

# *The Art* of LIVING IN SPAIN

## *Why wellness real estate is the future of property development*

How health-focused communities are reshaping  
the way Europeans buy property in Spain



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EUROPEAN  
PROPERTY  
AWARDS

AWARD  
WINNER  
2024-2025-2026



GRI  
AWARDS  
REAL ESTATE  
2025

REAL ESTATE  
DESTINATION  
OF THE YEAR  
TOP 3  
WORLDWIDE

*Luxury*  
LIFESTYLE  
AWARDS  
LUXURY LIFESTYLE  
AWARDS 2024



EFFICIENT  
CONSTRUCTION

## *The wellness shift*

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### 1. A new standard is taking hold

The global wellness real estate market exceeded \$438 billion in 2023, growing faster than any other residential segment. Today's buyers are investing in a framework for how they want to live.

Spain leads this shift naturally — 320+ days of sunshine, natural landscapes and a culture built around wellbeing that no clever design can manufacture elsewhere.

*"The most valuable property will not be the one nearest the beach. It will be the one built around how you live."*

This guide examines what wellness real estate means, why Northern European buyers are prioritising it, and why Altaona in Murcia is its most compelling expression in Spain.

## *Market context*

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### 2. The numbers behind the shift

**\$438bn**

*Global wellness real estate market value 2023*

**7.3%**

*Annual compound growth forecast through 2028*

**30-40%**

*Below comparable coastal Spain pricing in Murcia*

Wellness real estate is the fastest-growing residential segment globally, driven by buyers aged 45 to 65 seeking communities where the built environment supports their health and longevity.

Spain already delivers the climate and lifestyle credentials this market demands. Murcia adds what the saturated coastal markets cannot — strong fundamentals, genuine nature and a master-planned community already built around this exact philosophy.

*“Where the global trend and the right location meet, that is where the smart buyer moves first.”*

## *Daily quality of life*

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### 3. Life designed around what matters most



*Residents enjoying active outdoor life at Altaona Resort, surrounded by the Carrascoy and El Valle Natural Park*

In a true wellness community, daily life is shaped by the environment itself. Morning walks through Carrascoy and El Valle Natural Park, year-round outdoor activity in 320+ days of sunshine and access to sport and preventive health without leaving the resort – this is what the concept delivers.

Altaona is 10 minutes from Murcia Airport, 20 minutes from the beaches of the Costa Cálida and 15 minutes from the city. Genuine connectivity, genuine nature and a climate that works for your health every day.

## *The considered choice*

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### 4. Substance over saturation

The wellness buyer is not chasing a postcode. They are making a considered decision about the environment they want to age well in — where physical activity, social connection and access to healthcare are structural features, not afterthoughts.



*Oasis Altaona villa exterior — architecture in harmony with natural landscape and open sky*

Altaona delivers exactly what this buyer requires: a gated resort within a natural park, built around an 18-hole golf course, with a WOW Longevity Hotel arriving on site. Prices sit 30 to 40% below comparable stock in high-demand coastal Spain.

## *Altaona Resort*

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### 5. A resort built on a single conviction



*Aerial view of Altaona Sport & Wellness Resort, showing the golf course, villa landscape and surrounding natural park*

Altaona is home to an established community of international permanent residents who chose this place deliberately – for the quality of the environment and the infrastructure of a resort built from day one as a place to live well.

The resort combines an 18-hole golf course, personalised longevity programmes and a shopping centre, with a tennis academy, surf lagoon and Beach Club in development. Named Top 2 Worldwide Leisure Destination at the GRI Awards 2025, the recognition reflects what residents already know.

## *Build quality*

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### 6. Built for decades, not seasons



*SISMO structural system in progress — precision engineering and superior insulation built in from the ground up*

Every Taolis home uses the SISMO system — delivering superior insulation, long-term durability and Energy A+ certification as standard. All homes are finished in 100 per cent Italian materials, a specification that reflects who this community was built for.

