

# *The Art of* LIVING IN SPAIN

## *Why longevity is the new luxury*

How more good years became the real measure  
of a home in Spain



**AWARD  
WINNER**  
2024-2025-2026



REAL ESTATE  
DESTINATION  
OF THE YEAR  
**TOP 2**  
WORLDWIDE

**taolis.com**

# *The longevity shift*

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## 1. The new definition of a good investment

Affluent buyers across Northern Europe are changing what they ask of a home. The question is no longer how much it costs, but how many good years it gives back.

Spain has quietly become the centre of this shift. Sunlight, movement and an unhurried daily rhythm are now understood as part of healthspan, not luxury extras.

*The smartest buyers we meet are no longer buying square metres. They are buying time, health and the years that come with both.*

This guide looks at why longevity has become the true marker of a considered purchase, and why Murcia answers that question better than anywhere else in Spain.

## *Market context*

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### 2. The numbers behind the longevity move

**320+**

*days of sunshine each  
year on the Costa  
Cálida*

**30-40%**

*below comparable  
stock in high-demand  
Spanish provinces*

**8%**

*fixed net annual return  
on a WOW Longevity  
Hotel suite*

Climate, value and structured wellbeing rarely meet in one place. In Murcia they do, which is why discerning buyers are arriving with health, not holidays, in mind.

Prices here sit well below the oversaturated costas, yet the fundamentals are stronger. You are paying less for more daylight, more space and more years of active living.

*Value is not the lowest price. It is the most life per euro, and on that measure Murcia leads Spain.*

## *The longevity lifestyle*

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### 3. Where daily life adds years



*An active outdoor life beneath the Carrascoy hills, the everyday rhythm that longevity research keeps pointing to.*

Long life is built from ordinary days. Walking before breakfast, cycling between the vines and eating outdoors are the habits that research links to a longer healthspan.

Murcia makes those habits effortless. With 320 days of sunshine, the Costa Cálida beaches 20 minutes away and Carrascoy and El Valle Natural Park at the door, movement becomes a pleasure, not a discipline.

## *The considered choice*

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### 4. Choosing for the next thirty years

The buyers who think about longevity also think about location differently. They want quiet over crowds, fresh air over frontage and a place that will still serve them at eighty.



*A considered morning on the terrace, the kind of calm that drew these buyers to Murcia first.*

Altaona was planned for exactly this buyer. It sits 15 minutes from Murcia city, 10 minutes from the airport and 10 minutes from a major university hospital, so independence and reassurance live side by side.

## *Altaona Resort*

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### 5. A community built around health



*Personalised health and longevity programmes are already part of daily life at Altaona.*

Altaona is a permanent community, not a holiday park. International residents live here year round, which is the single condition longevity research ties most closely to a long and connected life.

An 18-hole golf course, shopping centre and personalised longevity programmes are already in place, with a tennis and padel academy, fitness centre and Europe's only artificial surf lagoon to come. The resort was named Best Leisure Development in Spain at the 2025 European Property Awards.

## *Build quality*

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### 6. A home that keeps you well



*Natural light, clean air and Italian finishes, the quiet fundamentals of a healthy home.*

A long, well life needs a home that supports it. The SISMO system delivers superior insulation, clean indoor air and an Energy A+ rating, paired with underfloor heating, aérothermal systems and 100% Italian finishes.

Taolis has built to this standard since 2001, led by an international team of around 60 professionals. The approach earned Best Sustainable Residential Project in Spain at the 2025 European Property Awards.

## Your options

Each Taolis project answers the longevity question in its own way.



### *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 →](#)

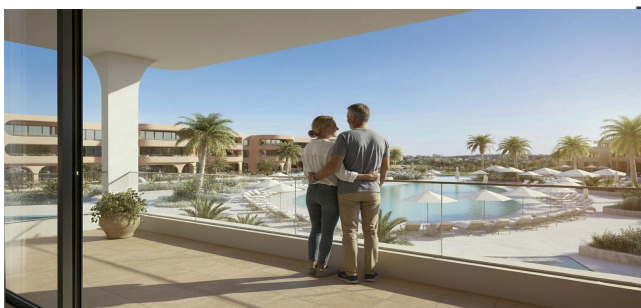


### *Villas Fairway*

**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**

**Suites from €202,500**

8% fixed net return · 99-year contract · Fully managed ·  
Blue Zone-inspired · Reserve with €100

[View project →](#)

## *Wellbeing & longevity*

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### 7. Investing in more good years



*The WOW Longevity Hotel & Clinic, Europe's first Blue Zone-inspired longevity destination.*

The clearest expression of this idea is the WOW Longevity Hotel & Clinic. Built with Swiss health partners and inspired by the world's Blue Zones, it brings clinical longevity care into everyday resort life.

It is also a rare investment. Suites start from €202,500, reserve with a €100 deposit and carry a fixed 8% net annual return on a 99-year managed contract, so the asset works as quietly as it rewards.

## *Your next steps*

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### 8. How to begin, simply

Spain's legal framework is transparent and built to protect international buyers at every step.

1

#### **Define what longevity means to you**

*Decide whether you are buying for daily wellbeing, family use or managed return.*

2

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

*They will match your goals to the right project and arrange everything for your visit.*

3

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

*Walk the resort, meet residents and feel the daily rhythm for yourself.*

4

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

*Independent legal and tax advice confirms your position with full clarity.*

5

#### **Secure Your Position**

*Reserve your chosen home or suite and step into the next chapter.*

## *Start the conversation*

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### 9. The years are the real luxury

Longevity is not a trend that will pass. It is a structural change in what affluent buyers want from a home, and it rewards those who act while Murcia still offers strong fundamentals without the premium of oversaturation. A conversation with Taolis is the natural first step, unhurried and built around what matters to you. We will help you see what more good years in Spain could look like.

*In the end, the best thing a home can give you is more time worth living.  
That is what we build.*

[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.