



A Complete Guide to Earning Income Through Holiday Lettings on the Costa Blanca & Costa Cálida

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Introduction



Investing in property on the Costa Blanca or Costa Cálida offers not just a stunning holiday home but also the opportunity to earn a reliable income through short-term rentals.

However, before jumping in, it's important to understand tourist licences, tax obligations, the best rental locations, and strategies to maximise rental yield.

This guide provides everything you need to know about successfully letting your property in these highly sought-after coastal regions—with expert support from MASA International.

Do You Need a Tourist Licence?

CHAPTER 01

In both the Comunidad Valenciana (Costa Blanca) and the Murcia Region (Costa Cálida), a tourist licence is required if you plan to rent out your property for short-term holiday lets.

When Is a Tourist Licence Required?

- ✓ Short-Term Rentals (10 days or less per guest) require a tourist licence.
- ✓ Long-Term Rentals (over 10 consecutive days) do not require a licence.

How to Apply for a Tourist Licence

✓ **Submit an application:** In the Costa Blanca, this is done through the Registro de Turismo de la Comunidad Valenciana. In the Costa Cálida, the application goes through the Murcia Region Tourism Office.

✓ **Required documents:**

- Proof of property ownership.
- Habitation certificate.
- House insurance policy.
- Compliance with safety regulations (fire alarms, emergency exits, etc.).

✓ **Processing time:** It can take a few months, so it's best to apply early if you plan to rent out your property soon. Using a lawyer is highly recommended to speed up the process and ensure compliance.

💡 **Important!** Some areas have stopped issuing new tourist licences. Local authorities in popular tourist areas, such as parts of Torrevieja and Murcia, have introduced restrictions. Before purchasing a property for rental purposes, it's crucial to check with the local town hall or tourist office to confirm the latest licensing rules.

👉 **MASA International** can guide you to areas where licences are still available and where properties perform well in the rental market.

CHAPTER 02



TAX OBLIGATIONS FOR BRITISH OWNERS RENTING IN SPAIN

Understanding taxation ensures compliance and protects your profits.
In Spain

💰 **Non-Resident Income Tax:** Since Brexit, UK citizens pay 24% tax on gross rental income, with no deductions for expenses.

📅 **Quarterly tax filings** are required in January, April, July, and October.

🏠 **In the UK** rental income from Spain must be declared to HMRC in the UK.


🔴 **Avoid double taxation:** You can claim relief for taxes already paid in Spain against your UK tax bill.

CHAPTER 03

BEST LOCATIONS FOR HOLIDAY LETTINGS ON THE COSTA BLANCA & COSTA CÁLIDA


Choosing the right location is key to maximising rental income and occupancy rates. These five locations in the southern Costa Blanca and Costa Cálida offer strong rental demand:

1. **Torrevieja** (Costa Blanca)

 Why it works: A lively coastal city with beaches, nightlife, marinas, and a thriving tourist scene.


 Who rents here?: Families and couples looking for a central, vibrant location.


2. **Orihuela Costa** (Costa Blanca)

 Why it works: Home to top golf courses, blue-flag beaches, and La Zenia Boulevard shopping centre.


 Who rents here?: Golfers, sun-seekers, and families looking for a luxury rental.


3. **Pilar de la Horadada** (Costa Blanca)

 Why it works: A charming Spanish town with long sandy beaches and a laid-back atmosphere.


 Who rents here?: Couples and retirees looking for an authentic Spanish experience.


4. **Los Alcázares** (Costa Cálida, Murcia)

 Why it works: Located on the Mar Menor, famous for its shallow, warm waters and year-round tourism.

 Who rents here?: Families, water sports lovers, and retirees seeking a beachfront property.

5. **Ciudad Quesada** (Costa Blanca)

 Why it works: A modern, international community with golf courses, restaurants, and new-build villas.

 Who rents here?: Northern Europeans looking for a home-from-home with all amenities close by.



CHAPTER 04

What Type of Properties Perform Best?

🏠 Modern homes outperform older properties because they offer:

- ✓ **Curb Appeal** – Stylish, contemporary designs attract more interest.
- ✓ **Energy Efficiency** – Better insulation, solar panels, and lower running costs.
- ✓ **Low Maintenance** – New properties require less upkeep, meaning fewer expenses.

CHAPTER 05

PROPERTY MANAGEMENT: THE KEY TO HASSLE-FREE LETTING



Managing a holiday rental remotely can be challenging, but using a key-holding and property management service makes it simple.

What Does a Property Management Service Include?

- 🔑 Key Holding & Security Checks – Regular property inspections while vacant.
- 🧹 Cleaning & Laundry Services – Preparing the property between guest stays.
- 📅 Guest Check-in & Check-out – Meeting guests, handing over keys, and providing local advice.
- 📞 Guest Support – Handling any property-related issues during a guest's stay.

How Much Does It Cost?

- ✅ Key Holding & Basic Management: Around €250 per year.
- ✅ Cleaning Costs: Usually paid by guests as part of the booking fee.
- 💡 **MASA International** will assist in connecting buyers with trusted property management and key-holding services to ensure a smooth rental operation.

CHAPTER 06

HOW TO MAXIMISE YOUR RENTAL YIELD

To increase occupancy and boost rental income, follow these proven strategies:

📌 **List your property on top platforms** – Use Airbnb, Booking.com, and Vrbo for the widest exposure.

📷 **Professional photography & virtual tours** – Listings with high-quality images get more bookings.

💰 **Competitive pricing** – Research similar properties to set an attractive rate.

☀️ **Offer a premium guest experience** – Provide Wi-Fi, air conditioning, and a welcome guide.

📢 **Use Social Media to Attract Direct Bookings**

💡 **Engage with niche communities to drive targeted bookings.** Connect with:

- ✓ Golfers looking for holiday homes near championship courses.
- ✓ Padel players who travel for tournaments and training camps.
- ✓ Remote workers seeking a flexible, long-term rental in Spain.

A strong Instagram, Facebook, and LinkedIn presence can significantly increase direct bookings, reducing reliance on listing platforms.



Start Your Holiday Let Investment with MASA International

At MASA International, we help buyers find the best properties for holiday lettings—in areas where tourist licences are still available and demand is high.

 **Call us today** on 020 8686 4696

 **Visit** masainternational.com to start your journey

Your ideal investment property in Spain is waiting! 🌞🏡

