



COMUNITAT
VALENCIANA

ACTITUD
MEDITERRÁNEA



www.introducingcastellon.com



COMMERCIAL
PRESENTATION
2026



The authentic
mediterranean
lifestyle



ABOUT US

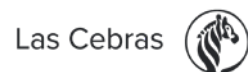
The Introducing Castellón Product Club is an association created in 2016 by the main hotel companies in the province of Castellón and which currently represents 17,000 hotel beds.

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 ASSOCIATE MEMBERS



OUR MISSION

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.

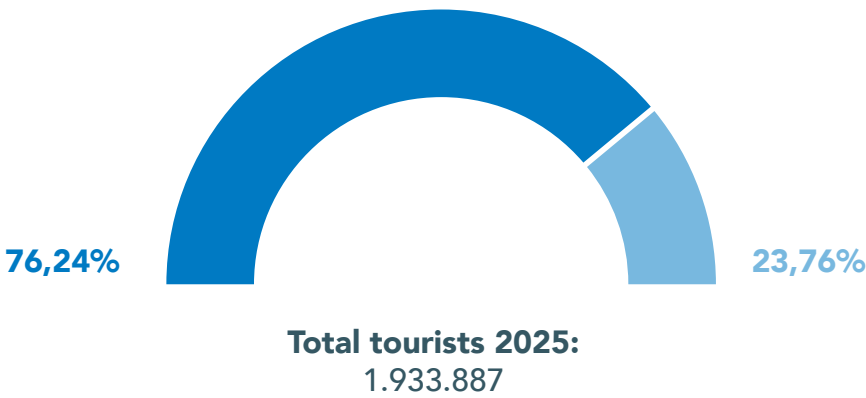
We are the only operator 100% focus in tourist destination of the region of Castellón.

ROOMS BY DESTINATION

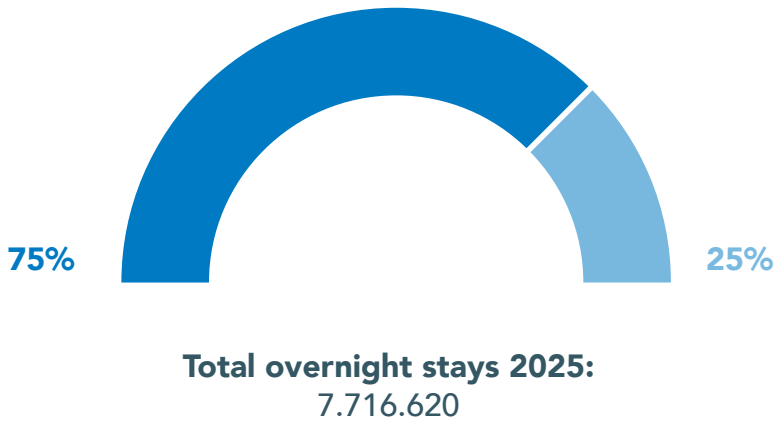
Main destinations

Peñíscola	8.500
Alcalá de Xivert / Alcossebre	1.500
Oropesa del Mar	3.500
Benicàssim	2.500
Castellón de la Plana	2.400
Montanejos	500
Morella	250
Others	6.078
TOTAL	25.228

TOURISM DEMAND TO CASTELLÓN



	%Turists	%Overnight
Comunidad Valenciana	37%	26,86%
Comunidad de Madrid	15,42%	18,92%
Cataluña	13,88%	9,28%
Aragon	6,87%	7,28%



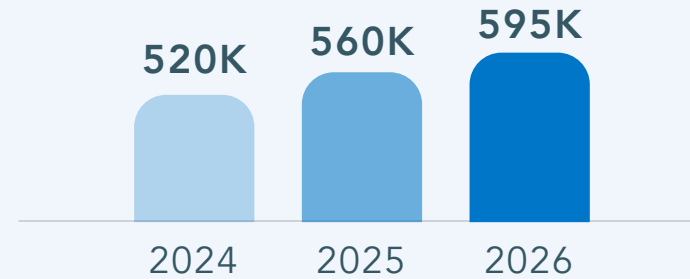
	%Turists	%Overnight
France	20,82%	19,15%
Germany	14,42%	22,96%
UK	6,88%	10,10%
Netherlands	9,57%	9,95%

