

The Art of LIVING IN SPAIN

Reading the saturation signal

Where the next-wave buyer is quietly moving



taolis.com



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 2024



EFFICIENT
CONSTRUCTION

The saturation signal

1. The map of concentration is never the map of opportunity

The headline numbers from 2025 are impossible to ignore. Foreign buyers now account for 51.8% of transactions in Alicante, 42.9% in Málaga province and 38% in the Balearics. When an international market share climbs that high, prices move ahead of fundamentals and inventory thins to what the crowd will accept.

Spain remains one of Europe's most stable and transparent property markets, with a legal framework that favours buyer protection and a tax regime that rewards long-term residency. The question for the considered buyer in 2026 is no longer whether to own in Spain, but where inside Spain to deploy capital for the next decade. The answer quietly emerging is the region that still offers the fundamentals without the premium of crowding.

The best time to arrive in a region is before the map has been fully drawn by everyone else.

This guide reads the saturation signal honestly. It looks at what those foreign-share percentages mean for value, lifestyle and long-term ownership. It shows why the next-wave buyer is already moving toward Murcia – where quality of life leads and the numbers still reward patience.

Market context

2. Reading the numbers behind the headlines

51.8%

*Foreign buyer share in
Alicante province,
2025*

42.9%

*Foreign buyer share in
Málaga province, 2025*

30–40%

*Murcia price
advantage vs
comparable Spanish
stock*

These three numbers tell a single story. Where foreign concentration has passed the 40% threshold, pricing is no longer set by local fundamentals but by international competition for a finite inventory. For a buyer arriving in 2026, that means paying a premium for the map that earlier buyers already drew.

Murcia sits on the same Mediterranean arc, with the same climate, the same connectivity and the same legal framework, yet trades 30 to 40% below comparable coastal stock. The gap is not a discount. It is the natural price of a region that is deliberately underbuilt and where discerning buyers are arriving early, not following a crowd.

Concentration is a price tag. Value lives where the fundamentals are strong and the crowd has not yet arrived.

Daily quality of life

3. Space, light and the rooms you actually use



Room to breathe — daily life at Altaona, without the crowding of the saturated costas

The saturated costas can deliver a view and a sunset. What they struggle to deliver is space: a terrace you sit on alone at midday, a quiet neighbourhood, a weekend that does not involve queueing. Murcia still offers all of it at a scale that saturated regions priced out a decade ago.

Murcia sits in southeastern Spain on the Costa Cálida, with 320+ days of sunshine and a mild winter climate. Direct routes from the UK, Netherlands, Germany, Belgium and France land at Murcia International Airport, just ten minutes from Altaona. Beaches are twenty minutes away, Mar Menor sits alongside and Murcia city is fifteen minutes in the opposite direction.

The considered choice

4. The next-wave buyer does not chase the headlines

The Northern European buyer who acts in 2026 has read the same numbers everyone else has. What changes is how they interpret them. A 51.8% foreign share in Alicante is not a recommendation — it is a record of where capital has already gone and where the premium is already paid.



Established, permanent, quietly international — the Altaona community that is already here

Altaona was built for the buyer who reads the map rather than follows it. The community is permanent and international, and the villas are built to specification, not speculation. Pricing sits 30 to 40% below comparable coastal stock — in the same climate, with the same connectivity.

Altaona Resort

5. A community built to live in, not to rent out



Altaona from above — master-planned scale, 18-hole golf course and the Carrasco natural park setting

Altaona Sport & Wellness Resort is a gated, master-planned community where residents live year-round, not a holiday development that empties in October. The demographic is settled, international and largely Northern European, with permanent neighbours who chose Murcia for the life it offers rather than the postcard it promises. That matters when resale, rentals and daily experience all depend on who else arrived first.

Already in place: the 18-hole golf course, Altaona Shopping Center and personalised health and longevity programmes. Arriving next are a tennis and padel academy, indoor-outdoor fitness and the WOW Longevity Hotel & Clinic.

Build quality

6. Built for decades, not for the next sales cycle



SISMO construction and Italian finishes — specification that pays back over twenty years

Every Taolis home uses the SISMO construction system, with superior insulation that delivers Energy A+ ratings as standard. Interiors are 100% Italian-finished, with underfloor heating, aérothermal and optional solar. The build cost is higher and the twenty-year ownership cost is lower — the arithmetic that separates considered stock from rushed coastal supply.

