

The Art of LIVING IN SPAIN

Longevity is rewriting Real Estate ROI

Two returns at the same address



EUROPEAN
PROPERTY
AWARDS

AWARD
WINNER
2024-2025-2026



GRI
AWARDS
REAL ESTATE
2025

REAL ESTATE
DESTINATION
OF THE YEAR
TOP 2
WORLDWIDE

taolis.com

The new ROI

1. Return is being redefined

For decades, real estate return meant two things; capital appreciation and rental yield. Both still matter. But globally, a third measure is reshaping how serious buyers evaluate property: how many good years it adds to a life.

In Spain, this shift is most visible along the Mediterranean coast, where Northern European buyers aged 45 to 65 are leading the move toward wellness-led developments. They are not buying holiday homes. They are buying decades.

Real estate ROI is normally measured in euros. We're measuring it in years.

This guide unpacks both halves of that equation, the financial premiums longevity-branded property is now commanding, and the healthspan return that comes with living somewhere designed for it. At Altaona, in Murcia, the two compound at the same address.

Market context

2. The numbers behind the new return

25–40%

*Global premium for
longevity-branded
property*

8%

*Fixed net annual
return on WOW Hotel
suites*

320

*Days of sunshine per
year in Murcia*

International capital is moving toward developments where wellness, healthcare and real estate intersect. The premiums these projects command reflect a structural shift, not a passing trend. Demand is concentrating where genuine quality of life is built into the master plan.

At Altaona, all three returns compound at the same address. The WOW Longevity Hotel delivers a fixed 8% net yield, deliberately underbuilt villa stock supports capital growth, and the Mediterranean climate underwrites the healthspan the data describes. The dual return is structural here, not theoretical.

The premiums are the market pricing in something it once ignored — the value of a life lived well.

Healthspan returns

3. The years you don't get back



Active living, year-round — Mediterranean diet, daily movement and sunshine are healthspan drivers, not luxuries.

Healthspan, the years lived in good health, not merely alive, is now the central metric in longevity science. Mediterranean diet, daily outdoor movement, sunshine and social connection are the four lifestyle inputs research consistently links to longer healthspan.

Carrascoy and El Valle Natural Park sits on Altaona's doorstep, with the Mar Menor lagoon adjacent and the Costa Cálida twenty minutes away. Murcia International Airport is ten minutes from the resort, with direct routes across Northern Europe. The lifestyle is a daily reality, 320 days a year.

The considered choice

4. Buyers are doing the longer math

A generation of buyers in their fifties and sixties is calculating compound returns on both portfolio and life expectancy. They have run the numbers on Costa del Sol prices and Costa Blanca density. They are choosing differently, quietly and deliberately.



A villa terrace at golden hour — the calm of a buyer who has already done the math.

Murcia is where they are landing. Property prices sit 30 to 40 per cent below comparable stock in saturated provinces. The climate is identical and the infrastructure is stronger where it matters, airport proximity, hospital access, natural surroundings on the doorstep.

Altaona Resort

5. A community engineered for both returns



Altaona Sport & Wellness Resort – a permanent international community across an 18-hole golf course, shopping centre and master-planned amenities.

Altaona is a permanent year-round community, not a holiday park. The international residents already living here support both the lifestyle the financial models depend on, and the rental thesis behind the WOW Longevity Hotel. Year-round occupancy, year-round life.

An 18-hole golf course, a shopping centre and personalised health and longevity programmes are already operating. A tennis and padel academy, an indoor and outdoor fitness centre, a longevity clinic follow next. Altaona was named Top 2 Worldwide Leisure Destination at the 2025 GRI Awards.

Build quality

6. Built for the long return



100% Italian finishes — quality engineered to hold its value across decades, not seasons.

The villas at Altaona are built using the SISMO construction system: a sustainable, high-performance method delivering superior insulation and an Energy A+ rating as standard. 100% Italian finishes, underfloor heating, aérothermal climate control and optional solar make the homes resilient to weather and time.

Taolis was founded in 2001 and is led by a Dutch international management team of around 60 professionals. The work was recognised in 2025 with Best Sustainable Residential Project in Spain at the European Property Awards. Decades of delivery, with the receipts.

Your options

The dual return reads differently across each project. The WOW Longevity Hotel is where it concentrates most directly.



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 →](#)

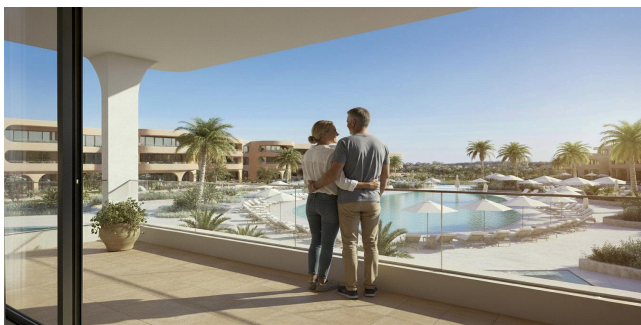


Villas Fairway

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 · €100 deposit

8% fixed net annual return · 99-year rental contract · Fully
managed, hands-off · Construction 2027–2028 ·
Operations from 2029

[View Project →](#)

Wellbeing & investment

7. Where two returns become one



WOW Longevity Hotel & Clinic – Europe’s first Blue Zone-inspired longevity hotel, in partnership with leading Swiss health specialists.

The WOW Longevity Hotel & Clinic is Europe’s first Blue Zone-inspired longevity hotel, delivered with leading Swiss health specialists. Year-round demand for diagnostics, recovery and longevity programmes underwrites occupancy in a way seasonal villa rentals cannot. The clinic and the hotel are designed to fund each other.

Suites are available from €202,500 with a €100 reservation deposit. Ownership delivers a fixed 8% net annual return through a 99-year fully managed rental contract, with construction in 2027 to 2028 and operations from 2029. Healthspan and yield, in a single line on the cap table.

Your next steps

8. From insight to ownership

Spain's framework is transparent, well-regulated and structured to protect international buyers at every stage.

1

Define your dual return

Decide what mix of yield, capital growth and lifestyle return matters most.

2

Speak with a Taolis Lifestyle Advisor

Discuss how the WOW Hotel, villa ownership or co-ownership map to your goals.

3

Visit Altaona — We will guide you through

Walk the resort, meet the community and feel the lifestyle in person.

4

Engage Independent Legal and Tax Advice

Verify Spain's transparent framework with your own legal and tax advisors.

5

Secure Your Position

Reserve your suite, villa or share — inventory is limited across all four projects.

Start the conversation

9. The longest return

The shift toward measuring real estate return in years, not just euros, is structural. It reflects how a generation of buyers now weighs portfolio decisions against lifespan, healthspan and the quality of the years between them. At Altaona, both returns are built into the same address — and a conversation with a Taolis Lifestyle Advisor is where it stops being abstract.

The most valuable line on a balance sheet isn't denominated in euros. It's measured in years lived well.

[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.