- Residents in Spain
- Residents in foreign countries

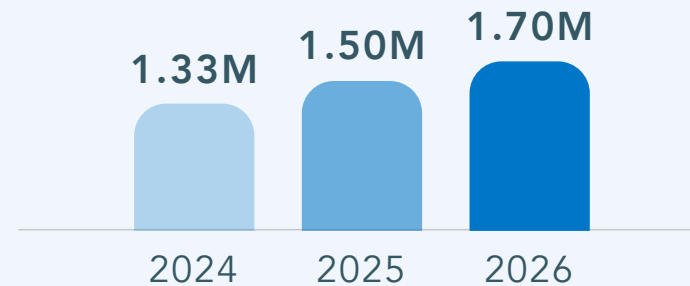
CASTELLÓN: A DESTINATION THAT GROWS



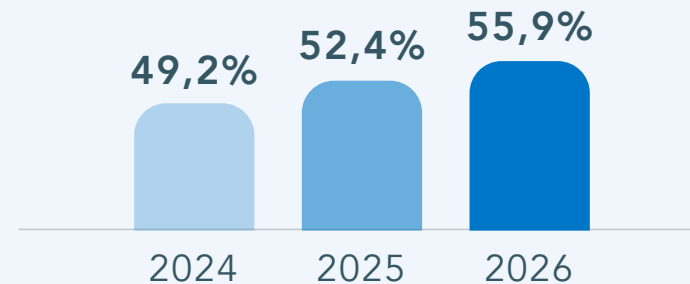
Hotel guests
+14%
 2024 → 2026



Overnight stays
+28%
 2024 → 2026



Hotel occupancy
+6.7%
 2024 → 2026



*The data for 2026 refer only to the first half of the year (January–June).



Coast tourism



Rural tourism

Coast tourism

Castellón
Airport



- Vinaròs 50 km - 44m
- Peñíscola 46 km - 40m
- Alcossebre 21 km - 23m
- Oropesa del Mar 30 km - 24m
- Benicàssim 37 km - 32m
- Castelló de la Plana 33 km - 37m



