorfa) · Polop · Finestrat (Sierra Cortina)
€700k-1.3M	Orihuela Costa (golf & beachside) · Calpe · Denia · Benissa · Finestrat (Sierra Cortina)
€1.3M-3M	Javea · Moraira · Altea Hills · Benissa Costa · Cumbre del Sol
€3M+	Frontline / prime sea-view villas in Moraira, Javea & Altea Hills

RESALE APARTMENTS & VILLAS

Budget	Sub-zones
€150k-250k	Resale apartments - Torrevieja · Orihuela Costa · Benidorm
€250k-450k	Resale apartments - Santa Pola · El Campello · Calpe · Alicante
€450k-900k	Resale villas / apartments - Javea · Denia · Altea · Benissa Costa

TO REFORM · RENOVATION PROJECTS

Budget	Sub-zones
€100k-250k	Old town & village apartments / houses - Torrevieja old town · Vega Baja inland · Orihuela
€250k-500k	Coastal apartments & town houses to renovate - Santa Pola · El Campello · Denia · Calpe · Altea
€500k-1.5M+	Sea-view villas & frontline plots to renovate - Javea · Moraira · Altea Hills · Benissa Costa

Directimo benchmarks for entry price points, not floors or averages; new-build 2-bed apartments realistically start around €200k in the cheapest Vega Baja developments. Reform/renovation prices are the purchase entry only and exclude the works budget. Cross-refer to the municipality asking prices two pages earlier; Directimo confirms whether a specific property is fairly priced against local comparables before you offer.

Short-term rental investment yields

Selected AirDNA markets · standardised 90 m² asking-price basis · June 2026

Gross yield = AirDNA annual revenue ÷ (Idealista asking €/m² × 90 m² built). Net operating yield applies a simple 50% operating-cost allowance for management, cleaning/turnover, platforms, utilities, local charges, maintenance and repairs. Both are screening ratios before purchase costs, furnishing, income tax and financing.

Zone	STR rev./yr	Rev. y/y	€/m²	Gross	Net op.*	Listings	List. y/y
Alicante city	27.550 €	**+16,5%**	2.571	**11,9%**	6,0%	2.207	**−14,9%**
El Campello	25.519 €	**+16,4%**	3.325	**8,5%**	4,3%	620	**−11,3%**
Santa Pola	19.270 €	**+13,8%**	2.694	**7,9%**	4,0%	817	**−11,0%**
Benidorm	25.851 €	**+11,6%**	3.678	**7,8%**	3,9%	2.060	**−13,4%**
Altea	24.220 €	**+13,0%**	3.579	**7,5%**	3,8%	441	**−16,5%**
Calpe	21.969 €	**+13,4%**	3.545	**6,9%**	3,4%	1.347	**−1,8%**
Finestrat	20.702 €	**+6,6%**	3.392	**6,8%**	3,4%	194	**−5,8%**
Javea / Xàbia	23.434 €	**+9,4%**	4.072	**6,4%**	3,2%	662	**−21,5%**
Villajoyosa	20.033 €	**+3,9%**	3.539	**6,3%**	3,1%	580	**−9,5%**
Orihuela Costa	17.146 €	**+10,1%**	3.037	**6,3%**	3,1%	1.086	**−19,4%**
Teulada-Moraira	24.807 €	**+34,5%**	4.513	**6,1%**	3,1%	176	**−6,4%**
Denia	18.701 €	**+7,3%**	3.404	**6,1%**	3,1%	1.120	**−23,0%**
Pilar de la Horadada	17.582 €	**+16,5%**	3.377	**5,8%**	2,9%	245	**+9,9%**

Three things to know before relying on the on-paper yield

1 · Alicante city leads on paper. Its lower entry price and €27,550 annual revenue produce 11.9%, but the exact asset still needs municipal compatibility, community approval and VUT checks (Alicante has paused new licences to ~Jan 2027). **2 · Revenue is up and visible supply is mostly down.** Revenue rose in all 13 markets (+3.9% to +34.5%); listings fell in 12 of 13, from -1.8% to -23.0%, with Pilar de la Horadada the exception (+9.9%) - fewer competing units supports occupancy and values. **3 · Asset mix can distort the comparison.** Teulada-Moraira, Javea, Altea and Denia include more villas and larger homes. A 90 m² apartment benchmark is a screening convention, not a property-level forecast. *Net op. = gross × 50%; before purchase costs, furnishing, income tax, financing and personal tax position. Teulada-Moraira uses the Moraira asking-price proxy.

