



RISE REAL BALI RESEARCH · YIELDS

# What Rental Yields Do Bali New Builds Advertise, and What Is Left Net

October 9, 2026 · 5 min read · Market research

The median advertised yield of Bali new builds is 14% a year. Only 15 of 176 unit types state it as net. Here is how to read these figures and what an owner keeps after costs.

Read online: <https://riserealbali.com/guides/bali-advertised-rental-yields/>

## IN SHORT

The median rental yield advertised by Bali new builds is 14% a year, across 176 unit types in 57 projects in the Rise Real Bali database as of 9 October 2026. In 80 cases it is stated before costs, in 81 the basis is not given, and only 15 say net. Owners keep about 60% of revenue after management, upkeep and tax, so 14% gross is roughly 8.4% net.

|                                       |                                                                 |                                                                         |                                                                    |
|---------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------|
| <b>14%</b><br>median advertised yield | <b>15 of 176</b><br>unit types where the yield is stated as net | <b>7 of 176</b><br>unit types that state the occupancy behind the yield | <b>≈ 8.4%</b><br>net from a 14% gross yield, Rise Real Bali method |
|---------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------|

## IN THIS REPORT

|    |                                                       |    |                                     |
|----|-------------------------------------------------------|----|-------------------------------------|
| 01 | What yields do Bali new builds advertise?             | 05 | Non-resident tax and the first year |
| 02 | Gross or net: how is the advertised yield calculated? | 06 | What this means for buyers          |
| 03 | What occupancy is behind the advertised yield?        | 07 | FAQ                                 |
| 04 | What does an owner keep after costs?                  | 08 | How we know this                    |

01 / 05

## What yields do Bali new builds advertise?

176 unit types in 57 projects in our database come with an advertised yield. The median is 14% a year; half sit between 11.4% and 16%. 46% of unit types advertise 15% or more, and only 3 advertise 20% or more.

Apartments advertise more than villas: 15% against 13.3%. Studios: 10%. These are seller figures; we show them as they are and model returns from rates and occupancy.

|             |            |        |         |
|-------------|------------|--------|---------|
| 14%         | 15%        | 13.3%  | 10%     |
| median, all | apartments | villas | studios |

Source: Rise Real Bali project database (Airtable), price lists and developer decks, snapshot 9 October 2026

02 / 05

## Gross or net: how is the advertised yield calculated?

In 80 of 176 unit types the yield is explicitly before costs, median 16%. In 81 the basis is not given. Only 15 state it net, median 11.8%. This is a market habit rather than a trick: the seller shows revenue, the buyer thinks about cash in the account. See management fees and rental guarantees.

### Advertised yields of Bali new builds by basis

| BASIS                | UNIT TYPES | MEDIAN | PROJECTS |
|----------------------|------------|--------|----------|
| Before costs (gross) | 80         | 16%    | 19       |
| Basis not given      | 64         | 13.3%  | 24       |
| Net, after costs     | 15         | 11.8%  | 10       |
| Field empty          | 17         | 8%     | 5        |

Source: Rise Real Bali database, 176 unit types with price and advertised yield

## What occupancy is behind the advertised yield?

Only 7 of 176 unit types state the occupancy used, from 65% to 80%.

The market: AirROI data for the 12 months to July 2026 put average short-let occupancy across Bali areas at 36–48%, including inactive listings. Bali hotels averaged 74% in 2025 (Horwath HTL and C9 Hotelworks). A professionally managed villa sits in between, so our model uses 60–70% by area and always three scenarios.

### Short-let market by area and base occupancy in the Rise Real Bali model

| AREA      | AVERAGE NIGHTLY RATE | MARKET OCCUPANCY | BASE IN OUR MODEL |
|-----------|----------------------|------------------|-------------------|
| Seminyak  | Rp 5.0 mn            | 39.4%            | 70%               |
| Uluwatu   | Rp 4.3 mn            | 46%              | 70%               |
| Canggu    | Rp 3.8 mn            | 37.5%            | 70%               |
| Pererenan | Rp 2.9 mn            | 45–48%           | 70%               |
| Ungasan   | Rp 2.6 mn            | 38.8%            | 65%               |
| Ubud      | Rp 2.0 mn            | 37.7%            | 60%               |
| Nusa Dua  | Rp 1.7 mn            | ≈ 40%            | 65%               |
| Sanur     | Rp 1.7 mn            | ≈ 40%            | 65%               |

Source: AirROI, trailing 12 months to July 2026; Rise Real Bali yield methodology v1.1

## What does an owner keep after costs?

In our model about 40% of revenue goes: management 18%, upkeep and wear 12%, tax 10%. With resort operators it is about 45%. The owner keeps 55–60%, so multiply a gross yield by roughly 0.6.