Vinaròs

Peñíscola



Alcalà de Xivert Alcossebre



Oropesa del Mar





Benicàssim



Castelló



Rural tourism

Vall d'Uixó
57 km - 42m

Montanejos 85 km - 1h 23m



Castellón
Airport

Morella-Els ports
72 km - 1h 13m

Vall D'Uixó



Montanejos



Morella-Els ports





Gastronomy





Culture



Active tourism







Nature

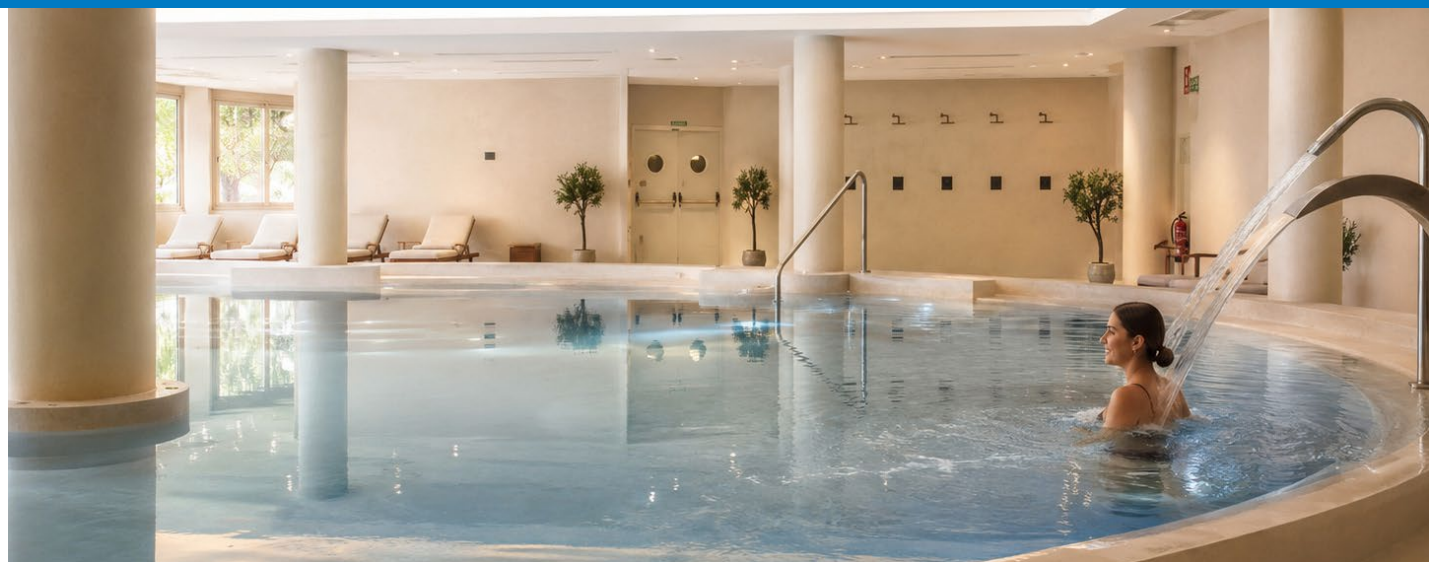
parcs **naturals**
de la **comunitat**
valenciana



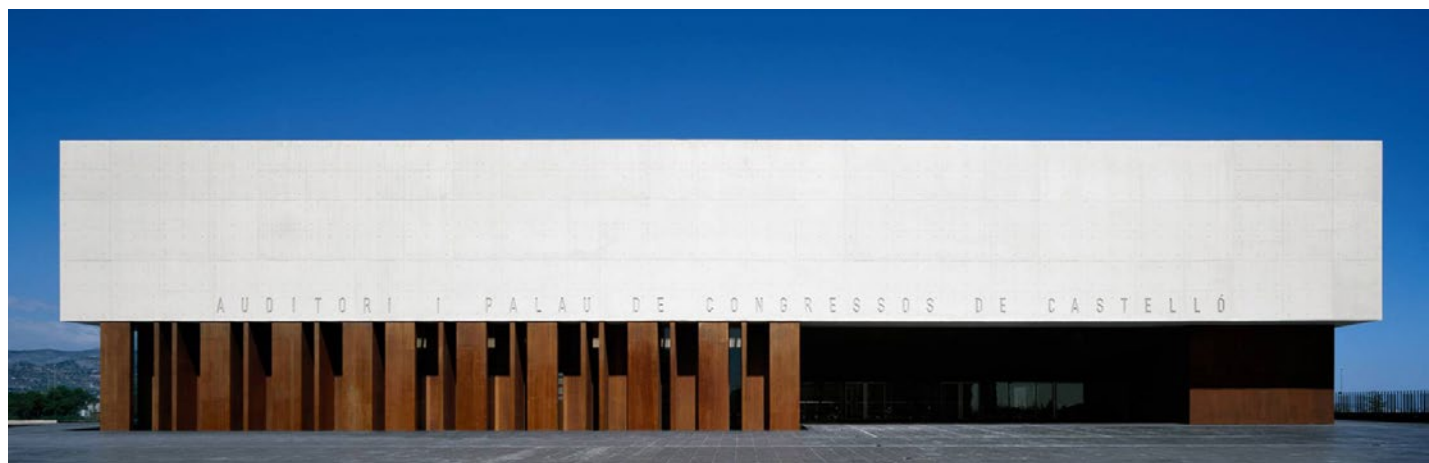
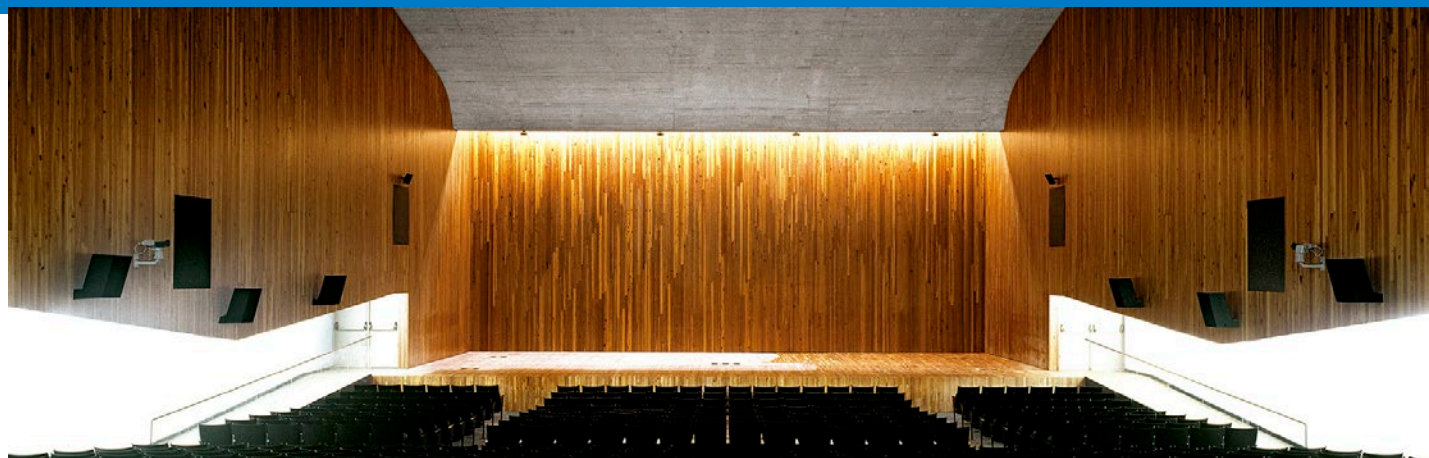




