

Town	Ideal For	Average Cost	Vibe & Setting
Alicante	Museums, castles, urban beaches	€€	Bustling, historic port city
Altea	Couples' retreats, scenic views	€€€	Artistic, whitewashed hill town
Benidorm	Family attractions, nightlife, beaches	€€	Modern skyline, high-energy resort
Calpe	Hiking, beach views, nature lovers	€€	Coastal, photogenic with landmark rock
Dénia	Gastronomy, ferry access, old town charm	€€	Historic and relaxed with island links
Elche	Culture, history, palm groves	€	Inland, authentic Spanish city
Jalón (Xaló)	Wine tastings, valley walks, markets	€	Rural, tranquil, off the beaten path
Jávea (Xàbia)	Snorkelling, kayaking, quiet coves	€€€	Green, peaceful, villa-studded coastline
Torrevieja	Budget trips, salt lakes, family fun	€	Lively, accessible beach town
Villajoyosa	Colorful buildings, chocolate history, beaches	€€	Cheerful, low-key seaside village