directimo

SEPTEMBER 2026

INTERNATIONAL BUYERS' MARKET ANALYSIS

Costa Blanca

ALICANTE, SPAIN

Investing in property on the Costa Blanca — official transaction data, buyer mix and short-term rental yields, plus the lifestyle case: 300+ days of sun, year-round flights, healthcare and everyday costs.

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

Costa Blanca in September 2026

Steady price growth · Spain's most international buyer market

+9,3% Alicante transaction price growth 2025 (Notariado)	**51,5%** Foreign share of Alicante purchases — the highest of any Spanish province	**203.488 €** Average purchase amount — 5,6 years of net income

Prices are rising at a measured pace

Alicante's price trajectory has been consistent rather than dramatic. Transaction prices registered by notaries rose **+9,3% in 2025**, on more than 52.000 purchases, and regional data through June 2026 shows the increase continuing. Independent appraisal and index series corroborate the direction; they are set out with their sources and periods on page 4.

Two things separate this from a speculative run. Buyers are overwhelmingly individuals rather than companies — **90,9% of Alicante purchases** — and the average ticket sits just above €200.000, well inside what a European household can fund. The market is being driven by people who intend to use the property.

International demand leads the country

Foreign buyers account for **51,5% of all residential purchases in Alicante province**. On the Land Registry's parallel series the province also ranks first nationally, at 46,4% in the second quarter of 2026. More than one in every two homes sold in Alicante goes to a non-Spanish buyer, and the demand is spread across the Netherlands, the United Kingdom, Poland, Belgium and Germany, with no single nationality above one in seven.

A note on transaction volumes

2025 was Alicante's strongest year on record, with **54.745 sales**. The first half of 2026 came in at 25.085, some 7,6% below the same period a year earlier. Prices did not follow the volume: they continued to rise throughout. Momentum returned during the summer — in June 2026 the Comunitat Valenciana was one of only four Spanish regions where sales grew, up **7,9%**, while the country as a whole fell 4,0%. New mortgage lending in the region rose 11,6%, the fastest in Spain. Coastal volumes have always moved more sharply than coastal prices, and a year of consolidation after a record has usually meant better negotiating conditions rather than weaker values.

What this means for a buyer

Costa Blanca combines the highest international demand in Spain with an entry price that keeps a coastal home within reach of an ordinary European household. Vendor expectations have moderated since the 2025 peak, and negotiation has returned to the process.

How this report is organised

Why Costa Blanca

The most international buyer base in Spain, at an accessible entry price

The most international property market in Spain

Alicante has the highest concentration of foreign buyers of any Spanish province, on both official series. Foreigners have overtaken Spaniards as the primary buyer group, and in several coastal micro-markets eight or nine in every ten purchases are international.

51,5%	13,1%	72%
Foreign share of Alicante purchases — 1st of all 50 Spanish provinces	largest single nationality (Netherlands) — no country dominates	foreign share of purchases above €2 M

Consejo General del Notariado, May 2025 – April 2026. The Land Registry's parallel series also ranks Alicante first of all fifty Spanish provinces for foreign-buyer share in the second quarter of 2026.

A market supplied by ten source countries does not depend on the economy of any one of them. When British demand slowed after 2016, and again in 2020, Costa Blanca volumes held up on Dutch, Belgian, Polish and Scandinavian buying. That substitution is what the diversification means in practice.

An entry price that stays within reach

The average Alicante purchase costs the equivalent of **5,6 years of net household income**. That is what keeps the market individual rather than institutional, and what allows a buyer to fund a coastal home from savings.

Measure	Alicante province	What it describes
Average purchase amount	**203.488 €**	The typical completed purchase, all zones and property types
Average transaction price	**1.978 €/m²**	Registered deeds, built area — the coast's most affordable premium market
Years of net income	**5,57**	How long a household's net income takes to cover the purchase
Individual buyers	**90,9%**	Nine in ten purchases by people rather than companies
Resale share	**87,8%**	An established stock rather than a construction-led market

Consejo General del Notariado, Alicante province, May 2025 – April 2026.

What the entry price buys

Around €200.000 buys a new-build two-bedroom apartment in the Vega Baja or Gran Alacant. At €300–400.000 the choice opens to Orihuela Costa, Santa Pola, Guardamar and entry-level Finestrat. From €450.000 a detached villa with a pool becomes realistic in the southern resort belt, and above €500.000 the northern premium corridor comes into range. Page 14 sets the bands out in full.

The buyer profile follows from that

Median buyer age 49. Nine in ten purchases by individuals. Average surface 103 m². Seven in eight purchases are resale rather than new-build. This is a market of people buying somewhere to spend part or all of the year in, financed from savings rather than leverage — which is why it has held its footing through three interest-rate cycles.

