Dossier

Real estate investment in Jávea

Jávea, Alicante

2025



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Executive Summary - Rental Market

Traditional rental

1. **5,46% - 8.04%**
Average return

Fuente: Idealista,Fragua.ai

2. **20€/m²**
Proposed rental price

Fuente: Idealista,Fragua.ai

3. **14 dias**
Rental offer absorption time

Fuente: Fragua.ai

Holiday rental

4. **26%**
Annual occupancy

Fuente: HOSBEC, 2025

5. **54%**
Summer occupancy

Fuente: HOSBEC, 2025

6. **201,30**
IPAP
(Tourist Apartment Price Index)

Fuente: INE

7. Possibility of holiday rental for periods of 11 days or more without a tourist license. Tourist licenses (Rental of ≤10 days) for multi-family homes suspended until March 2026.

Fuente: INE



Cala Granadella, located in Jávea, is one of the most famous beaches in all of Spain

Jávea, where the sea meets the mountains.

300 days
of sun per year

20 Km
of coastline and beaches

+2.817.000
Tourists received in the Marina Alta (2024)

Fuente: AEMET / Ayuntament de Xàbia 2024. / observatorimarinaalta.org

Jávea is one of the most highly regarded destinations on the Costa Blanca, combining nature, Mediterranean tradition, and a stable international community.

Its strategic location, halfway between Valencia and Alicante, with excellent air and road connections, makes it easily accessible for European shoppers. Added to this is a privileged natural environment with beaches, coves, and the Montgó Natural Park—which reinforces its appeal as a place to live, work remotely, or spend extended stays.

Jávea offers top-tier services, such as international schools and leading hospitals, attracting families and permanent residents. At the same time, its cultural, gastronomic, and sporting offerings promote a healthy and cosmopolitan lifestyle.



Privileged location

Jávea has established itself as a premium residential destination in the Mediterranean, blending a unique natural environment with an exceptional climate. For investors, this translates into a solid foundation: a dynamic market with high liquidity that guarantees the long-term appeal of your asset.

- **Sustained International Demand:** A high flow of European buyers (both primary and secondary residences) drives a strong resale value and appreciation above the national average.
- **Year-Round Rentals:** High occupancy rates in both tourist and long-term rentals are driven by quality tourism and the growing population of remote workers and permanent residents.
- **Limited New Construction Supply:** The scarcity of new projects and increasing demand enhance the liquidity of your investment.
- **Legal and Urban Planning Stability:** Despite recent regulatory changes, Jávea continues to have a stable legal framework focused on tourism.
- **Premium Destination:** The high quality of life and services make your Serestar property a highly desirable asset in the Mediterranean.



Infinidad de planes

Jávea doesn't offer just one coastal experience; it offers a wide range of experiences along its 20 km of coastline.

Award-Winning Beaches: Consistently recognized with Blue Flags, an indicator of excellence in water quality and services.

Exclusive Nature: Pristine coves and cliffs that blend seamlessly with the Montgó Natural Park, offering nature and wellness tourism.



Furthermore, the services go beyond a simple holiday. You're investing in a destination that combines the tranquility of Mediterranean tradition with top-tier services: from international schools and leading hospitals to a vibrant cultural and sporting scene. This high-quality infrastructure is what guarantees a solid and consistent demand for your Serestar investment.

Why invest in Jávea

94,4%
Occupancy in July 2025.

14.126
Foreign residents in Jávea.

18 ªC
Average annual temperature

72%
Occupancy in February 2025.

320k
Visitors Between January and July 2024.

9-15h
of daylight per day.

Fuente: HOSBEC, 2025 / Xàbia al Dia, 2025 / INE / AEMET

Reduced seasonality

Jávea is a destination that is alive all year round. The combination of international tourism and a consolidated Mediterranean lifestyle ensures constant movement in any season, with demand that is not limited only to summer.