Taolis, founded in 2001, operates a 60-strong international team under Dutch-led management, delivering homes Northern European buyers can inspect against familiar standards. Oasis Altaona won Best Sustainable Project in Spain at the International Property Awards 2024–2025. Build quality at Altaona is not a claim — it is why the community keeps its value.

Your options

The saturation map is the wrong map to shop from. These are the four Taolis options inside Murcia, where value still runs ahead of price.



Oasis Altaona

From €443,500

2–4 bed · Plot up to 660m² · Private pool · Energy A+ ·
Delivery from Q3 2026

[View Project →](#)



Las Vistas Altaona

From €503,000

2–3 bed · Plot up to 454m² · Private pool · Mountain views
· KEY READY

[View Project →](#)

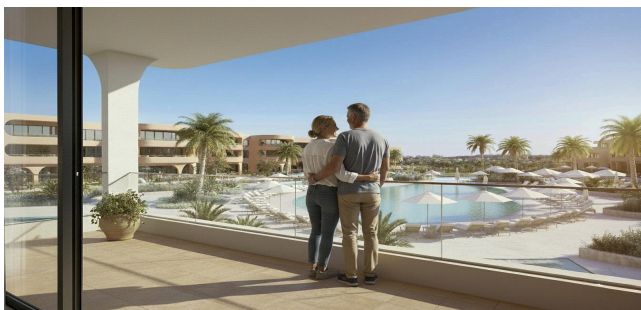


Villas Fairway

From €1,660,000

4–12 bed · Plot 1,000–2,500m² · Infinity pool · Golf views ·
Fully bespoke

[View Project →](#)



WOW Longevity Hotel

Suites from €202,500

8% fixed net annual return · 99-year managed rental ·
€100 deposit to reserve · Operations from 2029

[View Project →](#)

Wellbeing & investment

7. Where the next infrastructure is still being built



WOW Longevity Hotel — Europe's first Blue Zone-inspired longevity destination, arriving at Altaona

The saturated regions already have their hotels, their clinics and their wellness offers. Murcia is where the next generation is being built, anchored by the WOW Longevity Hotel & Clinic — Europe's first Blue Zone-inspired longevity destination, developed with Swiss health partners and opening from 2029. That kind of infrastructure arrives in a region once, and the buyers who arrive before it benefit from its effect on values.

WOW Longevity Hotel suites start from €202,500, reserved with a €100 deposit, and deliver 8% fixed net annual return under a 99-year fully managed rental contract. It is a hands-off position in a single, award-credentialed asset within a region whose fundamentals are still ahead of its price. That is the opposite of buying into saturation.

Your next steps

8. How a considered buyer moves in Spain

Spain's buyer framework is transparent, well-regulated and built for international ownership.

1

Start with the data, not the headlines

Read the saturation map alongside the price map. Murcia is where the two disagree – and that gap is the opportunity.

2

Speak with a Taolis Lifestyle Advisor

A Lifestyle Advisor matches your timeline, budget and use-case to the right project, with full transparency on pricing, specs and delivery.

3

Visit Altaona – We will guide you through

Walk the community, inspect the build and understand why the numbers behave differently at Altaona.

4

Engage Independent Legal and Tax Advice

Instruct your own independent Spanish lawyer and tax adviser. Taolis expects it and works alongside them throughout.

5

Secure Your Position

A clear reservation contract, staged payments and registered completion – the process is standardised and buyer-friendly.

Start the conversation

9. Arrive before the map is finished

The saturation signal in Málaga, Alicante and the Balearics is not a warning. It is a record of where earlier buyers concentrated and where the premium is already priced in. The trend is clear: capital that wants Mediterranean climate, Spanish legal framework and Northern European connectivity will keep arriving, but into regions that still offer space, substance and value. Taolis exists to have the honest conversation about what that looks like in Murcia today.

The considered buyer arrives early — not because the crowd is wrong, but because the crowd is late.

[Book a Conversation with Our Team](#)

[Explore with our AI Property Advisor](#)

+34 868 35 35 35 · taolis.com

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.