Wellness tourism



MICE halls

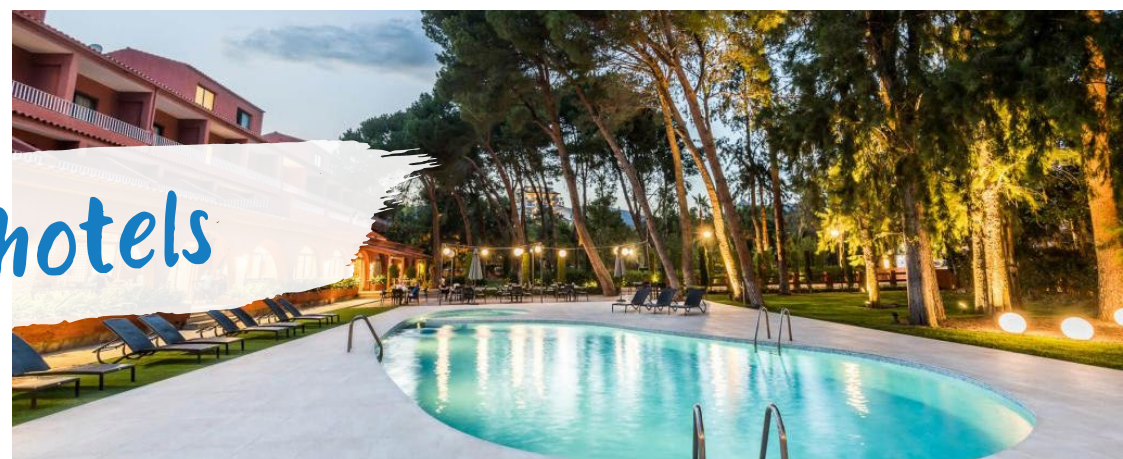


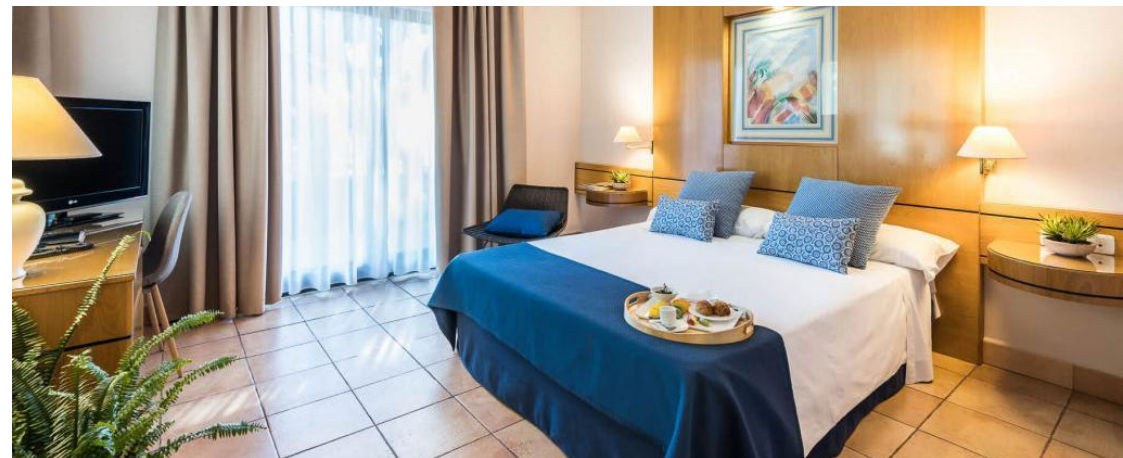
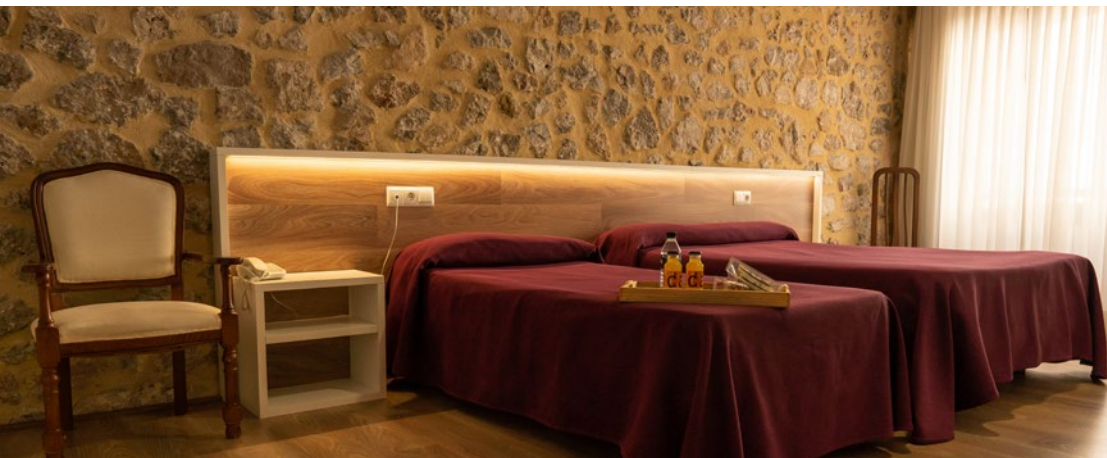
Introducing Castellón MICE services

- ◆ **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
2025

318.309

Operations
2025

12.401

Category

4 D

Flight schedule 2026

RYANAIR

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

www.ryanair.com

Wizz

Bucharest (OTP)
 Cluj-Napoca (CLJ)

www.wizzair.com

IBERIA regional AIR NOSTRUM

Madrid (MAD)
 Palma De Mallorca (PMI)

www.airnostrum.es

VOLOTEA

Asturias (OVD)
 Bilbao (BIO)

www.volotea.com



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MEDITERRANEAN
ATTITUDE