

**COMMERCIAL  
PRESENTATION**  
2025



**MEDITERRANEAN  
ATTITUDE**



[www.introducingcastellon.com](http://www.introducingcastellon.com)





The authentic  
mediterranean  
lifestyle



# ABOUT US

The Introducing Castellón Product Club is an association created in 2016 by the main hotel companies in the province of Castellón and which currently represents 17,000 hotel beds.

**The Generalitat Valenciana, the Castellón Airport and the Town Councils of the main tourist destinations** in the province collaborate with the Club, as well as more than 100 companies offering complementary services.

We are, therefore, a Product Club led by hotel owners from the province of Castellón.



## OUR MISSION

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The Club's raison d'être is to improve the positioning and competitiveness of the tourism product in the province of Castellón, through the creation of a specialized product in the different product-markets (gastronomic, cultural, sports, sun and beach, MICE,... ), and marketing them in collaboration with the main tour operators in the markets of origin.

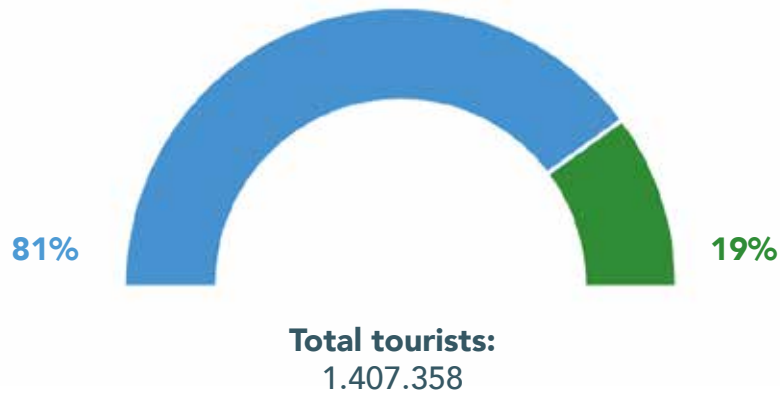
**We are the only operator 100% focus in tourist destination of the region of Castellón.**



## Places

Peñíscola	<b>8.500</b>
Alcalá de Xivert / Alcossebre	<b>1.500</b>
Oropesa del Mar	<b>3.500</b>
Benicàssim	<b>2.500</b>
Castellón de la Plana	<b>2.400</b>
Montanejos	<b>500</b>
Morella	<b>250</b>
Others	<b>5.850</b>
<b>TOTAL</b>	<b>25.000</b>

# TOURISM DEMAND TO CASTELLÓN



- Residents in Spain
- Residents in foreign countries

	% Tourists	% Overnight
Comunidad Valenciana	<b>32,87%</b>	<b>26,48%</b>
Comunidad de Madrid	<b>25,48%</b>	<b>27,49%</b>
Cataluña	<b>13,46%</b>	<b>11,99%</b>
Aragón	<b>6,12%</b>	<b>6,87%</b>

	% Tourists	% Overnight
France	<b>28,53%</b>	<b>26,31%</b>
Germany	<b>11,35%</b>	<b>19,28%</b>
UK	<b>10,78%</b>	<b>15,98%</b>
Netherlands	<b>7,26%</b>	<b>10,81%</b>



