

Puerto Escondido Real Estate Investment Guide

Located on the Pacific coast, Puerto Escondido in Oaxaca, Mexico, has transformed into an alluring destination for real estate investors.

Its pristine beaches, laid-back lifestyle, and promising economic growth make it a compelling choice.



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Puerto Escondido Overview



Appreciation

Real estate investments in Puerto Escondido **have consistently outperformed an annual growth of 10%.**



Tourism Boom

Puerto Escondido welcomed **891,679 tourists in 2023, making a 19.15% increase from 2022.**

The Puerto Escondido Airport **received 917,395 passengers in 2023, showing a 25.84% rise compared to 2022.**



Prices by area

Annual increase in value per square meter on the **beach side:**

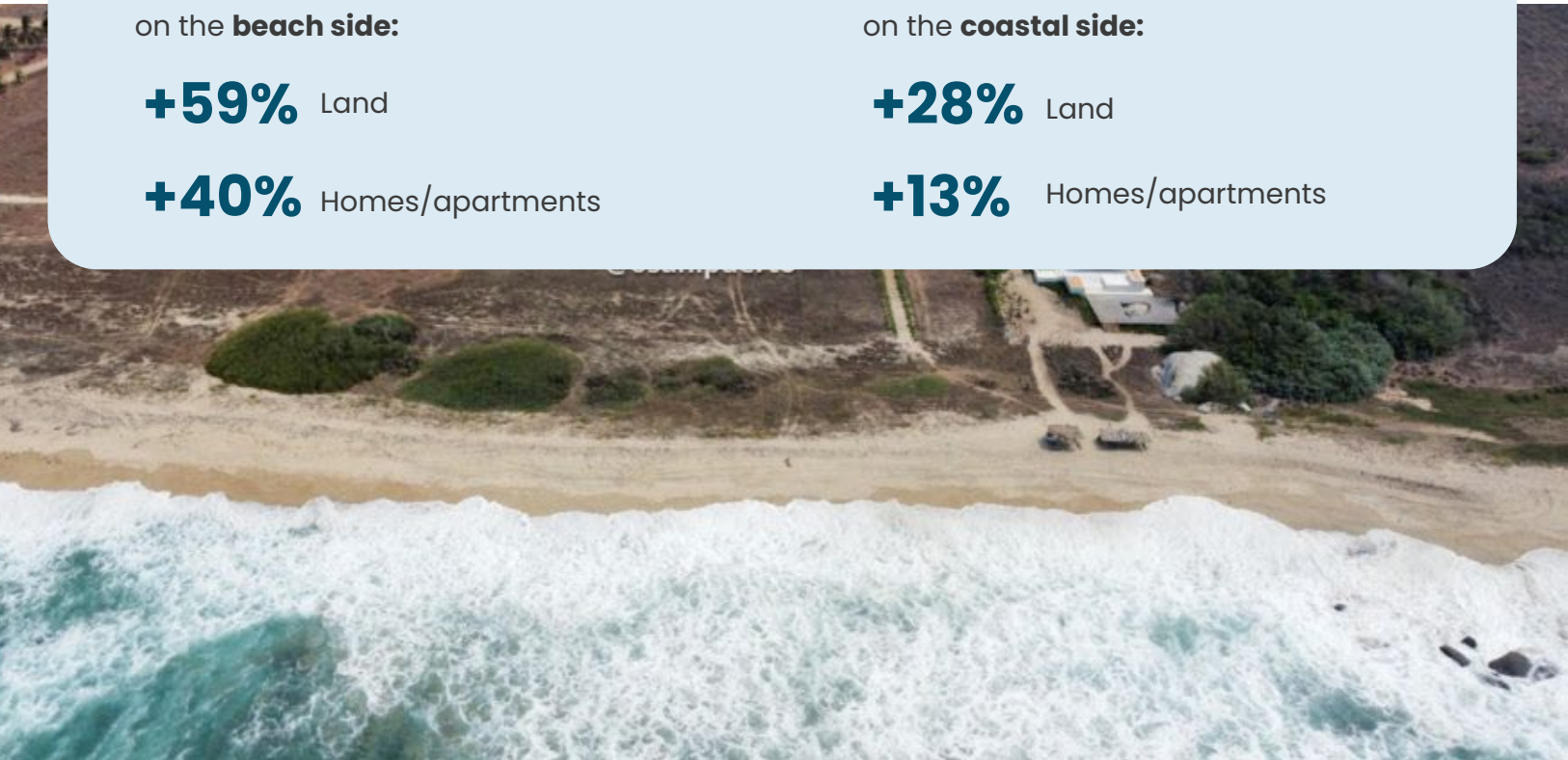
+59% Land

+40% Homes/apartments

Annual increase in value per square meter on the **coastal side:**

+28% Land

+13% Homes/apartments



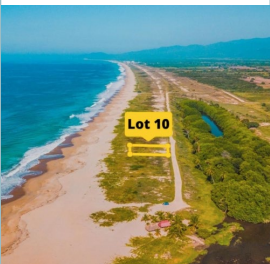

Why invest in Puerto Escondido?

