

The Art of LIVING
IN SPAIN

ALTAONA

GOLF AND
COUNTRY
RESORT
SPORTS & WELLNESS

Teaser 124 Serviced Apartments
Altaona Sports & Wellness Resort



EUROPEAN
PROPERTY
AWARDS AWARD
WINNER
2024-2025



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A transformative investment in Europe's premier longevity destination

The Altaona Sports & Wellness Resort is a first-of-its-kind destination resort in Murcia, Spain, designed to offer a wide range of services and facilities centered around sports, wellness, and holistic living. An exciting part of the resort involves a project of 124 Serviced Apartments, which are a core component of the resort's long-term vision.

The serviced apartment sector in Europe is shifting from a niche product to a core asset class, with Spain emerging as one of its most attractive growth markets, driven by rising mobility, demographic change, and the convergence of residential and hospitality sectors. Taolis' serviced apartment model is designed to capture this momentum by offering a product that combines the privacy and comfort of a home with integrated hospitality services, community amenities, and flexible occupancy terms.

Targeting under-served lifestyle destinations such as Murcia, Taolis leverages first-mover advantage in a market where occupancy rates for high-quality serviced living can approach 100%. This €54 million investment project is situated in a resort that combines wellness, medical longevity services, sports, and luxury hospitality, backed by experienced developers and strong market fundamentals. With an estimated ROI of 10%-15% annually, we seek a strategic equity partner to co-develop this landmark project.

Project overview

The Altaona Sports & Wellness resort is currently being developed as a destination resort. It presents a rare investment opportunity in Europe's fastest-growing segment — Health, Sports & Longevity — with the added advantage of being 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 project offers 124 fully furnished, 70–100 m² serviced apartments with flexible rental terms from weekly to annual contracts. Various residency options and service levels are available, to suit different lifestyle needs. The serviced apartments are designed for active seniors who seek a safe, comfortable, and enriching living environment. They are ideal for those looking for a short-term stay (for example, during recovery after surgery) or a long-term home that combines independence with access to supportive services.



Residents benefit from high-quality medical and wellness services on-site, ensuring peace of mind, while also enjoying an active and social lifestyle. The apartments are created for people who want to embrace a vibrant later life, with access to community, sports, culture, and nature — all in a luxury setting with 24-hour services.

Each unit includes modern interiors, energy-efficient appliances, and high-speed internet. The serviced apartments offer a unique resort-style living experience, combining the comfort of a private home with premium services designed for well-being, relaxation, and active recreation.

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 m² 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

Core services, like housekeeping, maintenance, a 24/7 reception, and security, are included in the base price. Modular upgrades, such as private fitness training, dining packages, longevity treatments and wellness services are available for an additional fee, enabling residents to customize their experience.

Communal amenities are designed to encourage interaction and active living, including lounges, landscaped gardens, and access to the WOW Experience with a 2,500 m² spa/wellness area, tennis and paddle courts, and many other sports facilities, including a 1,500 m² indoor/outdoor fitness center with yoga, Pilates, and meditation studios. The integration with Altaona's golf and recreational infrastructure further differentiates The Art Of Living In Spain's offer in the market.

Key elements of this infrastructure are the 27-holes golf course (18 holes operational) and a 24.000m² surf lagoon featuring a world-class surf school and an attractive mix of restaurants, shops, facilities, and leisure activities, offering year-round appeal for people of all ages, abilities, and interests.