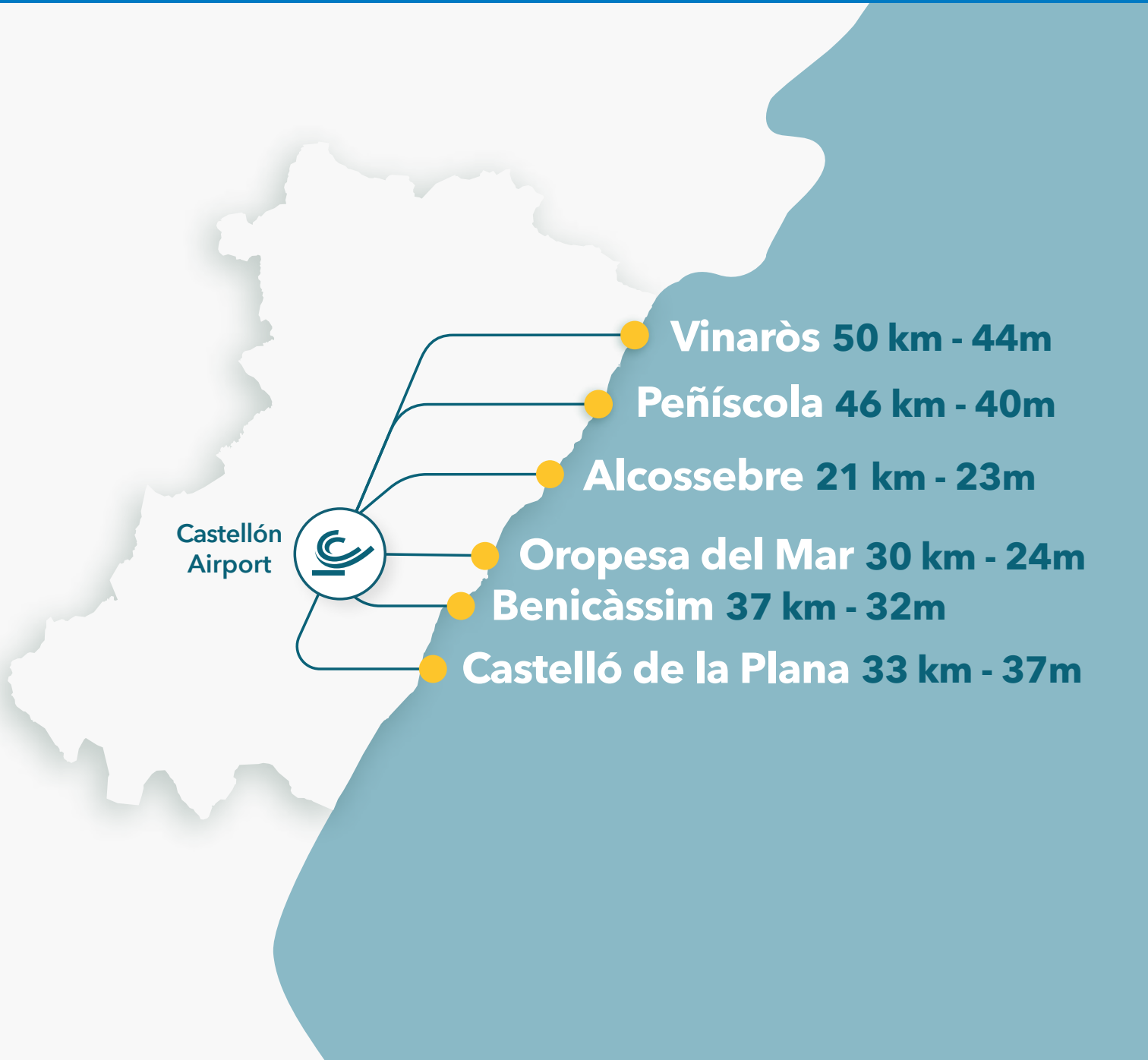
Coast tourism



Rural tourism



# Coast tourism



# Vinaròs





# Peñíscola



Alcalà de Xivert  
Alcossebre



# Oropesa del Mar



Benicàssim



# Castelló

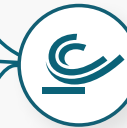


# Rural tourism

Vall d'Uixó  
57 km - 42m

Morella-Els ports  
72 km - 1h 13m

Montanejos 85 km - 1h 23m



Castellón  
Airport



# Vall D'Uixó

# Montanejos



# Morella-Els ports





# Gastronomy





Culture





Active tourism





# Nature

parcs naturals de la comunitat valenciana







Wellness tourism



## MICE halls



## Introducing Castellón MICE services

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- ◆ **Preparation and support** for applications.
- ◆ **Promote the meeting market** in the city of Castellón.
- ◆ **Facilitate attendance at fairs, workshops and MICE forums** specialized in the sector.
- ◆ The recruitment of **congresses, conventions, incentive trips and meetings** of all kinds.
- ◆ **Provide free advice** on planning and organizing events.
- ◆ **Organization and coordination** of familiarization trips and inspection visits.
- ◆ **Help to have contact** with service providers in the meetings market.
- ◆ **Provision of promotional material** about the destination.
- ◆ **Location and reservation** of emblematic places to hold social events for MICE events.



