COMUNITAT VALENCIANA

ACTITUD MEDITERRÁNEA

ESPAÑA

www.introducingcastellon.com

Introducing Castellón
YOUR NEW DESTINATION

COMMERCIAL PRESENTATION 2026

CASTELLÓN REGION OF VALENCIA

MEDITERRANEAN ATTITUDE

ESPAÑA

www.introducingcastellon.com

Introducing Castellón
YOUR NEW DESTINATION

FRANCE
PORTUGAL
Salou
Zaragoza
296 km
Barcelona
280km
Madrid
420 km
Castelló
Valencia
75 km
Alicante
170 km
Morella
Cinctorres
Vinaròs
Peñíscola
Alcalà de Xivert
Alcossebre
Vilafamés
Oropesa del Mar
Montanejos
Castellón
Airport
Benicàssim
Castelló de la Plana
Villarreal
Vall d'Uixo
Columbretes
islands
Valencia

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

RH HOTELES

ZT HOTELS

PONTIANA THALASSO HOTEL

GRAN HOTEL LAS FUENTES ALCOCEBER · ALCOSSEBRE

Azahar Beach ***** APARTMENTS & SPA *****

Magic World La nueva Marina d'Or

PALASIET THALASSO CLINIC & HOTEL

ALBADES ESSÈNCIA MEDITERRÀNIA HOTEL ★★★★ SUP ADULTS ONLY

INTELIER

HOTEL JAIME I | civis HOTELES

Xauen HOTEL · SPA · RESTAURANT

Hotel Castellón Center *Affiliated by Meliá*

HOTEL LUZ ★★★★ Superior

Hotel Plana Parc by Sercotel

Hotel Plana Suites by Sercotel

Hotel Plana Onda by Sercotel

DOÑALOLA HOTEL · CASTELLÓN

HOTEL Tramontana

Las Cebras

HOTEL · SPA · RESTAURANTE ROSALEDA DEL MIJARES *** MONTANEJOS

HOTELES VILA-REAL

elFaixero HOTEL RURAL

REY DON JAIME II

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

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

Total tourists 2025:
1.933.887

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

Total overnight stays 2025:
7.716.620

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

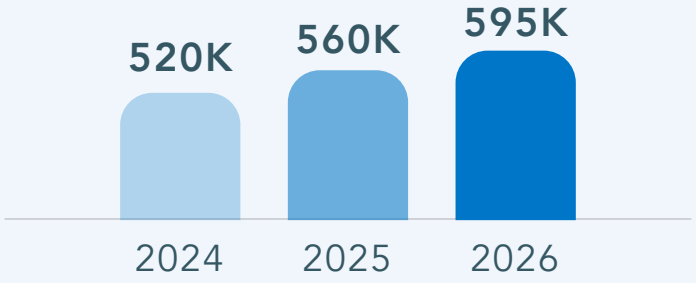
- **Residents in Spain**
- **Residents in foreign countries**