Which rental strategy?

Short-term, seasonal and long-term compared

Strategy	Best-fit zones	Demand	Licence / structure	Mgmt
Short-term (tourist)	Benidorm, Calpe, Denia, Javea, licensed beach resorts	High, seasonal	Valencian VUT + local planning + building approval	High
Seasonal / mid-term	Alicante, El Campello, Santa Pola, relocation zones	Steadier, year-round	No VUT when genuinely outside tourism law	Medium
Long-term (12+ mo.)	Alicante, Elche, Torrevieja, Benidorm	Very high, stable	No tourist licence	Low

AirDNA puts the selected-zone gross STR range at 5.8-11.9% on a standardised 90 m² asking-price basis; a 50% operating-cost allowance gives 2.9-6.0% net operating yield before income tax, financing and personal tax position. The highest on-paper rent is not always the best risk-adjusted return: legal eligibility, seasonality, unit type and management model remain decisive.

Matching strategy to the coast

South: Pilar and Orihuela Costa screen at ~5.8-6.3% gross, with lower entry prices and strong demand. **Alicante corridor:** Alicante city (11.9%), El Campello (8.5%) and Santa Pola (7.9%) lead on paper. **Benidorm corridor:** Benidorm (7.8%), Altea (7.5%) and Finestrat (6.8%) combine proven demand with different asset profiles. **Marina Alta north:** Calpe (6.9%), Javea (6.4%), Denia (6.1%) and Teulada-Moraira (6.1%) are more sensitive to villa/apartment mix and exact planning status.

Important Valencia distinction

Under Decree-Law 9/2024, a Valencian tourist home is the whole dwelling let to the same guest for **10 consecutive days or fewer**. Stays of **11+ days** fall outside that tourism definition, but a seasonal contract still needs a genuine temporary cause and must comply with national tenancy law. Do not use duration alone as a compliance shortcut.

Short-term rental: licence risk & due diligence

Where a tourist licence is hardest to obtain — and what we verify first

An on-paper yield matters only if the property can legally operate under the intended rental strategy. For tourist use, the key requirement is a Valencian tourist licence (VUT, registered with the Generalitat). Post-2024 rules vary sharply by municipality, so the same gross yield carries very different odds of being achievable. The decisive layers are the Valencian VUT registration, community rules and municipal restrictions. In Valencia, an existing registration is a major advantage but not a simple automatic transfer: on sale, the buyer must confirm the change-of-owner filing, municipal compatibility and current registration requirements before relying on tourist use.

Market alert · May 2026

On 19 May 2026, the Supreme Court partially annulled RD 1312/2024's national single-registration procedure and the obligation to obtain a national registration number for online short-term-rental advertising. This does not remove the Valencian VUT regime. What now decides viability is the Valencian VUT registration, municipal compatibility, community rules and any non-annulled platform / data-reporting obligations.

Zone	Status (2025–2026) · new applications	Risk	Check before offering
Alicante city	No new VUT — municipal moratorium to ~Jan 2027; new rule caps places at 0,187/ inhabitant + bans saturated zones (court-challenged)	High	Existing registered VUT; confirm change-of-owner filing, urban-compatibility status and 5-year renewal
Guardamar	Temporary moratorium reported (new VUT, blocks, hostels)	High	Confirm scope / expiry with the ayuntamiento
Finestrat	Urban-compatibility reports suspended pending an ordinance	Med-high	Live publication / extension status
El Campello	One-year extension supported (Sep 2025); timing disputed	Med-high	Live BOP/DOGV effect before reservation
Xàbia / Javea	May 2026 approval reintroduces 1-yr pause for apartment VUT	Medium	Live BOP status; single-family homes excluded
Dénia	Urban-core suspension in force (Les Marines/ Rotes/Montgó outside)	Medium	Exact zone within the core
l'Alfàs / Albir	Ordinance approved Feb 2026 — favours whole buildings	Medium	Property typology (isolated units conditioned)
Altea / Polop	Zoning and caps, not a blanket ban; protected areas strictest	Medium	Zone & registered statutes
Calpe	No formal moratorium; community vote is the national 3/5 (60%)	Med-low	Registered statutes; building type
South (Vega Baja)	More flexible; stock still available — but verify	Med-low	Community rules; rural/coastal legality