Our hotels







**AEROPORT CASTELLÓ**

It operates  
regular flights from  
**2015**



## Competitive **advantages**

- ◆ **Strategic situation**
- ◆ **Good road connections**
- ◆ **Speed of operations**
- ◆ **Agility in decision making**
- ◆ **Adaptation to customer needs. A la carte services.**
- ◆ **Competitive airport fees**
- ◆ **Flexible schedule**
- ◆ **Quick and easy billing**
- ◆ **Free parking for users**

Passengers  
2023

**283.259**

Operations  
2023

**9.780**

Category

**4 D**

# Flight schedule 2025



Berlin (BER)  
 Brussels (CRL)  
 Budapest (BUD)  
 Krakow (KRK)  
 Dusseldorf Weeze (NRN)  
 London Stansted (STN)  
 Milan (BGY)  
 Porto (OPO)

[www.ryanair.com](http://www.ryanair.com)



Bucharest (OTP)  
 Cluj-Napoca (CLJ)

[www.wizzair.com](http://www.wizzair.com)



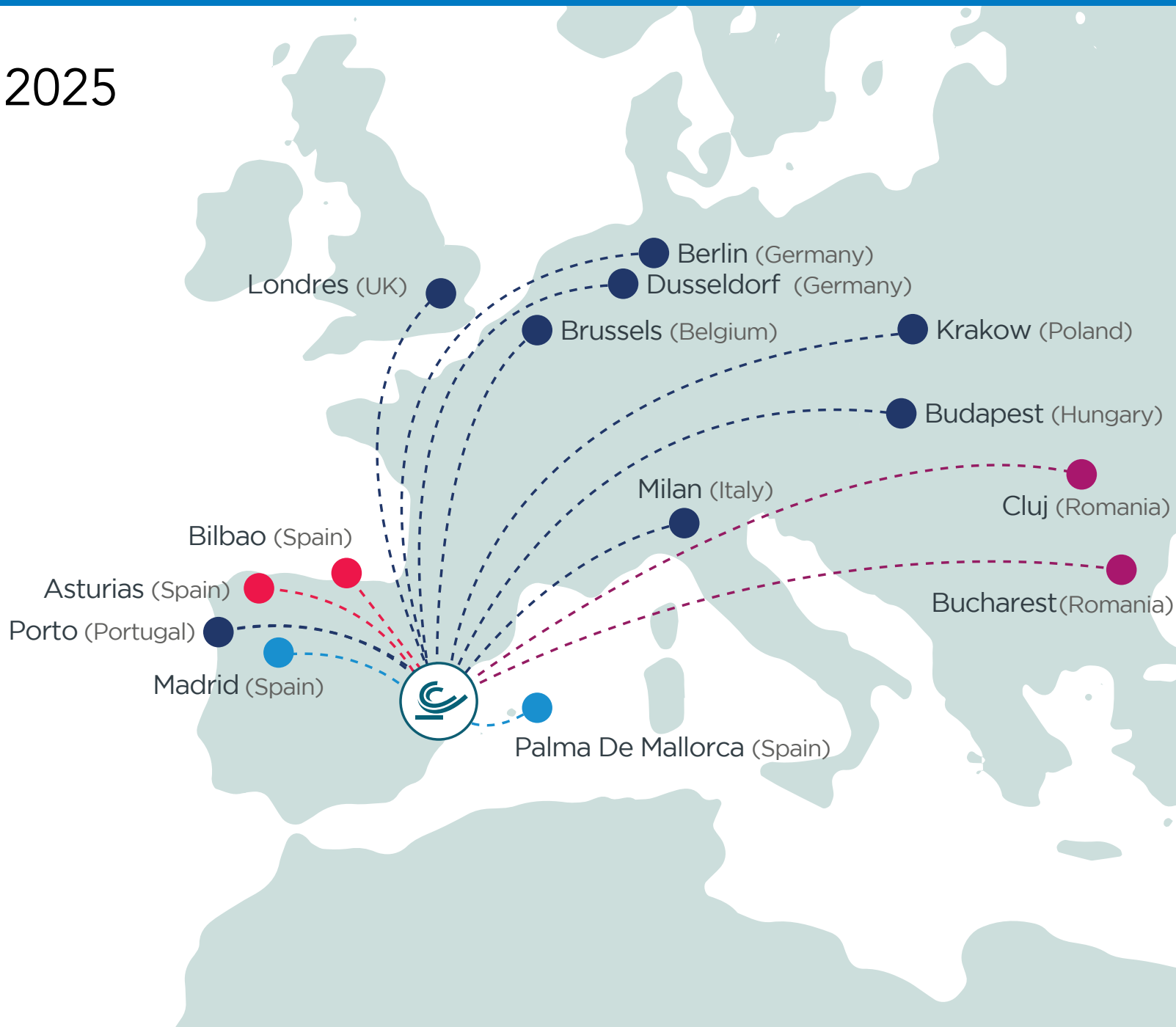
Madrid (MAD)  
 Palma De Mallorca (PMI)

[www.airnostrum.es](http://www.airnostrum.es)



Asturias (OVD)  
 Bilbao (BIO)

[www.volotea.com](http://www.volotea.com)



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