CASTELLÓN: **A DESTINATION THAT GROWS**

Hotel guests

+14%

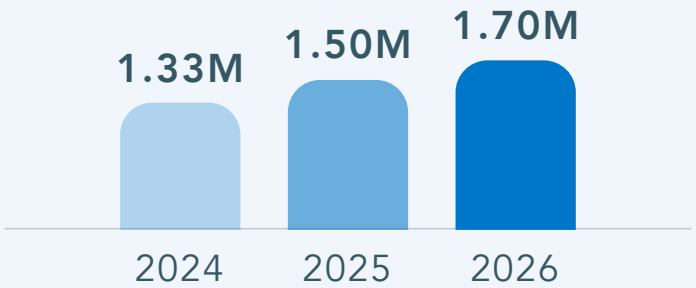
2024 → 2026



Overnight stays

+28%

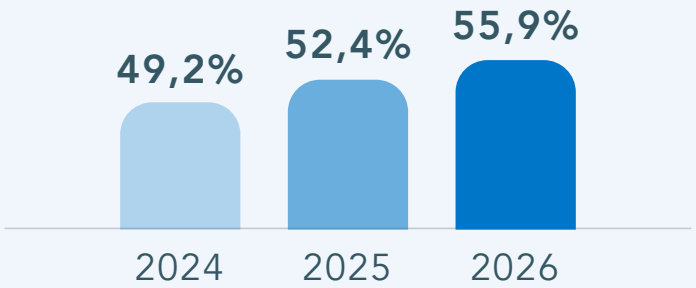
2024 → 2026