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 it sustains demand outside the summer peak. The coast is well equipped: **30+ international schools** (British, IB, French, German, Norwegian) around Alicante, Jávea, 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. Madrid is **~2h15** by AVE, and the coastal TRAM links Alicante, El Campello, Villajoyosa, Benidorm, Altea, Calpe and Denia. The climate delivers **~300 days of sun a year**.

12,4 M
Alicante airport passengers Jan–Jul 2026, +9,6% — on course for its best year

€868 M
Airport expansion requested for 2027–2031; target 26 M passengers

€918 M
Annual economic impact of golf in the region; 10.000+ jobs

The airport is the coast's structural advantage

Alicante-Elche is Spain's fifth largest airport, with **145 direct destinations** served by 42 airlines, and Valencia adds a second gateway for the northern coast with 101 destinations. It closed 2025 just short of 20 million passengers and handled **12,4 million between January and July 2026, up 9,6%** — growth at more than double the rate of the Aena network. Aena has requested **€868,3 million** for the airport in the 2027–2031 investment plan, including €453 million to begin an expansion that enlarges the terminal by around 30% and lifts capacity to 26 million passengers a year.

Connectivity decides how much a second home is actually used. Two to three hours from most Western European cities makes part-year ownership practical while continuing to work elsewhere, and keeps rental demand alive across the calendar rather than in a single season.

Golf, dining and the year-round calendar

Golf on the Comunitat Valenciana generates **€918 million a year**, more than 10.000 jobs and around 510.000 hotel nights, concentrated in autumn, winter and spring. Alicante hosts the **IAGTO European Convention in May 2027**. The province's largest single tourism project, El Plantío — the region's first Project of Autonomous Interest, announced in May 2026 — adds **€118 million** for a second golf course, a five-star hotel, an American international school, sports facilities and villas on 1,2 million m² near the airport.

Michelin-level dining anchors the north: Quique Dacosta in Denia holds three stars; BonAmb (Jávea) and L'Escaleta (Cocentaina) hold two; Audrey's/Beat (Calpe), Casa Pepa (Ondara), Monastrell (Alicante) and El Xato (La Nucía) are starred. Denia is a UNESCO Creative City of Gastronomy.

Access and amenities by zone

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
Jávea / Moraira / Denia	~1–1.5 h · ALC/VLC	Medium	High	Medium	High	Premium villas & lifestyle

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, with roughly **705.000 home sales**, the highest number since 2007. Demand is structurally supported by record population growth driven by immigration and by a persistent housing shortage. Foreign buyers reached an absolute record of **97.300 purchases**. Resale homes accounted for around 79% of all transactions, as new-build supply remains scarce.

2026 — a more selective year, with the region ahead of it

Indicator	Latest	Period · source
Residential sales, Spain	**−7,7%**	H1 2026 y/y · Notariado
Residential sales, Comunitat Valenciana	**+7,9%**	June 2026 y/y · Notariado
Average transaction price, Spain	**2.114 €/m²**	June 2026 · Notariado
Price change, Comunitat Valenciana	**+21,0%**	June 2026 y/y · Notariado
Appraisal values, Alicante province	**+20,8%**	Q2 2026 y/y · Tinsa
Transaction prices, Alicante province	**+9,3%**	2025 · Notariado — the report's primary series
House price index, Comunitat Valenciana	**+14,3%**	Q1 2026 y/y · INE
New mortgage lending, Comunitat Valenciana	**+11,6%**	June 2026 y/y — highest in Spain

The Comunitat Valenciana was one of only four Spanish regions where sales grew in June 2026, and it recorded the country's fastest growth in new mortgage lending. Regional prices are running ahead of the national average on every official series.

The readings above differ because they measure different things over different periods. Notariado records the prices in signed deeds and is the primary series used throughout this report. Tinsa measures appraisal values, which respond faster to the market. INE's index is quarterly and regional. The monthly regional figures move more sharply than the annual provincial ones, so a single month should be read as direction rather than as a rate of growth.

The structural shortage

The Bank of Spain raised its estimate of the accumulated housing shortfall to **750.000 homes since 2021** and expects it to keep widening; BBVA Research puts the figure near 885.000 by 2027. Household formation runs at roughly 223.000 units a year, against construction well below that level. BBVA forecasts Spanish house prices **+12,0% in 2026 and +5,7% in 2027**, reconfirmed in August 2026.

No nationality surcharge is in force

The proposed 100% transfer tax on non-EU, non-resident buyers, announced in January 2025, never became a bill, was never debated in Congress, and was dropped from the 2026 housing package. EU and EEA citizens were never within its scope.

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, which makes it the most transaction-based benchmark available. It is not a direct guide to a specific coastal listing, because it includes the 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.

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

Buyer & stock profile

Indicator	Value	Indicator	Value
Foreign buyers	**51,52%**	Median buyer age	**49 yrs**
Individual buyers	**90,93%**	Avg. surface	**103 m²**
Resale 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, and 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.