Consolidated international community

Jávea has a strong presence of foreign residents. This international profile drives both housing demand and stability in the rental market.

Exceptional climate

Jávea's Mediterranean climate is one of its greatest attractions. The sun, sea, and mild temperatures make it a perfect environment to enjoy the Mediterranean life 365 days a year.

Top-tier tourist destination

The Marina Alta and Jávea have been a top-tier tourist destination in Europe for decades. The number of tourists continues to grow year after year.

Project

Serestar Jávea is a new development strategically located in the town center (C/ Arquitecte Urteaga). Our product offers 2- and 3-bedroom apartments with a functional and efficient design that minimizes maintenance. This investment stands out for including exclusive advantages in the heart of Jávea, such as a garage and a communal swimming pool—highly sought-after features that justify a premium rental price and guarantee its high desirability.

Typologies

2 y 3 dormitorios

Sizes

75 - 105 m²

Location

Centro Jávea

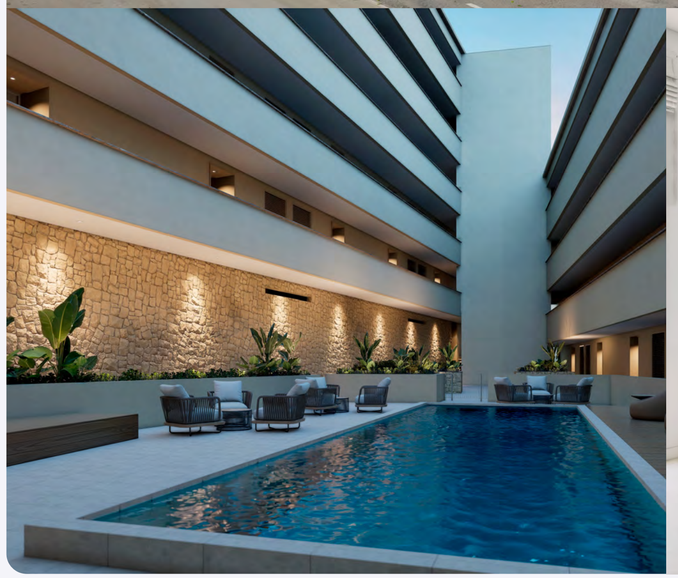
Distance to beach

5 mins en coche

Amenities

- Community pool
- Gym
- Gourmet room
- Private parking
- Wellness Room (Sauna & Hydromassage)
- Bicycle parking
- Central common area
- Exterior terraces

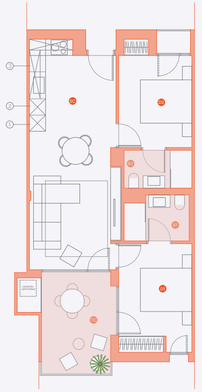




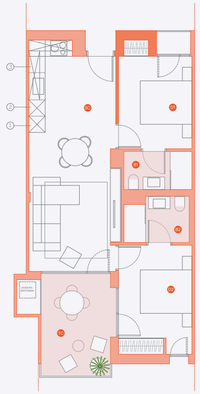


Viviendas

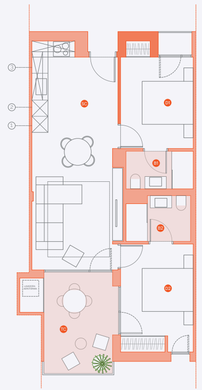
Typology 1
2 bedrooms - 2 bathrooms
84 m²
NW Orientation



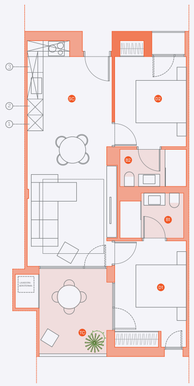
Typology 2
2 bedrooms - 2 bathrooms
84 m²
NW Orientation



