

*The Art of* LIVING  
IN SPAIN

ALTAONA

GOLF AND  
COUNTRY  
RESORT  
SPORTS & WELLNESS

*Teaser Health, Sports & Longevity Hotel*  
Altaona Sports & Wellness Resort



EUROPEAN  
PROPERTY  
AWARDS AWARD  
WINNER  
2024-2025



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## A transformative investment in Europe's premier longevity destination

Altaona Health, Sports & Longevity Hotel is a first-of-its-kind destination resort in Murcia, Spain. This €132.3M project combines medical longevity services, sports, and luxury hospitality, backed by experienced developers and strong market fundamentals. With an estimated ROI of 38% and early momentum in membership sales, we seek a strategic equity partner to co-develop this landmark project.

### Project overview

The project presents a rare investment opportunity in Europe's fastest-growing tourism segment — Health, Sports & Longevity — with the added advantage of being located in Murcia, Spain's top-performing real estate and tourism region. The resort has received the 2025 award for **Best Leisure Development Spain** by the International Property Awards.

The proposed destination hotel will feature 150 individual 1-story private cabins (65m<sup>2</sup>), designed to integrate seamlessly with the landscape and maximize privacy. Families, couples and individual guests will enjoy an immersive experience combining luxury hospitality, medical longevity services, fitness, sports, and restorative wellness programs. A central lodge will serve as the hub, with a reception, meeting rooms, lounge, and underground service area.

The project is developed by Taolis (The Art Of Living In Spain), the developer and constructor of 5 different high-quality projects currently under construction on the resort. Taolis will bring the resort to its fullest potential over the next 5 years, according to the Blue-zone concept. This means that Altaona will be the first resort in Spain that will be established as a longevity resort and focus on healthy living. Under this concept Taolis has already successfully sold 85% of the villa project Las Vistas Altaona (currently under construction) and already sold 45% of its villa project Oasis Altaona, where construction has just started.



Six hundred homes are currently owned by a mix of international residents and the infrastructure for the entire resort is already in place. Just 9% of the 3.6 million m<sup>2</sup> resort area will be built upon. In addition to the proposed destination hotel, many other new facilities and services will be added to the resort.

## Facilities and services offered

The total plot area dedicated to the hotel and corresponding facilities is 220.000m<sup>2</sup>. The following facilities and services will be offered, transforming the concept of a resort stay into a complete lifestyle environment.

- **2.500 m<sup>2</sup>** State-of-the-Art Wellness & Spa Centre with holistic treatments, hydrotherapy, and spa rituals.
- **1.500 m<sup>2</sup>** with yoga, meditation, and Pilates studios, and indoor and outdoor fitness and training areas.
- **24,000 m<sup>2</sup>** Surf Lagoon offering recreational water sports and aqua therapy spaces. The surf lagoon will deliver a premium visitor experience, featuring a world-class surf school with top-tier instructors, complemented by an attractive mix of restaurants, shops, facilities, and leisure activities. Beyond being a safe and ideal surfing destination, the lagoon also functions as a swimming pool and a dynamic water playground. The surf lagoon offers year-round appeal for people of all ages, abilities, and interests.
- **Beach-style area** with event venues, food and beverage outlets and various concept restaurants.
- **Tennis Academy** with 10 padel courts and 10 tennis courts.
- **27-hole Championship Golf Course** (18 currently operational) and Pitch & Putt.
- **Surrounding natural areas** for hiking, biking, and horseback riding.

In addition, a separate full-service **Longevity Clinic** will be developed close to the hotel, and the current **Shopping center** will be remodeled to offer a variety of shops and (health-related) services. The resort will cater to all demographics, whether it's families, couples, or individuals.





## Why invest in Murcia?

Murcia is Spain's most compelling emerging region for real estate and tourism investment, offering a powerful mix of yield, growth, and lifestyle advantages:

- **Top Rental Yields:** 7.19% average gross yields.
- **Exceptional Growth:** 20.5% YoY property price increase (Q1 2025).
- **Lower Entry Costs:** Significant discount vs. Madrid, Barcelona & Malaga.
- **Repeat Tourism:** 94% of foreign visitors return – a key loyalty driver.
- **Tourism Surge:** +18.6% foreign tourist arrivals and +7.8% hotel stays in 2024.
- **Favorable Policy:** Investor-friendly regulations and streamlined licenses.
- **Outstanding Climate:** 300+ sunny days per year.
- **Prime Location:** Just 15 minutes to beaches, nature reserve, Murcia city and Murcia airport and just 50 minutes from Alicante international airport, prepared for transatlantic flights.

This rare combination of great accessibility, high returns, and lifestyle appeal makes **Murcia** a secure, high-potential location for long-term investment in the health and wellness sector.

## Key financial metrics

- **Total Project Cost:** €132.3M
- **Estimated ROI:** 38%
- **Projected Occupancy Year 3:** 65%

Depending on investor preferences and the chosen financing structure, tailored alternatives can be explored. In addition, there are opportunities to benefit from available subsidies.



## Investment highlights

- **Fastest Growing Tourism Segment:** The global health, sports, and longevity tourism market is expanding at double-digit growth rates, outpacing traditional eco-tourism. Travelers are increasingly prioritizing preventive healthcare, active lifestyles, and holistic wellness experiences.
- **Prime Location:** Situated in Murcia, Spain's undiscovered investment hotspot and one of the sunniest regions in Spain. The hotel benefits from easy accessibility while maintaining a secluded setting ideal for wellness retreats and sports training.
- **Unique Hotel Concept:** Membership sales with options for individuals, couples, and families, ensuring the experience is accessible and adaptable to different lifestyles (e.g. Founder Memberships priced at average €28,500, offering 1 week/year complementary stay plus full access to all facilities for 10 years).
- **Year-Round Occupancy (all seasons):** Due to the variety of services, facilities and target groups (Golf, Surf lagoon, etc.), occupancy is guaranteed during the whole year.
- **Value increase due to Surf Lagoon:** The Surf Lagoon has a capacity of up to 1,000 surfers per day and the potential to attract more than 200,000 visitors annually. Surf-lagoons have proven to result in significant land- and property value increases. Once announced, land values and sales figures have doubled - or even more - in similar projects (further details on request).
- **Strong Financial Projections:** Conservative projections show an attractive IRR, with significant cash flow generated during construction through 1.850 pre-sold Memberships and additional memberships in year three. The remaining hotel capacity will be sold to non-members.
- **Experienced Management Team:** The project is led by a team with proven expertise in real estate development, hospitality operations, sports facilities, and longevity-focused health programs.
- **Sustainable & Innovative Design:** The hotel will be built using high quality, eco-friendly materials and operated under sustainable practices, appealing to environmentally conscious and health-driven travelers.
- **ESG Compliant:** In addition, the resort is deeply rooted in ESG principles, with a strong focus on sustainability, among others through water re-use systems, integrated solar energy, and buildings designed to meet or exceed A-rated energy certification standards, ensuring long-term environmental performance and investor alignment with global sustainability goals.



## Equity partner

We invite qualified equity partners to join this landmark development. Partnering with Taolis grants early access to one of Europe's most forward-looking resort investment opportunities. The investment will directly support the construction of the 150 cabins and central reception, facilities, and provide the working capital required to launch the hotel. A detailed offering memorandum, including comprehensive financial models, architectural plans, and in-depth market analysis, are available for qualified investors upon NDA.

## Further information:

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