The luxury end is even more international

Above €2 million, **72% of acquisitions in Alicante province are made by foreign buyers**. Non-resident foreign buyers pay on average around 60% more per square metre than Spanish buyers, and coastal zones favoured by international buyers trade above €4.000/m². The premium reflects location and specification within the province rather than a foreigner surcharge.

Costa Blanca — choosing your zone

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

Costa Blanca is 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 steeper, 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 that follow 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 and driest coasts, with several microclimates — the salt-lake basin around Torrevieja is known for its dry air 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 the coast's supply engine

Pilar de la Horadada · 3.241 €/m² · +2,7%

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 · 2.911 €/m² · +8,6%

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 · 2.553 €/m² · +9,9%

The south's largest and most liquid entry-price market, with city services, beaches, salt lakes and year-round international communities. Also the province's most active municipality for new construction.

Best for broad tenant demand and strong resale depth.

Guardamar del Segura · 2.649 €/m² · +12,4%

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

Best for beach quality with sustained price growth.

Ciudad Quesada / Rojales · 3.054 / 2.236 €/m²

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

Best for space and a relaxed inland-resort pace.

Vega Baja inland cluster · 2.565–3.250 €/m²

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

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

> **The Vega Baja is where the new supply is**
>
> The province recorded **3.418 housing starts in the first quarter of 2026, up 25,3%**, the strongest opening quarter since before the financial crisis. The Vega Baja accounted for 1.972 of them, with Torrevieja alone at 1.281 — already above its full-year 2025 total. Buyers in the south have the widest choice of new-build product on the coast.

Central — Santa Pola, Alicante & El Campello

Airport access, urban demand and year-round living

Santa Pola · 2.739 €/m² · +13,7%
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 · 2.721 €/m² · +6,8%
The provincial capital combines city beaches, university, employment and transport. Home to EUIPO, the largest decentralised EU agency, with more than 1.000 staff and an estimated €452 million of annual regional economic output.
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 · 1.946 €/m² · +12,0%
A major employment and university city near the airport, rather than 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*

A colourful old town and long beach, increasingly pulled into the Benidorm price orbit. *May 2026 figure; the exceptional annual rise recorded then reflects a batch of new-build coastal apartments entering the portals rather than broad appreciation of older town stock.

Best for coastal character with upside.

Finestrat · 3.328 €/m² · +3,8%

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 · 3.807 €/m² · +12,6%

Spain's most established high-rise resort, with year-round tourism, compact apartments and deep service infrastructure. Hotel occupancy averaged 79,9% in the first half of 2026.

Best for rental liquidity and a highly urban beach lifestyle.

Polop / La Nucía / l'Alfàs del Pi · 2.507–3.128 €/m²

The residential hills behind Benidorm and Albir, with villas, international schools and sports facilities. La Nucía and l'Alfàs both recorded double-digit growth to August 2026.

Best for relocation, space and year-round community life.

Altea · 3.486 €/m² · +2,5%

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.

The Benidorm model is shifting to rate over volume

Benidorm overnight stays eased 2,4% in the first half of 2026 while the regional total grew, and the average daily rate rose to €93,80. Across Alicante province, hotel occupancy reached **83,3% in the first half, the second highest of any Spanish province**, with average rates up 7,9%. Fewer nights at better prices is the pattern across the corridor.

Upper north — Calpe, Moraira, Jávea & Denia

The Marina Alta: premium villas, coves and international depth

Calpe · 3.470 €/m² · +2,4%

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 Jávea.

Benissa Costa · 3.578 €/m²* · +5,7%*

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 · 4.509 €/m² · +6,1%

The highest-priced zone on the coast: a 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*

A master-planned sea-view resort in Benitachell, dominated by villas and new-build product. *Benitachell proxy, May 2026.

Best for views, privacy and modern specifications.

Jávea / Xàbia · 4.183 €/m² · +5,8%

A three-part market — old town, port and Arenal — plus villa areas around Montgó and the coves. Appraisal values rose 13,3% over the year.

Best for a proven premium second-home market with year-round depth.

Denia · 3.348 €/m² · +8,8%

A real regional town with a marina, castle, long sandy beaches and ferries to the Balearics. A UNESCO Creative City of Gastronomy.

Best for a broad lifestyle market and stronger year-round services.

> **Scarcity is structural in the north**
>
> Buildable coastal land in the Marina Alta is limited by topography and planning protection, and no Costa Blanca municipality appears among Spain's most active for new building permits. New premium product largely sells off-plan. Price here is set by view, orientation, plot and access rather than by square metres alone.

Where should you buy?

Matching the coast's micro-markets to your objective

The zone detail on the preceding pages runs south to north. This page distils it into a single decision view: pick your objective, then read the best-fit zones and what we check before you commit.