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

- **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

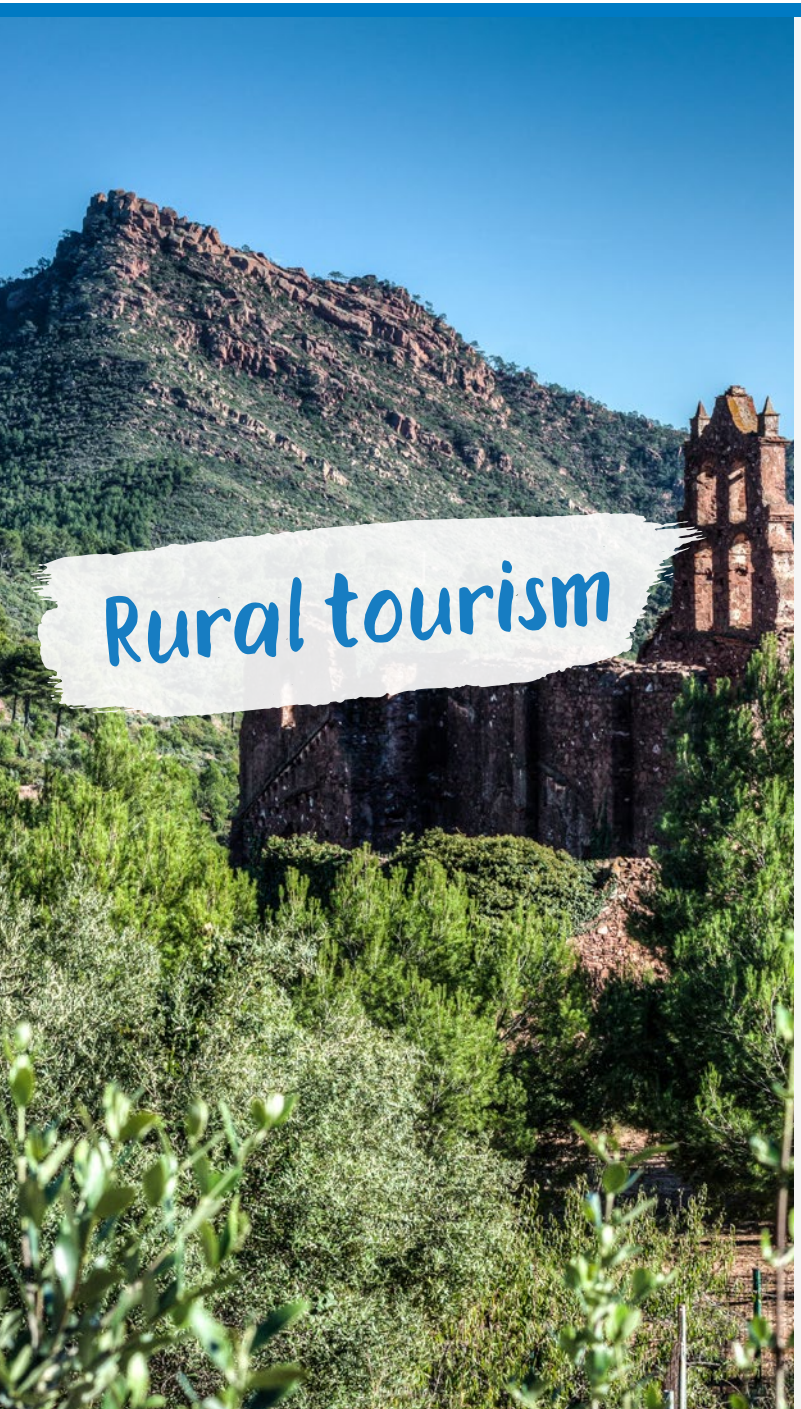
Peñíscola

Alcalà de Xivert
Alcossebre

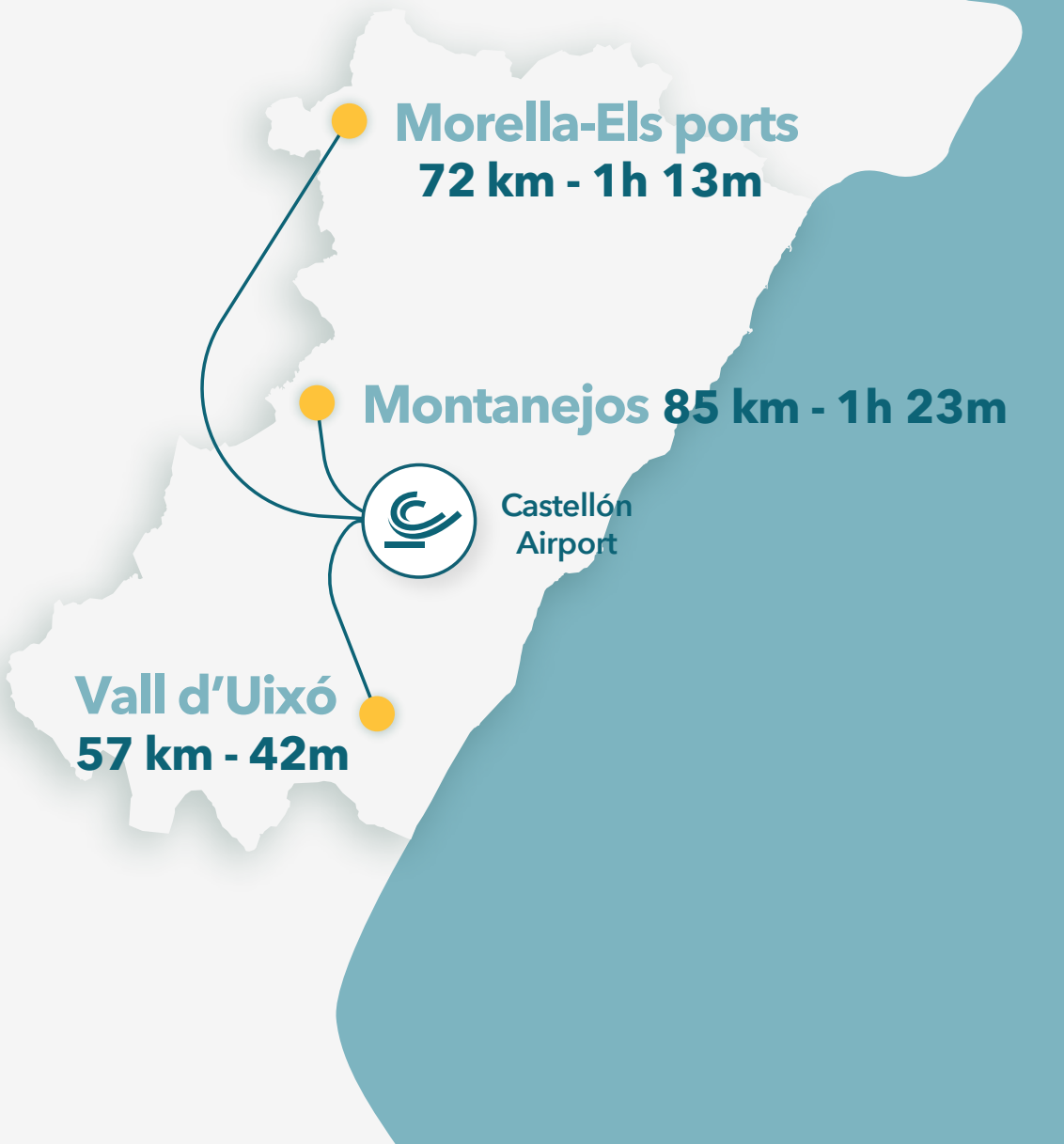