Bottom line: the north is more regulated, but not "almost prohibited"; the south is not uniformly open. These labels concern new applications and can differ for existing registrations, transfers, registered community statutes, property typology and the exact address. Before buying for short-term rental, Directimo verifies: the building permits tourist use; statutes do not prohibit STR; for a new activity, the 3/5 (60%) owner approval is obtainable; an existing VUT is valid, the buyer can file the required ownership-change declaration, and current municipal compatibility requirements can still be satisfied; the Valencian VUT registration is in place; the property is outside any municipal moratorium / saturated zone; and full legality if rural or outside urban land.

The buying process

Buying from abroad, step by step — with your Directimo advisor

Buying in Spain as a non-resident is straightforward when the order of work, legal checks and cash requirements are clear before a reservation is paid. A typical purchase runs through seven stages:

1. **Define & shortlist.** Set budget, preferred zones and must-haves; receive a curated shortlist and in-person or video viewings.
2. **NIE & bank account.** Obtain the Spanish foreigner tax number and arrange banking / source-of-funds documentation.
3. **Reservation.** Sign a reservation document and pay a holding amount, commonly €3.000–10.000, to take the property off the market while checks begin.
4. **Due diligence & arras.** Your independent lawyer verifies title, debts, planning, community statutes, tourist-use compatibility and taxes before the private contract, commonly with a 10% deposit.
5. **Mortgage, if used.** The bank values the property, confirms affordability and issues the binding offer; non-resident leverage is commonly lower than for residents.
6. **Completion & deed.** Sign the escritura before a notary, pay the balance and taxes, and receive the keys. Ownership transfers at completion.
7. **After completion.** Register the deed, change utilities and IBI, insure the home and complete any rental registration or community paperwork.

Financing as a non-resident

Banks commonly lend up to ~60–70% of the lower of price or valuation, with debt-service tests around 30–35% of net income. Terms vary by nationality, income currency, age and property. Secure an indicative decision before paying a non-refundable deposit.

Buying new-build / off-plan

Stage payments should be protected by a bank guarantee or insurance and routed only after legal review. Construction law gives 1-year cover for finish defects, 3 years for habitability and 10 years for structural defects. Confirm the developer guarantee, building licence and completion documentation.

As a dedicated buyer's advisory, **Directimo represents you — not the seller** — through every stage above: sourcing and comparing properties, coordinating the lawyer, notary and bank, verifying licence feasibility, coordinating change-of-owner or new-registration paperwork where legally possible, and modelling seasonal / mid-term fallback if tourist use is not viable.

Regulatory & tax update

Valencian Community — position as of 25 June 2026

Short-term rentals

Valencian VUT rules. A tourist home is the whole dwelling let for 10 consecutive days or fewer to the same guest. A favourable municipal urban-compatibility report is required; room-by-room tourist letting is prohibited; registration is valid for five years.

Community approval. New tourist activity in a condominium (from 3 April 2025) needs express approval by three-fifths (60%) of owners and quotas.

Municipal control. Town halls can restrict, suspend or condition tourist use, and new-application risk varies sharply by town (see the licence-risk page). Alicante grants no new VUT under a municipal moratorium running to ~Jan 2027 (a draft rule then caps tourist places at 0,187/inhabitant and bans saturated zones). Calpe has no formal moratorium, and the community-approval threshold is the national 3/5 (60%). Always check the exact address and registered statutes before reserving.

National register & ownership

National register in transition. On 19 May 2026 the Supreme Court annulled the property-register procedure and the obligation to obtain the registration number under RD 1312/2024. Replacement rules may follow — verify the live platform requirement before launch.