Founded in 2001, Taolis is a Dutch-led team with over two decades of experience in Murcia. The company earned both Best Sustainable Residential Project in Spain at the European Property Awards 2025 and Best Sustainable Project in Spain at the International Property Awards 2024–2025.

## Your options

Wellness real estate is not an abstract concept at Altaona — it is the foundation every one of these projects was built upon.



### Oasis Altaona

From €443,500

2–4 bed · Plot up to 660m<sup>2</sup> · Private pool · Energy A+ ·  
Delivery from Q3 2026

[View Project →](#)



### Las Vistas Altaona

From €503,000

2–3 bed · Plot up to 454m<sup>2</sup> · Private pool · Mountain views  
· KEY READY

[View Project →](#)

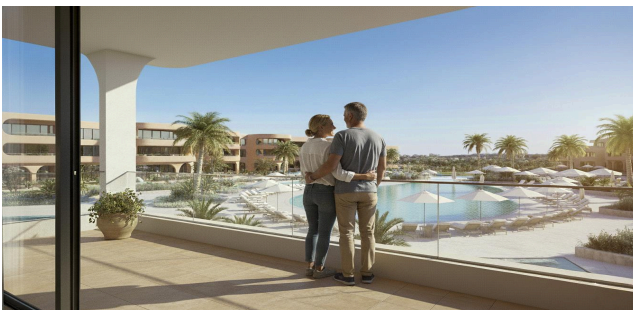


### Villas Fairway

From €1,660,000

4–12 bed · Plot 1,000–2,500m<sup>2</sup> · Infinity pool · Golf views ·  
Fully bespoke

[View Project →](#)



### WOW Longevity Hotel

From €202,500

8% net annual return · 99-year contract · Fully managed

[View Project →](#)

## *Wellbeing & Longevity*

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### 7. Where your investment works as hard as your lifestyle



*WOW Longevity Hotel render — Europe's first Blue Zone-inspired longevity hotel and clinic, coming to Altaona Resort*

The WOW Longevity Hotel is Europe's first Blue Zone-inspired longevity hotel, developed with Swiss health partners and delivering preventive health, diagnostics and longevity medicine on site at Altaona. Suites start from €202,500, reservable today with a €100 deposit.

The investment structure delivers 8 per cent fixed net annual return under a 99-year fully managed contract, with operations from 2029. Early buyers secure the strongest positions before this asset is widely known.

## *Your next steps*

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### 8. Define your wellness priorities

Spain's legal framework is transparent and designed to protect the buyer at every stage.

1

#### **Explore and identify your fit**

*Consider which project fits how you want to live – full ownership, co-ownership from 25% or a managed investment through the WOW Longevity Hotel.*

2

#### **Speak with a Taolis Lifestyle Advisor**

*A Taolis Lifestyle Advisor walks you through every project and the purchase process in your language.*

3

#### **Visit Altaona – We will guide you through**

*We arrange your visit and show you exactly why residents chose Altaona.*

4

#### **Engage Independent Legal and Tax Advice**

*Independent legal and tax advice ensures your purchase is structured correctly for your country of residence.*

5

#### **Secure Your Position**

*A fully refundable reservation secures your position during legal and financial preparation.*

## *Start the conversation*

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### 9. A conversation worth having

Wellness real estate is not a niche – it is where the entire market is heading. Altaona is one of the very few places in Europe where a purpose-built wellness community exists at scale, priced 30 to 40% below comparable coastal stock. A conversation with Taolis is where your next chapter begins.

*“The best investment is where your capital, your health and your quality of life all point in the same direction.”*

[Book a Conversation with Our Team](#)

[Explore with our AI Property Advisor](#)

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The information in this guide is general in nature and current as of 2026. Property prices, availability and specifications are subject to change. Tax rates and legal requirements vary by individual circumstances, nationality and residency status. Always seek qualified independent legal and tax advice before proceeding with any property purchase in Spain.