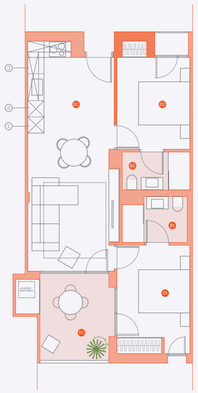
Typology 3
2 bedrooms - 2 bathrooms
88 m²
SE Orientation



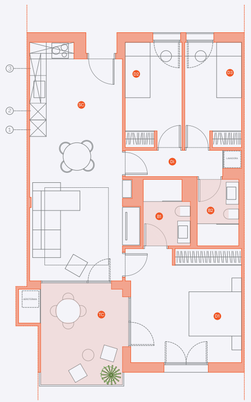
Typology 4
2 bedrooms - 2 bathrooms
84 m²
NW Orientation



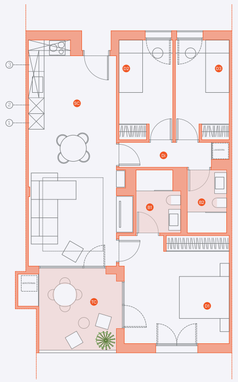
Typology 5
2 bedrooms - 2 bathrooms
84 m²
NW Orientation



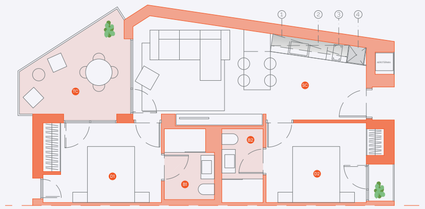
Typology 6
3 bedrooms - 2 bathrooms
110 m²
NW Orientation



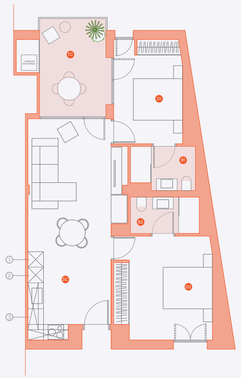
Typology 7
3 bedrooms - 2 bathrooms
110 m²
SW Orientation



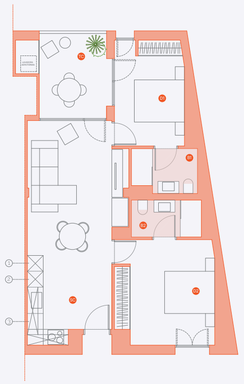
Typology 8
2 bedrooms - 2 bathrooms
79 m²
NW Orientation



Typology 9
2 bedrooms - 2 bathrooms
97 m²
NW Orientation



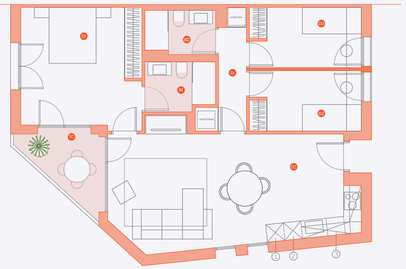
Typology 10
2 bedrooms - 2 bathrooms
97 m²
NW Orientation



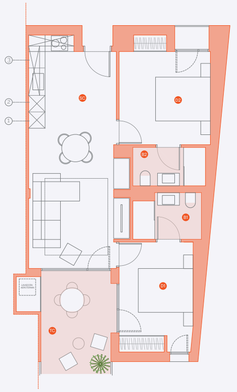
Typology 11
3 bedrooms - 2 bathrooms
105 m²
S Orientation



Typology 12
3 bedrooms - 2 bathrooms
104 m²
S Orientation



Typology 13
2 bedrooms - 2 bathrooms
94 m²
SE Orientation



Traditional Rental Context

Appreciation at All-Time Highs:

The national housing price has hit a historic record, with growth projections of 7.3% in 2025. In the Valencian Community, the year-on-year increase has been an exceptional 18.0%.