Your objective	Best-fit zones	Why	Watch out for
Family / lifestyle	Orihuela Costa, Jávea, Altea, Denia, El Campello, La Nucía / l'Alfàs	Beaches, golf, 30+ international schools, year-round community	More moderate yields than a pure rental play
Budget entry	Torrevieja, Rojales, La Nucía, Vega Baja villages	Lowest €/m² (≈2.200–2.600) with the widest new-build choice	Seasonality; car-dependent inland
Capital growth	Santa Pola, Guardamar, Rojales, La Nucía, Benidorm	Strongest annual asking-price growth (+12,4% to +14,3%)	Small-pool and stock-mix distortions
Rental yield	Alicante city, El Campello, Santa Pola, Benidorm	Highest gross yields on the coast (7,8–11,9%)	Licence feasibility — Alicante is capped; see page 17
Luxury / preservation	Moraira, Jávea, Altea Hills, Benissa Costa, Cumbre del Sol	Premium villa liquidity, scarce sea-view land, 72% foreign above €2M	Entry ≈3.300–4.500 €/m²; villa/apartment mix

Liquidity at exit — who can you resell to?

Very liquid: Torrevieja, Alicante, Benidorm, Orihuela Costa, Denia, Calpe. **Liquid, more price-sensitive:** Jávea, Santa Pola, Villajoyosa, Guardamar. **More selective:** Moraira, Altea, Finestrat and inland Vega Baja, where resale stays strong when price, views and access are right. **Niche:** Cumbre del Sol, Benissa Costa villas and Altea Hills.

Talk through your objective with a Directimo personal shopper — **directimo.com/advisory-call**

Costa Blanca — prices by municipality

Idealista asking prices · built area · August 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 figure is used as a proxy.

South / central	€/m²	Annual	North	€/m²	Annual
Pilar de la Horadada	3.241	+2,7%	**Moraira**	4.509	+6,1%
Ciudad Quesada*	3.054	+0,7%	**Jávea / Xàbia**	4.183	+5,8%
Gran Alacant*	2.981	+7,8%	**Benidorm**	3.807	+12,6%
Orihuela	2.911	+8,6%	**Benissa***	3.578	+5,7%
Santa Pola	2.739	+13,7%	**Villajoyosa***	3.539	—
Alicante city	2.721	+6,8%	**Altea**	3.486	+2,5%
Guardamar del Segura	2.649	+12,4%	**Calpe**	3.470	+2,4%
San Miguel de Salinas	2.565	+5,8%	**Denia**	3.348	+8,8%
Torrevieja	2.553	+9,9%	**Finestrat**	3.328	+3,8%
Rojales	2.236	+14,3%	**Benitachell***	3.326	—
Elche / Elx	1.946	+12,0%	**El Campello***	3.325	+10,4%
			l'Alfàs del Pi	3.128	+11,2%
			Polop	2.915	+5,4%
			La Nucía	2.507	+12,5%

*May 2026 figures where an August 2026 municipality reading was not published; all others are August 2026. Benissa includes the inland town; Benitachell is the Cumbre del Sol proxy; Ciudad Quesada sits within Rojales. Province asking average **2.759 €/m², +7,1% year-on-year** (August 2026).

Reading the price: asking against transaction

Province-wide, Idealista asks **2.759 €/m²** while notary deeds average **1.978 €/m²**. The gap is mainly a mix-and-timing effect rather than 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, and new-build deeds may register at prices agreed one to two years earlier. Quoted prices are built area — usable living space is typically 80–90% of built, so a usable-basis price runs around 10–20% higher. Use notarial data to value a property, and asking data to understand what you are negotiating against.

The prime & luxury segment

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

The province figures earlier in this report are weighted by mid-market volume in Torrevieja, Alicante and Benidorm. The northern premium corridor covers **Moraira, Jávea, 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.

72%
of Alicante purchases above €2 M are made by foreign buyers

4.509 €/m²
Moraira — the highest asking-price proxy in the report

+13,3%
Jávea appraisal-value growth; luxury zones above 4.300 €/m²

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+
Jávea / Xàbia — Montgó, coves & Arenal	~3.000–5.000
Calpe — sea-view villas (against the 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

Supply is the binding constraint

Limited buildable coastal land and planning protections mean most premium projects sell off-plan. Foreign buyers — Belgian, Dutch, German, British and Scandinavian — dominate, typically buying for intensive personal use or near-permanent residence rather than pure rental. Independent reads describe consolidation rather than a speculative phase: demand remains led by equity-rich lifestyle buyers, and underwriting should stay property-specific, particularly for villas where resale depth depends on price, views, access and planning status.

Use-led luxury rather than trophy buying

Alicante's luxury segment grew 13,27% in 2025, above the national luxury average of 10,87%. Value is concentrated in a limited number of villa enclaves — Altea and Altea Hills, Jávea, Moraira and Benissa Costa — where sea views, orientation, privacy and environmental quality support pricing alongside limited new-build availability.

