

el sueño noticias

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Public relations

In connection with a full-page, multi-coloured Hanseatische Gesellschaft Hamburg advertisement, appearing for the first time in February 2007, on the cover of the in-house magazine of a globally renowned car rental company, that comes out quarterly, bi-lingually in German and English and with a circulation of 250,000 copies, we have been asked to report to their clients upon the advantages of the northern Costa Blanca, in an accompanying article. We are, therefore, printing the manuscript on the assumption that it may be of interest to one or other of our Newsletter readers, not familiar with this stretch of coastline.

Your place in the sun

The northern Costa Blanca is one of the most scenically beautiful coastlines on the Spanish mainland and one of the most sought-after areas for holiday residences on the Iberian peninsula. Geographically located between Valencia and Alicante, both with international airports, one can reach destinations throughout Europe within a matter of hours.

The area, which extends from Dénia in the north to Altea in the south, stands out due to lush vegetation and a healthy climate. The historic towns, that have evolved extremely differently, and which make this region so diverse

and interesting, have great appeal, but it is also the friendliness of the Spanish, that you will come across everywhere, that makes this region so pleasant.

As to quality of life

Obviously, many northern Europeans enjoy the pleasant all year round climate, as well as, the good accessibility to this area by car or the, currently, very favourable flight connections. The coast does, however, have much to offer on a cultural level, first and foremost, of course, the two cities of Valencia and Alicante, each of which are only 1 hour by car from here. It is not only the clean sea water, the beaches, the yachting marinas and the golf courses, but also the incomparable ambience and that special lifestyle, that, above all in winter, due to the legendary Costa Blanca light, cast a spell over more and more people.

Only the finest

Anyone toying with the idea of acquiring a second home or even making their main residence here, should first of all cast an eye over the map. Should Moraira or Benissa be your chosen location, you will find yourself right in the middle of the northern Costa Blanca. Moraira, small but select, is situated in a southerly orientated bay, and here you will find properties with beautiful sea views in sunny south-facing locations, sometimes even with wonderful sunsets over the Bernia, an imposing mountain range, that, from here, shows itself off majestically.

Reasonable prices

Prices vary considerably for a number of reasons. Areas such as El Portet, Cap Blanc and Punta Estrella count among the most prime locations, but localities situated somewhat further from the sea, with superb views, like, for example, Benimarco or Pedramala are also desirable and have their price. The scenically wonderful hinterland, that can be reached within barely half an hour by car, also should not be overlooked while undertaking your

search. Anyone seeking, not only a home, but also a good investment opportunity, can reap the benefits here. Apart from the renowned prime locations, there are, in Moraira and its surroundings, still, to a certain extent, superb properties at reasonable prices.



Far away from tourism

Whoever favours Jávea as a preferred location, for whatever reasons, will find themselves surrounded by an international community, far from tourist centres, in a town with diverse scenic charm. Larger and also more sprawling than Moraira, Jávea stretches between the Cape San Antonio and the Cabo de la Nao, one of the most beautiful regions of the northern Costa Blanca.

Orientated predominantly in an easterly direction, there are very different climatic zones here, the southern slopes of the Montgó, for example, being renowned for a wonderful winter climate. Here you will experience sunsets straight from a picture book.

A dream climate

Anyone wishing to top off the mild, healthy climate with a south-facing view over the Bay of Jávea and the sea will want to devote their attention to the spectacular areas around Cuesta



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San Antonio, La Corona or the conveniently situated Monte Puchol. However, the areas around Cabo de la Nao and Portichol also cannot easily be rivalled, where the partly steep,

coastline offers superb views to the sea, the east, as well as, to the south. The sprawling areas between both Capes are also full of surprises for the discerning prospective buyer.

For the love of a town

Dénia, the largest town in the region, with much hustle and bustle, also in winter, is situated north of Jávea. There are numerous reasons why many people love it more than anywhere else. The best thing would be to visit and see for yourself personally.

A tip from us

The **Hanseatische Gesellschaft Hamburg**, www.hg-hamburg.de, should be considered a personal tip for anyone thinking of acquiring a first-class property. The firm has been active exclusively in the up-market property sector in the Jávea and Moraira area for over 35 years, and has one of the most distinguished range of properties in this region at its disposal.

That is the article thus far.

Footnote

We are aware that experts on this region must be given the right to be critical of the author on all points. That is important to us, because we are of the opinion, that advertising must be credible, a view, that for us is **hanseatic**, and is in accordance with our way of thinking.