Fuente: Idealista / Pisos.com / Tinsa

Chronic Deficit of New-Builds:

The available new-build supply represents less than 20% of total sales. Despite the rebound, the structural gap between supply and growing demand maintains upward pressure on the value of new assets.

Fuente: INE

Leading International Capital:

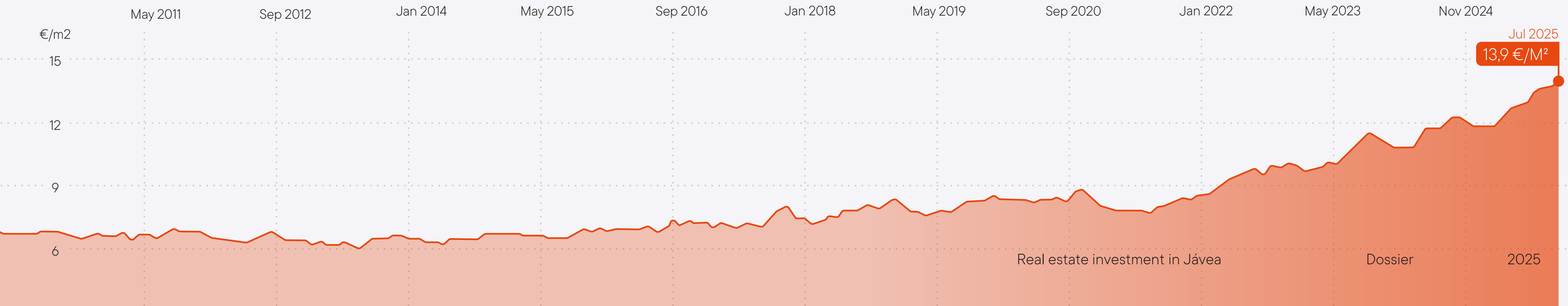
Spain's potential as a destination for international capital is indisputable. Foreign buyers represent 14% of total sales in high-demand areas, validating the demand for high quality.

Fuente: Estadística Registral Inmobiliaria del Colegio de Registradores de España.

The Spanish real estate market has entered a phase of maturity and strength, driven by real demand and international capital.
You are investing in a country where home sales maintain their upward trend, but with a structural supply gap that guarantees pressure on prices, especially for new-builds.

Evolution of the rental price per square meter in Jávea

Fuente: INE



Traditional Rental Proposal

The traditional rental market in Jávea has a supply problem. Given that the profitability of holiday homes is very high in the summer months, the vast majority of rentals are seasonal, excluding July and August.

12-month rentals are notably absent, which is why they are highly sought after.
This causes the absorption period for a 12-month traditional rental offer to be immediate and generate a more conservative but much more secure return.

Price m²	**20€/m²**
Absorption period	**14 days**
Yield	**6.43%-5.67%**
Supplement for upper floors	**100€**

Typology	Floors 1 to 4	Plantas 5ª y 6ª
2 Bedrooms	**€1,400 to €1,500**	**€1,500 to €1,600**3
Bedrooms	**€1,600 to €1,700**	**€1,700 to €1,800**

The 12-month traditional rental provides a more conservative but guaranteed income every month, without the worries or management of holiday rentals.



Holiday Rental Context

Leadership in accommodation:

The Valencian Community (and Alicante, its main driver) accounts for 15.6% of all tourist-use homes in Spain, making it a high-volume market.

Fuente: INE.es / Censo de Viviendas Turísticas

Sustained occupancy:

The province of Alicante is a benchmark for occupancy. Its hotel occupancy rate in peak months (August) remains exceptionally high, exceeding 91%.