The clearest trend is quieter and use-led: customised villas, larger plots, usable outdoor space, wellness, resort-style services and longer stays across the year. For underwriting, comparable evidence should be read by micro-zone, view, orientation, access and planning status rather than by €/m² alone.

Third-party forecasts, not Directimo's: Costa Blanca 2026 forecasts cluster at +5–9%, with premium areas +7–10%. National figures can run ahead of the prime segment's more measured pace.

What can you buy for your budget?

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

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 or sea-view location ~30–50% within the same area. New-build carries **VAT 10% + AJD 1,4%**; resale carries **ITP 9%**, reduced from 10% on 1 June 2026, and 11% above €1 M. On top of the price, budget **~11% in taxes and fees for resale below €1 M, ~13% for resale above €1 M, and ~13,5% for new-build**.

New-build apartments · 2-bed benchmark

€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	Jávea apartments · Altea / Calpe sea-view · Finestrat premium · Denia high-spec
€750k–1.5M+	Frontline beach · Altea Hills · Jávea / Moraira sea-view apartments

New-build villas

€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
€1.3M–3M	Jávea · Moraira · Altea Hills · Benissa Costa · Cumbre del Sol
€3M+	Frontline and prime sea-view villas in Moraira, Jávea & Altea Hills

Resale apartments & villas

€150k–250k	Resale apartments — Torrevieja · Orihuela Costa · Benidorm
€250k–450k	Resale apartments — Santa Pola · El Campello · Calpe · Alicante
€450k–900k	Resale villas and apartments — Jávea · Denia · Altea · Benissa Costa

To reform · renovation projects

€100k–250k	Old town and village apartments or houses — Torrevieja old town · Vega Baja inland · Orihuela
€250k–500k	Coastal apartments and town houses to renovate — Santa Pola · El Campello · Denia · Calpe · Altea
€500k–1.5M+	Sea-view villas and frontline plots to renovate — Jávea · Moraira · Altea Hills · Benissa Costa

Directimo benchmarks for entry price points rather than floors or averages; new-build 2-bed apartments realistically start around €200k in the cheapest Vega Baja developments. Renovation prices are the purchase entry only and exclude the works budget. Directimo tracks **320+ new developments and 1.700+ resale properties** on the Costa Blanca.

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 50% operating-cost allowance for management, cleaning and turnover, platforms, utilities, local charges, maintenance and repairs. Both are screening ratios, taken 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%
Jávea / 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%

Benchmark uses May 2026 asking prices for consistency with the June 2026 revenue window. *Net op. = gross × 50%, before purchase costs, furnishing, income tax, financing and personal tax position. Teulada-Moraira uses the Moraira asking-price proxy.

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

1 · Alicante city leads on paper. Its lower entry price and €27.550 of annual revenue produce 11,9%, and the city currently caps new tourist licences. An existing registration is the route there; see page 17.

2 · Revenue is up and visible supply is down. Revenue rose in all thirteen markets, from +3,9% to +34,5%, while listings fell in twelve of thirteen, from −1,8% to −23,0%. Pilar de la Horadada was the exception at +9,9%. Fewer competing units supports occupancy and values.

3 · Asset mix distorts the comparison. Teulada-Moraira, Jávea, Altea and Denia include more villas and larger homes. A 90 m² apartment benchmark is a screening convention rather than a property-level forecast.

Which rental strategy?

Short-term, seasonal and long-term compared

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

AirDNA puts the selected-zone gross 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. Legal eligibility, seasonality, unit type and management model decide the outcome as much as the headline rate does.

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%), Jávea (6,4%), Denia (6,1%) and Teulada-Moraira (6,1%) are more sensitive to villa and apartment mix.

The Costa Blanca duration rule

On the Costa Blanca a tourist home means the whole dwelling let to the same guest for **10 consecutive days or fewer**. Stays of 11 days or more sit outside that definition and need no tourist registration, which gives the coast a wide mid-term window. A seasonal contract still needs a genuine temporary purpose and must comply with national tenancy law, so duration alone is not a compliance shortcut.

Why mid-term works here

Alicante city, El Campello and the Alicante corridor draw a steady flow of winter residents, relocating professionals and remote workers, supported by EUIPO, the university and the airport. Winter tenants pay monthly rates well above long-term levels while costing far less to service than tourist guests, and the 11-day threshold makes the arrangement straightforward.

What we verify before you offer

Three checks that decide whether a property can be let to tourists

A rental yield only counts if the property can legally operate the way you intend. Three things decide that on the Costa Blanca. All are established before an offer is made, and none is visible from the listing.

1 · The building's own rules

Many older blocks on this coast — built between the 1960s and the 1980s in Benidorm, Calpe, Torrevieja and central Alicante — have community statutes that prohibit lodging use. Where such a clause exists it prevails over the tourist registration, and the neighbours need not vote on anything. It is settled by reading the statutes registered against the building. Where no such clause exists, a new tourist activity needs the approval of three-fifths of the owners.