Oropesa del Mar

Benicàssim

Castelló



Rural tourism



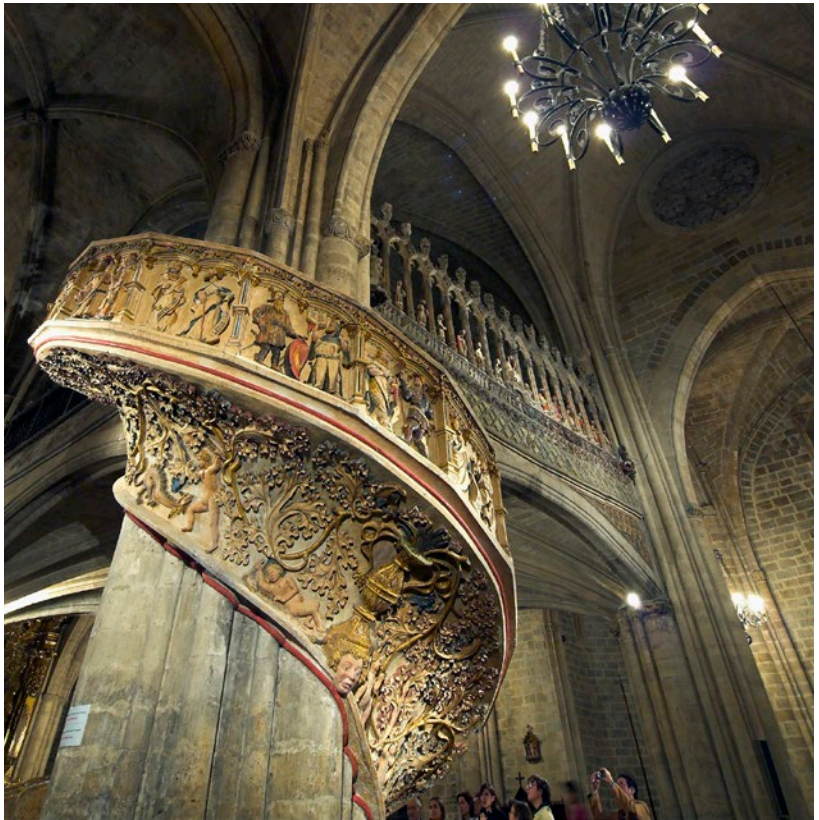
Vall D'Uixó

Montanejos

Morella-Els ports

Gastronomy

Culture

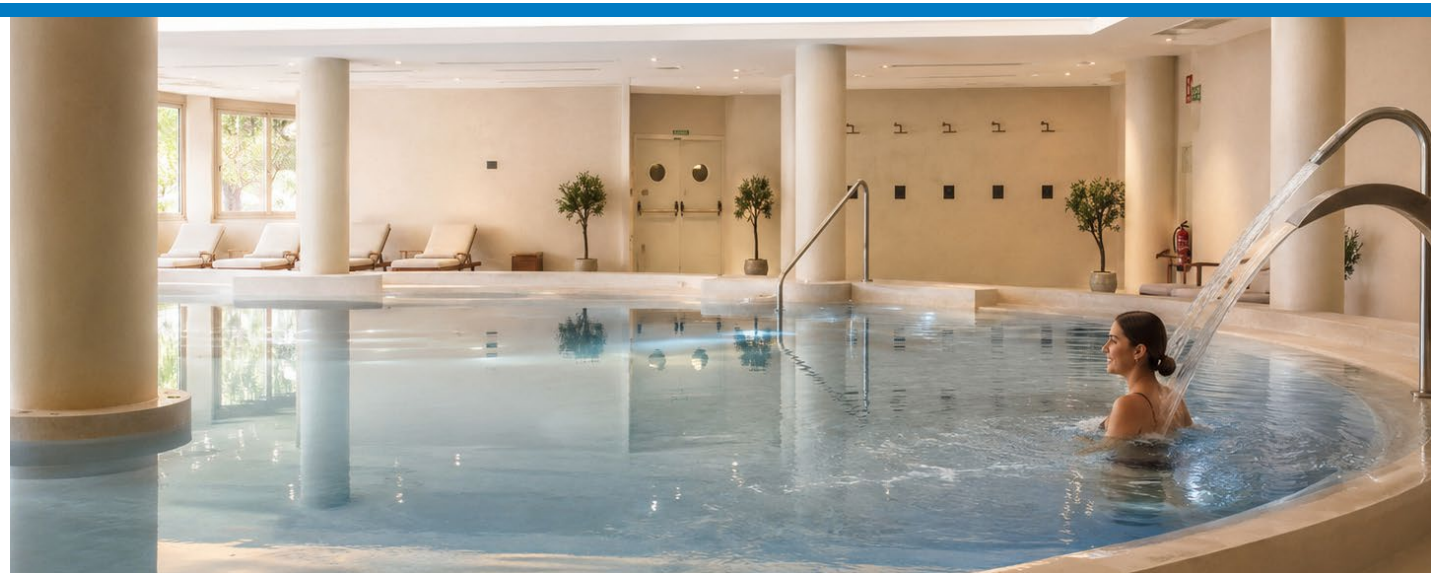