Change of owner / sale. A registered VUT is valuable, but buyers should not assume it transfers automatically. In the Valencian Community a change of property ownership requires a new declaration / modification filing and a favourable municipal urban-compatibility report or equivalent. Before reserving, confirm the registration number, cadastral reference, ICU status, renewal timing and whether the municipality's current rules still allow tourist use at that address.

Golden Visa abolished (3 April 2025). Property-linked residency has ended; purchasing remains open to foreign buyers, but ownership no longer provides that visa route.

Property-specific diligence. A registered tourist number is not enough on its own: planning, community approval, occupancy certificate and municipal rules all matter.

Wealth tax & structure. The Valencian Community maintains an active Wealth Tax from roughly a €1M exemption threshold. For high-ticket purchases or a multi-asset portfolio, ownership structure should be reviewed with a Spanish tax adviser before reservation.

Item	Rate / amount
Transfer tax (ITP) — resale	**9% · 11% above €1 M**
New-build — VAT + stamp duty (AJD)	**10% + 1,4%**
Rental income tax — EU/EEA · other	**19% · 24%**
Wealth tax — Valencian Community	**Applies (min. exempt ~€1 M)***
Inheritance / gifts — close family	**up to 99% bonus**
Lawyer, notary & registry	**~1,5–2,5% combined**

How to budget the acquisition costs

Valencian tax is a material part of the location decision. **For resale homes below €1M, budget roughly +11-12.5% on top of the price; above €1M, roughly +13-14.5%; and for new-build, roughly +13.5-15%.** The 9% general resale ITP rate was reduced from 10% on 1 June 2026; 11% still applies above €1M. Wealth Tax can apply in the Valencian Community, so high-ticket buyers should model regional Wealth Tax and the national Solidarity Tax before reserving.

Non-resident taxes, explained

Annual non-resident taxes: IBI, rental income and imputed income

Will you become a Spanish tax resident? You are generally Spanish tax resident if you spend more than 183 days in Spain in a calendar year, your main economic interests are in Spain, or a family presumption applies. Tax residence affects worldwide income and reporting; a second-home owner below the thresholds is normally taxed in Spain only on Spanish-source income and assets.

Rental income and imputed income when the home is not rented. When rented, non-residents pay Spanish tax on rental income - generally 19% for EU/EEA residents and 24% for others, with expense-deduction rules differing by residence. When the property is available for personal use or empty, an annual imputed-income tax (IRNR, Modelo 210) applies to a notional rent - even with zero income. Because a buyer does not know the cadastral value at purchase, a practical rule of thumb is ≈0.15% of the purchase price per year (about €450 on a €300,000 home), assuming the cadastral value is roughly half of market. Underneath, it is 1.1% - or 2% if the cadastral value was last revised long ago - of cadastral value, taxed at 19% (EU/EEA) or 24%. Rental days and empty days are apportioned.

IBI, cadastral value and wealth tax. IBI is the annual municipal property tax, set on cadastral value rather than market price - as a share of the price you actually know, it works out to roughly ≈0.25% of the purchase price per year on a typical coastal cadastral-to-market ratio. The municipal rate varies, and the same cadastral value drives the imputed-income tax. The Valencian Community has an active wealth-tax regime - high-net-worth buyers should model both regional Wealth Tax and the national Solidarity Tax before choosing an ownership structure.

Item	Typical timing	What to verify
IBI & waste charge	Annual / municipal	Cadastral value, rate and direct debit
Imputed-income tax (M.210)	Annual	≈0.15% of price/yr; rental vs empty days
Community fees	Monthly / quarterly	Approved budgets, arrears, special assessments
Insurance & utilities	Annual / monthly	Holiday-use cover, standing charges, pool / garden
Wealth / Solidarity Tax	Annual, if applicable	Spanish net assets, exemptions and treaty position

Directimo confirms the exact cadastral value, municipal rate and applicable taxes for each property before you commit.