2 · The registration itself

The Valencian register has been cleaned up since 2024, and registrations falling short of current requirements are being cancelled — more than 18.000 during 2025 alone, with a further review under way. Some listings still show a number that has already gone. The check covers the registration's current status, the municipal compatibility certificate behind it, and the renewal date. Registrations run five years; those predating August 2024 renew by August 2029.

3 · The town hall

Four Costa Blanca municipalities currently cap or suspend new tourist licences. In those places an existing, valid registration is the only route, which makes a property that already holds one materially more valuable than an identical one that does not.

Municipal position, September 2026

Municipality	New licences	What this means for a buyer
Alicante city	Capped	Suspended while a permanent per-district limit is finalised. Buy with a registration in place
Jávea / Xàbia	Capped	Municipal ceiling set in May 2026, allocated by neighbourhood, with little headroom left
Altea	Capped	Zone-by-zone limits in force since July 2026; registered stock has fallen by around a quarter
Denia	Limited	Rules relaxed in August 2026; more allowance in high-demand zones. Montgó, Les Marines and Les Rotes unrestricted
Benidorm	Open	No municipal cap; regional rules and building statutes apply
Torrevieja	Open	No cap. The province's largest registered stock and deepest resale market
Calpe, Orihuela, Guardamar, Santa Pola, Moraira, Benissa	Open	No municipal cap; the compatibility certificate is still required

Municipal positions change. Directimo confirms the current status with the town hall for each specific property.

Check licence feasibility for a specific property — **directimo.com/advisory-call**

Regulatory watch

What changed, what is only proposed · position at 3 September 2026

The pattern through 2026 has been announcement without enactment. For a non-resident buyer the operative framework is close to unchanged. This table separates what is law from what is not.

Measure	Status	What it means
Community statutes decide tourist use	**IN FORCE**	A registered prohibition on lodging use overrides the registration, no new vote needed. Page 17
Three-fifths owner approval for new tourist activity	**IN FORCE since April 2025**	Applies to new activity in apartment buildings. Not retroactive; villas unaffected
Five-year registration cycle	**IN FORCE**	Registrations run five years; those predating August 2024 renew by August 2029
National short-term rental register	**ANNULLED, May 2026**	No national number is required. The Valencian registration is the operative one
Transfer tax cut to 9%	**IN FORCE since 1 June 2026**	Resale transfer tax fell from 10% to 9%, with 11% above €1 M
Non-resident annual tax filing simplified	**IN FORCE since June 2026**	Rental income moves from four filings a year to one
VAT on tourist rentals	**PROPOSED ONLY**	A rise to 21% has been drafted and withdrawn once. Nothing published; no effective date
Seasonal rental restrictions	**PROPOSED ONLY**	Would cap seasonal contracts at twelve months. Would affect mid-term letting if enacted
100% purchase tax for non-EU buyers	**NOT IN FORCE**	Never became a bill; dropped from the 2026 housing package. EU and EEA citizens were never in scope
Golden Visa	**ABOLISHED, April 2025**	Property purchase confers no residency right. Non-lucrative and digital-nomad visas remain
Rental income deductions for non-residents	**UNDER EU CHALLENGE**	Brussels is pressing Spain to extend resident-level deductions to non-residents

Financing conditions changed during 2026

The European Central Bank raised rates in June 2026, its first increase in almost three years, and held in July. The twelve-month Euribor averaged **2,95% in August 2026**, against 2,11% a year earlier. Lenders have become more selective on second-home financing, so mortgage pre-approval before offering carries more weight than a year ago. Non-resident terms remain around 70% loan-to-value.

Water. The Segura basin held 53,7% of capacity in late August 2026, more than double its level a year earlier and its best position for the date in over a decade. It remains one of Spain's structurally driest basins and the Tajo-Segura transfer stays under review, so water is a live regional issue rather than a settled one. No restriction currently applies to building licences in Alicante province.

The buying process

Buying from abroad, step by step — with your Directimo personal shopper

Buying in Spain as a non-resident is straightforward when the sequence and the costs are clear in advance. A typical purchase runs through seven stages.

1. **Define & shortlist.** Set budget, location and must-haves with your personal shopper and receive a curated shortlist of vetted properties, viewed in person or remotely by video.
2. **NIE & bank account.** Obtain your Spanish foreigner tax number and open a local bank account. Both are needed to transact and to pay taxes.
3. **Reservation & deposit.** Sign a reservation contract and pay a holding deposit of around €6.000–10.000 to take the property off the market. On a resale the deposit builds to ~10% at the private contract; on a new-build, reservation plus staged payments typically reach 20–30% before completion.
4. **Due diligence & private contract.** Your independent lawyer verifies title, debts, planning, the tourist registration where relevant and the building's registered statutes, before you sign the private purchase contract.
5. **Mortgage, if financing.** The bank runs a valuation and approves the loan. Budget for set-up costs and the stamp duty on the mortgage deed.
6. **Completion & title deed.** Sign the deed before a notary, pay the balance, taxes and fees, and receive the keys. Ownership transfers at that moment.
7. **After completion.** The deed is registered and utilities and local taxes are set up in your name. For holiday lets, your personal shopper and lawyer confirm the registration position and model a mid- or long-term fallback where tourist use is not available.