Fuente: Turisme Comunitat Valenciana / Balance de Ocupación Estival 2024

Leading International Capital:

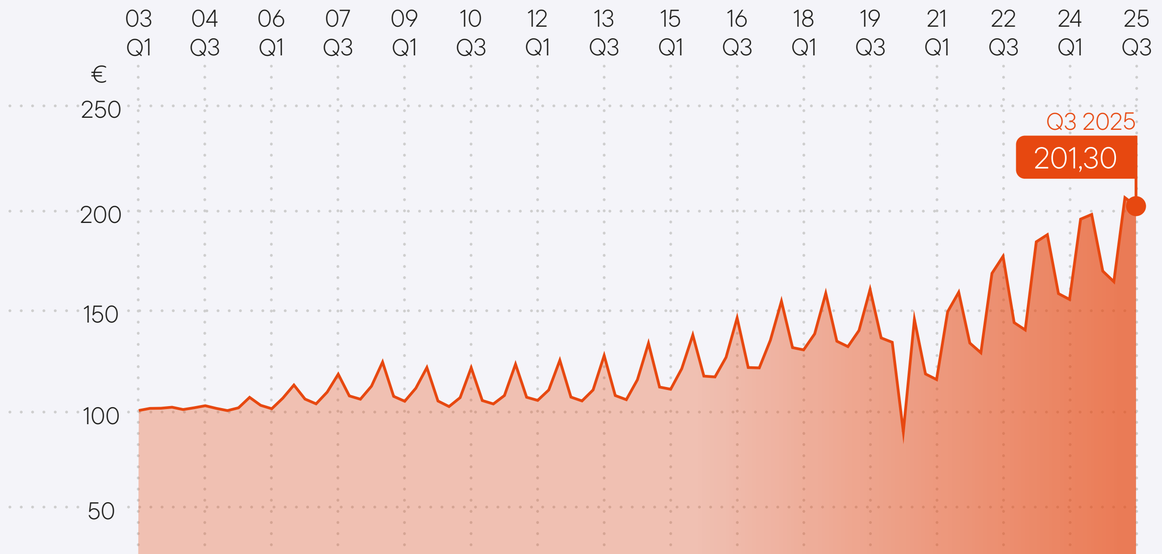
The profitability of holiday rentals in the Valencian Community is among the highest in the country, exceeding traditional rental rates.

Fuente: CBRE / Informe Inmobiliario de la CV

The average nightly price for tourist homes in the Valencian Community maintains an upward trend, reflecting the strong pull of demand.

The key to maximizing this rate and occupancy is to offer the features that the international tourist seeks: pool, air conditioning, and high-quality facilities, all elements guaranteed by the new-builds at Serestar Jávea.

Tourist Apartment Price Index (IPAP)
Fuente: INE



Legislation

The strict rental regulation in Jávea is a competitive advantage for the expert investor, not a barrier.

The Generalitat Valenciana defines tourist rental (VUT) as stays of 10 days or less. The Jávea Town Hall, to protect residential quality of life, has suspended the granting of new VUT licenses for apartments in the Casco Urbano (Old Town) and other key areas.

This moratorium, in effect until its review in July 2025 (and extendable), acts as a market filter that:

Eliminates Speculative Competition:

It prevents the saturation of low-quality tourist apartments, protecting the value of the area.

Validates the Demand:

It confirms that rental demand is so high that the market has been forced to use the “Seasonal Rental” (11 days or more) route, a model that is 100% legal under the LAU (Urban Leasing Law) and does not require a VUT license.

Conclusión

Serestar Jávea is not just an investment in a new-build; it is the strategic response to a premium market with a chronic shortage of quality housing.

1. the market (validated demand)

Jávea presents a structural shortage of 12-month rentals, with solvent demand (national and international) that absorbs the new supply in less than 14 days.