Appreciation

In the past five years, real estate **investments in Puerto Escondido have consistently exceeded an annual growth of 10%.**



In fact, for three consecutive years, **property prices for sale in Puerto Escondido have steadily risen**, with a notable increase in the value of beachside land.

Annual increase in land price/m2 **in Puerto Escondido***

		Year			
Concept		2021	2022	2023	2024
Beach side 	Price per m2	\$4,900 MXN	\$7,300 MXN	\$8,500 MXN	\$13,500 MXN
	Growth % vs. previous year		49%	16%	59%
Hill side 	Price per m2	\$2,000 MXN	\$2,400 MXN	\$2,900 MXN	\$5,000 MXN
	Growth % vs. previous year		20%	21%	21%

* These prices are from 2024 and may vary depending on the exact location, property features, and market demand.
Data sourced from osanpuerto.com

Annual increase in land price/m2 **outside Puerto Escondido***


		Year			
	Concept	2021	2022	2023	2024
Beach side 	Price per m2	\$1,400 MXN	\$1,800 MXN	\$ 2,500 MXN	\$ 2,800 MXN
	Growth % vs. previous year		29%	39%	12%
Hill side 	Price per m2	\$1,200 MXN	\$1,500 MXN	\$1,800 MXN	\$2,000 MXN
	Growth % vs. previous year		25%	20%	11%

* These prices are from 2024 and may vary depending on the exact location, property features, and market demand.
Data sourced from osanpuerto.com

Annual increase of homes/apartments price/m2 **in Puerto Escondido***

		Year			
	Concept	2021	2022	2023	2024
Beach side 	Price per m2	\$24,000 MXN	\$29,000 MXN	\$37,000 MXN	\$45,000 MXN
	Growth % vs. previous year		21%	28%	40%
Hill side 	Price per m2	\$20,000 MXN	\$24,000 MXN	\$30,000 MXN	\$28,000 MXN
	Growth % vs. previous year		20%	25%	17%

* These prices are from 2024 and may vary depending on the exact location, property features, and market demand.
Data sourced from osanpuerto.com

Annual increase of homes/apartments price/m2 outside Puerto Escondido*					
		Year			
	Concept	2021	2022	2023	2024
 <p>Beach side</p>	Price per m2	\$21,000 MXN	\$27,000 MXN	\$32,000 MXN	\$22,500 MXN
	Growth % vs. previous year		29%	19%	13%
 <p>Hill side</p>	Price per m2	\$17,000 MXN	\$20,000 MXN	\$24,000 MXN	\$20,000 MXN
	Growth % vs. previous year		18%	20%	14%

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Today, prices per m2* in MXN depending of the area

Área	2024
Bacocho	\$12,500
Zicatela	\$13,000
Punta Zicatela	\$13,500
La Barra de Colotepec	\$5,500
La Barra de Navidad	\$4,500

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What is driving the appreciation growth in Puerto Escondido?

The constantly rising prices in Puerto Escondido reflect the interplay of several factors that influence the real estate market in the region:

- Since 2022, **connectivity to Puerto Escondido has improved with flights from Tijuana, Monterrey, Guadalajara, and Mexico City**. These routes ease the arrival of new international travelers, enhancing the investment potential.
- Due to the remote work trend, **Puerto Escondido has witnessed an increase in mid- to long-term property rentals**, fostering the creation of new properties in the area.
- **Ongoing investment in infrastructure and services**, such as a highway that will reduce travel time from the capital of Oaxaca to Puerto Escondido to 2:30 hrs.
- **Recognized Mexican and international architects have undertaken exceptional projects**, solidifying the Oaxaca coast as a sought-after Airbnb rentals and new development destination, thus attracting new investors.

Together, these factors contribute to solidifying the upward trend in property appreciation in the region. Therefore, considering an investment in Puerto Escondido could be a wise and strategic long- term decision.

Tourism Boom

According to the Mexican Ministry of Tourism, **in 2023, Puerto Escondido welcomed 891,679 tourists, a 19.15% increase compared to 2022.** This surge has generated a consistent demand for accommodation, presenting an opportunity for real estate investors.

Tourist growth in Puerto Escondido		
Period	Total tourists	Average occupancy
2020	293,311	14.66%
2021	567,046	27.07%
2022	748,329	37.8%
2023	891,679	33.51%

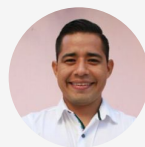
Additionally, in 2023, the Puerto Escondido International Airport experienced significant growth, welcoming 917,395 passengers. This marks a 25.84% increase compared to 2022 (729,004 passengers)

If you are interested in obtaining more information about a specific area or exploring available options, do not hesitate to get in touch with Osan Puerto, an expert in the Real Estate Market in Puerto Escondido



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Sources:

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- Gobierno de México | gob.mx