Financing as a non-resident

Maximum loan-to-value ~70%, against ~80% for residents · debt service capped near 35% of net income · terms up to ~20 years · a mortgage broker, paid by the buyer at around 1,21% including VAT, can help secure competitive lending · budget for the bank valuation and the stamp duty on the mortgage deed.

Leverage — a conservative note

Financing is optional and amplifies both returns and risk. Borrowing improves the return on your own capital only when net operating yield exceeds the all-in cost of the mortgage, and it magnifies losses if rates rise, rents soften or the home sits empty. Directimo models every purchase unlevered first; any financing scenario is shown as a sensitivity.

Buying new-build / off-plan

A 10-year structural guarantee is mandatory on new construction · off-plan stage payments are protected by a bank guarantee or insurance policy the developer must hold, and are best routed through your lawyer's client account · after handover, a 1-year warranty covers finish defects and 3 years covers damp or infiltration.

How Directimo fits in

Directimo represents the buyer only, never the seller, through every stage above: sourcing and comparing properties, coordinating the lawyer, notary and bank, and handling registration paperwork, remotely end to end. **1.000+ property transactions since 2011** and **€300 M+ of property sold**.

Costs & taxes

What you pay to buy and to hold

Headline taxes & costs

Item	Rate / amount
Transfer tax (ITP) — resale, Comunitat Valenciana	**9% (11% above €1 M)**
New-build — VAT + stamp duty (AJD)	**10% + 1,4%**
Rental income tax — EU/EEA · non-EU	**19% · 24%**
Capital gain on sale — non-resident	**19% (+3% buyer withholding, recoverable)**
Imputed income tax — non-resident, not rented	**~0,15% of purchase price / yr**
Annual property tax (IBI)	**~0,25% of purchase price / yr**
Lawyer fee (buyer)	**~1,21% incl. VAT**

What a buyer pays upfront, on top of the price. Resale below €1 M: ITP 9% + notary and registry ~0,7% + lawyer ~1,21% → approximately **+11%**. Resale above €1 M: approximately **+13%**. New-build: VAT 10% + AJD 1,4% + notary, registry and lawyer ~2% → approximately **+13,5%**. Add ~0,5–1% where a mortgage is used, and €15.000–20.000 to furnish a one- or two-bedroom apartment. On a €250.000 resale, taxes and fees come to roughly €27.500.

The 2026 transfer-tax cut

The Comunitat Valenciana reduced the general resale transfer tax from 10% to **9% on 1 June 2026**. On a €300.000 purchase that is a saving of €3.000. Reduced rates of 3–8% apply to young buyers, large families and buyers with a recognised disability, subject to value limits.

What it costs to hold

A 2-bedroom apartment of around €250.000, used under six months a year: community fees €600–1.400/yr · electricity ~€25–35/month · water ~€20/month · waste tax ~€150/yr · IBI ~€625/yr · insurance ~€250/yr. The total lands at roughly **€2.200–3.000 a year**, or 0,9–1,2% of value. Villas with pools and larger plots run higher on maintenance and lower on community fees.

Wealth tax

The Comunitat Valenciana applies wealth tax above the regional threshold, and the national levy on large fortunes applies above €3 M of net assets. On a typical Costa Blanca purchase neither is engaged, but specialist tax planning is worthwhile above roughly €1 M of Spanish assets, and particularly for villa purchases in the northern premium corridor.

Non-resident taxes, explained

Tax residence, rental income and the tax on an unrented home

Will you become a Spanish tax resident?

You are generally a Spanish tax resident if **any one** of these applies, and they are not cumulative: you spend more than 183 days in Spain in a calendar year; your main economic interests are in Spain; or your spouse and dependent children habitually reside in Spain. Below these thresholds a second-home owner is normally taxed only as a non-resident, at 19% on rental income for EU and EEA residents and 24% for others. Residency affects your worldwide income, so confirm your position with a Spanish tax adviser.

The tax on an unrented home

Own a Spanish property as a non-resident and leave it empty, and an annual imputed-income tax still applies to a notional rental value, even with no income. It is small: against the purchase price you will actually know, it works out at roughly **0,15% of the purchase price a year**, or about €375 on a €250.000 home, depending on your residence and when the cadastral value was last revised. It is filed once a year and often surprises second-home owners. Rent the property out and you pay tax on the actual rent for those days, with the imputed tax applying only to the days it sat empty. From 2026 the filing moves from four returns a year to one, submitted each April.