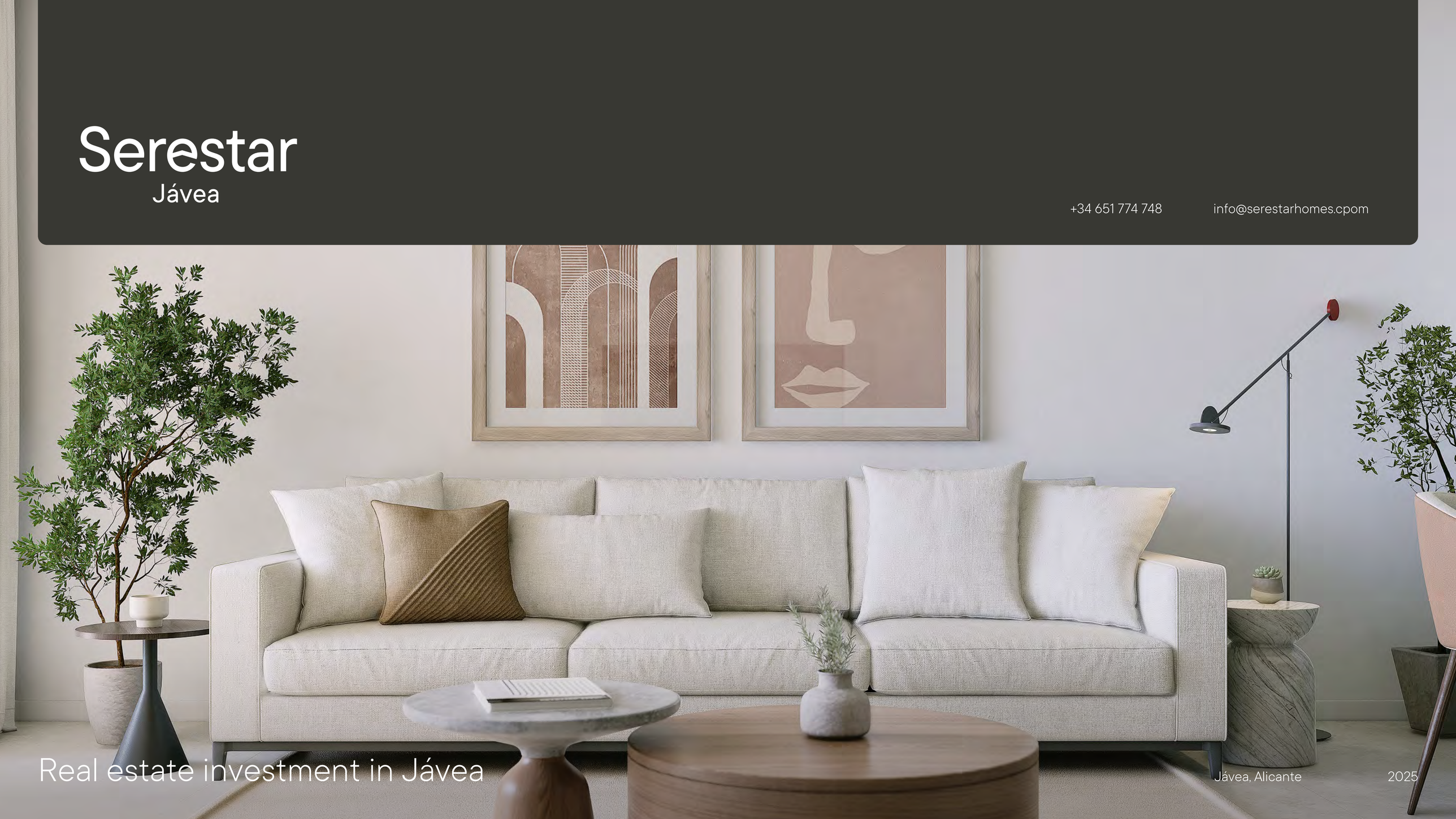
2. the asset (the exact solution)

The project offers the product this demand is looking for: a new-build in the town center with a pool and garage. It offers total flexibility for a secure traditional rental (5.46% Yield) or for seasonal rental (+11 days), which is 100% legal and free from the VUT moratorium.

Serestar

Jávea

+34 651 774 748 info@serestarhomes.cpom



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