Our honesty frame: a finished lifestyle villa nets 6–8%, a strong product with professional management 8–12%, self-managed 4–6%. Above 12% only with a shown profit and loss statement. See rental yield by area.

## Advertised gross yield converted to net

| ADVERTISED GROSS | NET AFTER 40% COSTS |
|------------------|---------------------|
| 12%              | 7.2%                |
| 14%              | 8.4%                |
| 16%              | 9.6%                |
| 20%              | 12%                 |

Three questions for any yield figure: gross or net, at what occupancy, and what is assumed for the first year.

05 / 05

## Non-resident tax and the first year

Our base case is a 10% tax on revenue. For a tax non-resident a 20% withholding on gross revenue under PPh 26 may apply instead, leaving about 50% of revenue. See rental income tax in Indonesia. The first year is always weaker: we assume 70% of planned occupancy.

## What this means for buyers

- 01 The median advertised yield is 14%, almost always revenue, not cash.
- 02 Multiply gross by about 0.6: 14% becomes roughly 8.4%.
- 03 Ask for the occupancy: the short-let market averages 36–48%, good management 60–70%.
- 04 Non-residents may face 20% withholding on gross revenue.
- 05 Plan the first year at 70% of target occupancy.

## FAQ

### What yields do Bali new builds promise?

A median 14% a year across 176 unit types in 57 projects in the Rise Real Bali database (9 October 2026); half are between 11.4% and 16%.

### Are advertised Bali yields gross or net?

Mostly gross: 80 of 176 are explicitly before costs, 81 do not say, only 15 are stated net.

## What does a Bali villa really earn?

Owners keep about 60% of revenue in our model. A finished lifestyle villa nets 6–8%, a strong product with professional management 8–12%.

---

## What is the occupancy of Bali villas?

AirROI puts average short-let occupancy across Bali areas at 36–48% for the 12 months to July 2026, including inactive listings. With professional management we assume 60–70%.

---

## How do I convert a gross yield to net?

Multiply by about 0.6: management 18%, upkeep 12% and tax 10% take about 40% of revenue.

---

## What tax does a villa owner pay in Bali?

Our model uses 10% of revenue. A non-resident may face 20% of gross under PPh 26; a tax adviser decides which applies.

---

## How we know this

Advertised yields from developer materials in the Rise Real Bali project database, snapshot 9 October 2026: 176 unit types with a price in 57 projects; basis from the yield-basis field. Market: AirROI trailing 12 months to July 2026; hotels: Horwath HTL / C9 Hotelworks, Bali Hotel & Branded Residences 2026. Costs and scenarios: Rise Real Bali yield methodology v1.1. No figures for individual projects or small-sample areas.

— Rise Real Bali project database (Airtable), price lists and developer decks, snapshot 9 October 2026

— AirROI short-term rental data, trailing 12 months to July 2026

— Horwath HTL / C9 Hotelworks, Bali Hotel & Branded Residences 2026

— Rise Real Bali yield methodology v1.1

— PPh 26, PP 34/2017

Rise Real Bali is a real estate agency in Bali. We write from the deals we handle and from public data, and we name our sources.

---

By Dmitrii Rogov, Rise Real Bali.

---

#### Disclaimer

This guide is for information only. It is not an offer, not personal investment advice and not a promise of income. Yield figures are our estimates on the assumptions stated in the text; the actual result depends on the market, management, seasonality and changes in the law. Prices, layouts and terms can change without notice and are not part of any contract. Check the documents, the ownership structure and the tax load with an Indonesian lawyer and tax adviser before you pay a deposit. Prices are in Indonesian rupiah (IDR, Rp), as Law No. 7 of 2011 on Currency and Bank Indonesia Regulation No. 17/3/PBI/2015, Article 11, require. Full disclaimer: <https://riserealbali.com/legal/disclaimer/>

#### Questions about this guide?

Message us on WhatsApp: +62 895 7032 66474 · [wa.me/62895703266474](https://wa.me/62895703266474)

This guide online: [riserealbali.com/guides/bali-advertised-rental-yields/](https://riserealbali.com/guides/bali-advertised-rental-yields/)