How IBI and imputed income are estimated

Both are set by law on a property's cadastral value rather than its market price, and as a buyer you will not know the cadastral value until you own the home. Both are therefore expressed here as a share of the purchase price you do know: **IBI ≈ 0,25%** and **imputed income ≈ 0,15%** a year, assuming a cadastral value around half of market, which is typical on this coast. Underneath, IBI is the municipal rate of roughly 0,4–0,6% on cadastral value, and the imputed tax is 1,1% or 2% of cadastral value taxed at 19% or 24%. Directimo confirms the exact cadastral value and municipal rate for each property before you commit.

A pending change in the buyer's favour

The European Commission is pressing Spain to extend to non-residents the rental-income deductions currently available only to residents. Spain has not yet amended the law and no timetable exists. If it does, non-resident net rental yields improve with no action required from the owner.

Key takeaways

The case for Costa Blanca · Alicante, September 2026

1. **Costa Blanca is Spain's most international property market.** Foreign buyers account for 51,5% of purchases in Alicante province, the highest share of any Spanish province on both official series. Demand is spread across the Netherlands, the UK, Poland, Belgium and Germany, with no single nationality above one in seven.
2. **The entry price keeps the market individual.** An average purchase of €203.488, equal to 5,6 years of net household income, with nine in ten purchases made by people rather than companies and seven in eight in existing rather than new stock. Around €200.000 buys a new-build two-bedroom apartment; from €450.000 a villa with a pool becomes realistic.
3. **Prices are rising at a measured pace, and the region is ahead of the country.** Transaction prices up 9,3% in 2025, appraisal values up 20,8% in the second quarter of 2026, and the Comunitat Valenciana one of only four Spanish regions where sales grew in June 2026. Nine in ten buyers are individuals rather than companies.
4. **The coast is built for year-round use.** 12,4 million airport passengers in seven months and a €868 million expansion under way; 145 direct destinations; 30+ international schools; 20+ golf courses generating €918 million a year regionally; and around 300 days of sun.
5. **Three checks decide whether a property can be let to tourists** — the building's registered statutes, the current status of the tourist registration, and the town hall's position. Four municipalities now cap new licences, which makes a property that already holds a valid registration materially more valuable.

Data sources & methodology

What each figure is based on, and as of when

Every figure is tied to an official, primary or specialist source. Achieved (notarial) and asking prices answer different questions and are kept distinct throughout. **Consejo General del Notariado is the primary source for prices and buyer profile.**

Transaction prices & buyer profile	Consejo General del Notariado (registered deeds), Alicante province, May 2025 – April 2026. Province average 1.978 €/m². Regional monthly series to June 2026.
Asking prices	Idealista, August 2026 for the municipalities shown; May 2026 where an August reading was not published, marked in the table. Province average 2.759 €/m².
Appraisal values	Tinsa: provincial statistics Q2 2026; *Vivienda en Costa* report, August 2026, for the coastal effort ratio.
Foreign-buyer share, comparative	Colegio de Registradores, Estadística Registral Inmobiliaria Q2 2026.
Volumes & national context	INE, Estadística de Transmisiones de Derechos de la Propiedad and IPV; Banco de España, *Informe Anual 2025*; BBVA Research, August 2026.
New construction	Colegio Territorial de Arquitectos de Alicante, Q1 and H1 2026.
Short-term rental revenue & listings	AirDNA, June 2026, apartments.
Regulation & tax	BOE and DOGV: Ley 15/2018, Decreto 10/2021 and Decreto-ley 9/2024 (Valencian tourist-home regime); Organic Law 1/2025; Supreme Court judgments of 28 April and 19 May 2026; Ley 13/1997 as amended for transfer tax. Municipal ordinances as published.
Tourism & connectivity	Aena; HOSBEC hotel barometer H1 2026; INE Frontur and Egatur; Generalitat Valenciana.
Prime segment	Tecnitasa; Cadena SER Alicante; Engel & Völkers; Eurojavea appraisal report.
Water	Confederación Hidrográfica del Segura and del Júcar, reservoir levels at 25 August 2026.

How the yields are built

Gross yield = annual AirDNA apartment revenue ÷ asking-price benchmark, calculated as asking €/m² × 90 m² built and excluding purchase taxes and fees. Net operating yield is pre-income-tax and unlevered, applying a 50% operating-cost allowance covering management, cleaning and turnover, platform and marketing costs, utilities, repairs, maintenance and local recurring charges.

Built against usable area: usable space is typically 80–90% of built. IBI ≈ 0,25% and imputed income ≈ 0,15% of purchase price a year, assuming a cadastral value around half of market; both are confirmed per property before purchase. All yield figures are estimates rather than guarantees.