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

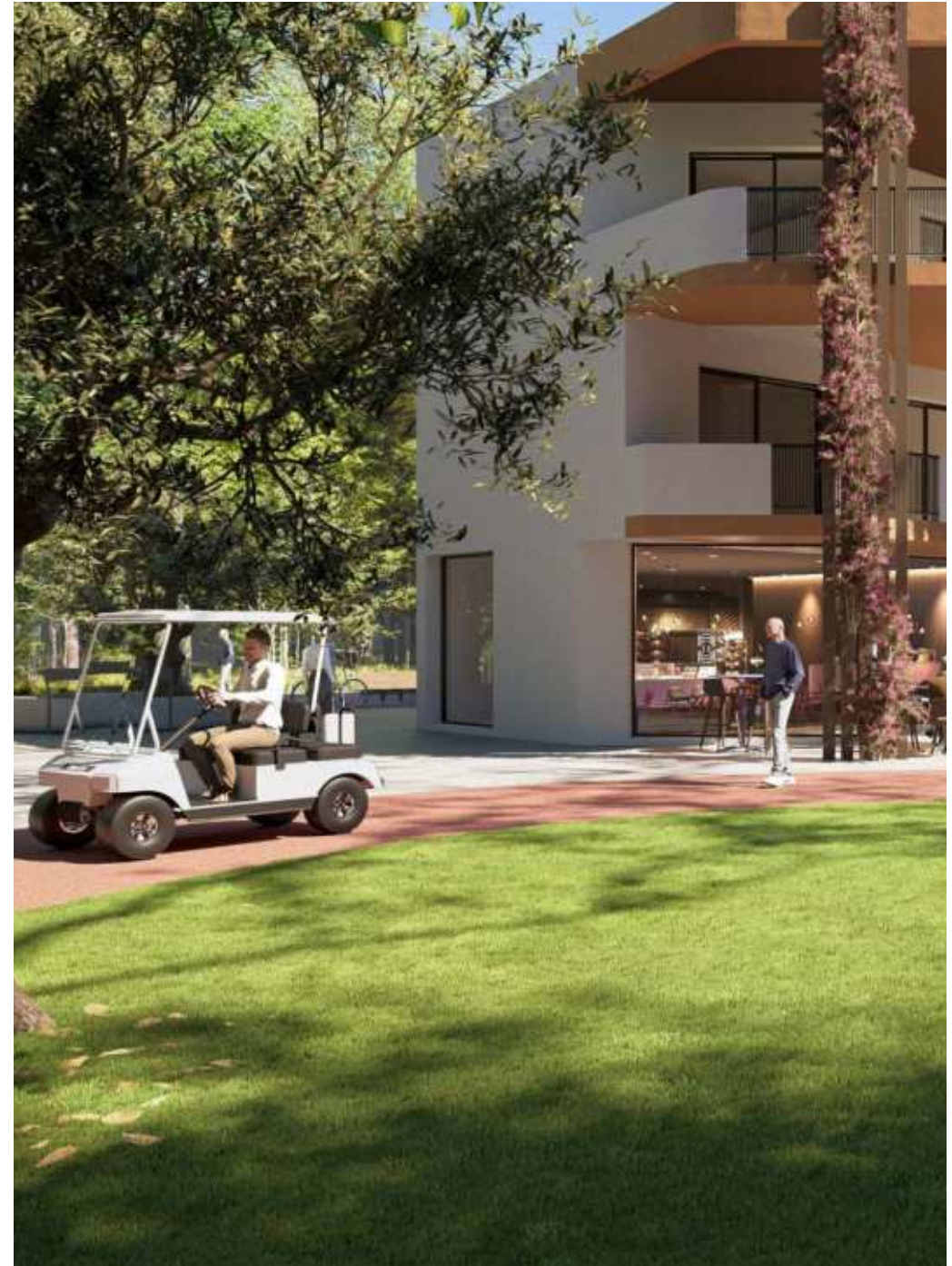
- **Total Project Cost:** €54M
- **Estimated ROI:** 10%–15% annually

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

- **Market Momentum:** In lifestyle destinations like Murcia, competition is minimal, and service quality varies widely. There is a clear gap for an offer of design-led serviced apartments with consistent hospitality standards, a robust amenity set, and a community-driven brand identity.
- **Prime Location:** The project is situated in Murcia, Spain's undiscovered investment hotspot and one of the sunniest regions in Spain, with great (airport) accessibility.
- **Attractive ROI:** With 124 units and a €54 million investment, the project targets an ROI of 10%–15%.
- **Attractive Pricing:** Base rents vary depending on unit size and contract length, with long-stay rates competitive against high-end local rentals. Modular pricing ensures affordability at the entry level while unlocking higher revenue from residents who choose premium services and personalization. Ancillary services—including dining, wellness, events, and transport—are projected to increase resident lifetime value up to 25%. Compared to competitors with all-inclusive pricing, Taolis' model offers transparency and scalability.
- **Demand Supported By Structural Trends:** inbound migration, record-breaking tourism (85 million international arrivals in 2023) and a growing segment of retirees and lifestyle migrants seeking turnkey living. Savills (2023) reports that the European serviced apartment market has grown > 20% in the past five years, with prime yields in Spain averaging up to 5% (1–2 points higher than traditional rentals).
- **Unique Resort Concept:** long-term- and short-term residents and guests have access to the WOW experience, an exclusive program and a cutting-edge hotel concept focused on health and vitality, with many services and facilities.
- **Value increases 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).
- **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 apartments will be built using high quality, eco-friendly materials and operated under sustainable practices, appealing to environmentally conscious and health-driven individuals.



• **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 124 apartments, and provide the working capital required to launch the operations. A detailed offering memorandum, including comprehensive financial models, architectural plans, and in-depth market analysis, are available for qualified investors upon NDA.

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