Key takeaways

The investment case for Costa Blanca · Alicante

1. **International demand is structural.**
Foreign buyers account for 51,5% of purchases, led by the Netherlands, UK, Poland, Belgium and Germany. This is a deep lifestyle market, not a niche foreign enclave.

2. **The price ladder creates several viable strategies.**
Zones range from ~1.700 €/m² in Elche and 2.500 €/m² in Torrevieja to over 4.500 €/m² in Moraira; deed prices across Alicante rose +9,3% in 2025.

3. **On-paper STR yields range from 5.8% to 11.9%.**
On a standardised 90 m² asking basis, Alicante city leads at 11.9%, followed by El Campello 8.5%, Santa Pola 7.9% and Benidorm 7.8%; the 50% cost screen implies 2.9-6.0% net operating yield, before income tax, financing and personal tax position.

4. **Revenue is rising while visible supply mostly contracts.**
Annual revenue rose in all 13 AirDNA markets (+3.9% to +34.5%); active listings fell in 12 of 13, with Pilar de la Horadada the exception (+9.9%).

5. **Legal usability and asset mix decide the real return.**
VUT eligibility, municipal compatibility, community approval and exact property type can matter more than a market average. Restrictions are targeted and fragmented — not a simple “north banned / south open” divide.

The investment case, in one line

Use the AirDNA screen to shortlist markets, then underwrite each property against comparable rent, agreed price plus purchase taxes, furnishing and launch costs, exact legal use, operating expenses and resale liquidity. Costa Blanca pairs a foreign-buyer majority with a wide price ladder, strong infrastructure and a scarce, villa-led premium north - and rewards careful, property-level due diligence.

Data sources & methodology

What each figure is based on — and as of when

Every figure in this report is tied to an official, primary or specialist market-data source. Asking prices and transaction prices answer different questions and are kept distinct throughout.

How the yields are built

Gross STR yield = annual AirDNA apartment revenue ÷ asking-price benchmark (asking €/m² × 90 m² built), excluding purchase taxes and fees. Net operating yield is pre-income-tax and unlevered, applying an assumed ~50% operating-cost load (management, cleaning/turnover, platform and marketing costs, utilities, repairs, maintenance and local charges). Asking prices are used deliberately because live opportunities are sourced from portal inventory; taxes and fees are modelled separately. Built vs usable: usable area ≈ 80–90% of built. IBI ≈ 0,25% and imputed income ≈ 0,15% of the purchase price per year, assuming cadastral value ≈ half of market (a typical coastal ratio); underneath both are set on cadastral value, confirmed per property before purchase.

Sources, by figure

Transaction prices & buyer profile	Consejo General del Notariado (registered deeds), Alicante province, May 2025 – Apr 2026. Province average 1.978 €/m².
Asking prices	Idealista (€/m², built area), May 2026. Province average 2.811 €/m².
STR revenue & listings	AirDNA (apartments), June 2026.
Macro & population	INE — population, GDP, employment, foreign-born residents, 2025–2026. National 2025 transaction volume and foreign-buyer share: Colegio de Registradores / Property Registrars, as reported by Idealista, preliminary 2025 data.
Regulation & tax	Valencian VUT regime (Decree-Law 9/2024); municipal moratoria incl. Alicante to ~Jan 2027; community approval 3/5 from 3 Apr 2025 (reformed LPH). RD 1312/2024 national single-registration procedure partially annulled by STS 620/2026, 19 May 2026, Rec. 143/2025; regional Valencian VT/VUT registration and non-annulled reporting obligations remain relevant. Golden Visa abolished (Apr 2025). Generalitat Valenciana; Agencia Tributaria; BOE.
Infrastructure & lifestyle	Aena (airport, DORA III); Renfe (AVE); Michelin Guide 2026; international-school databases; Costa Blanca golf & marina directories.
Prime-segment context	Tecnitasa 2025-2026; Cadena SER Alicante; Dils Lucas Fox 2026; Engel & Völkers Costa Blanca; Idealista luxury; Fine & Country; local Marina Alta agencies; Singular Bank & CaixaBank Research forecasts.

All figures are market data for orientation only — not investment, legal or tax advice. Regulatory status checked 25 June 2026; obtain property-specific legal advice before committing.