Active tourism

Nature

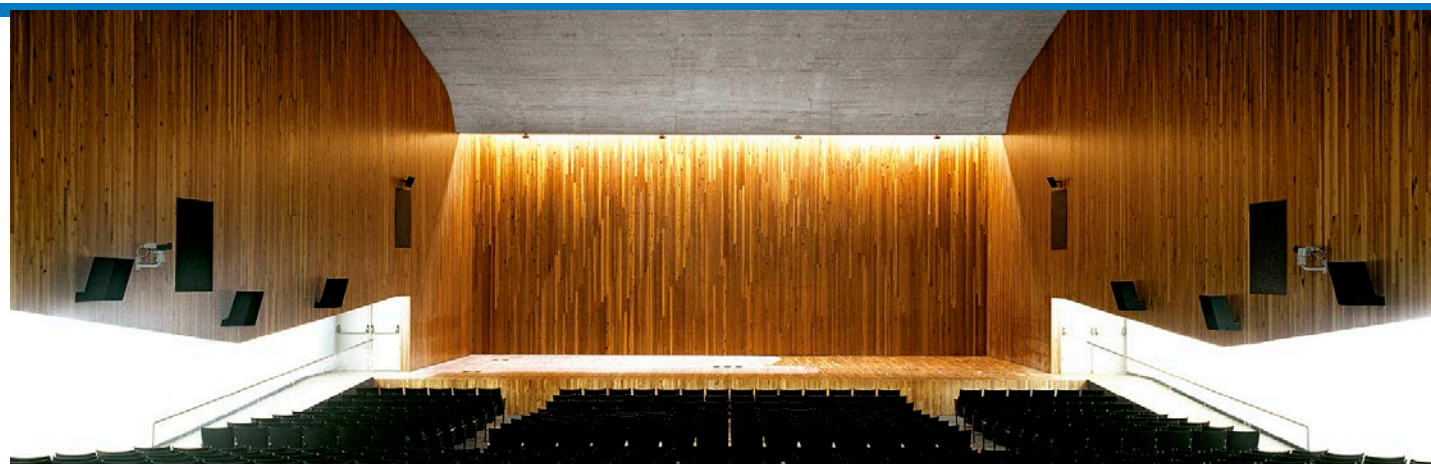
parcs naturals de la comunitat valenciana

Wellness tourim



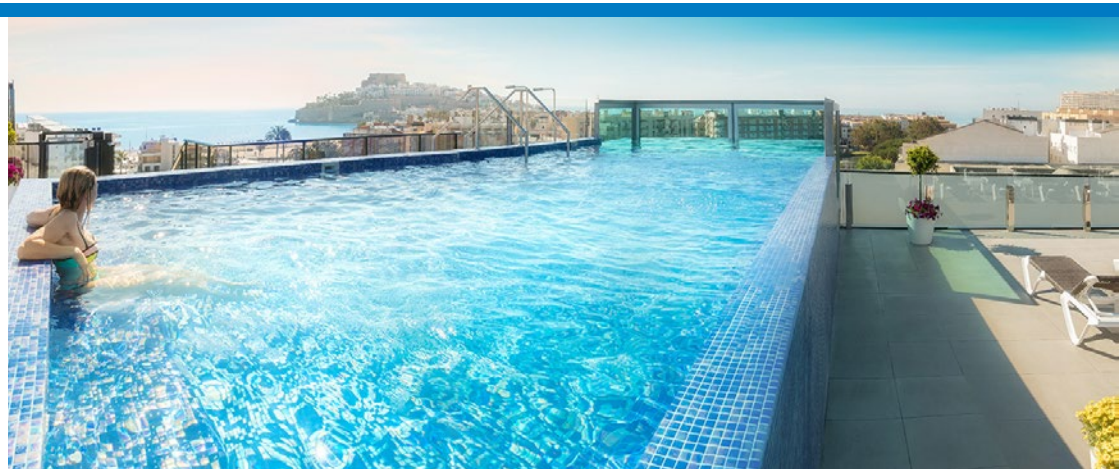
PALASIET

MICE halls

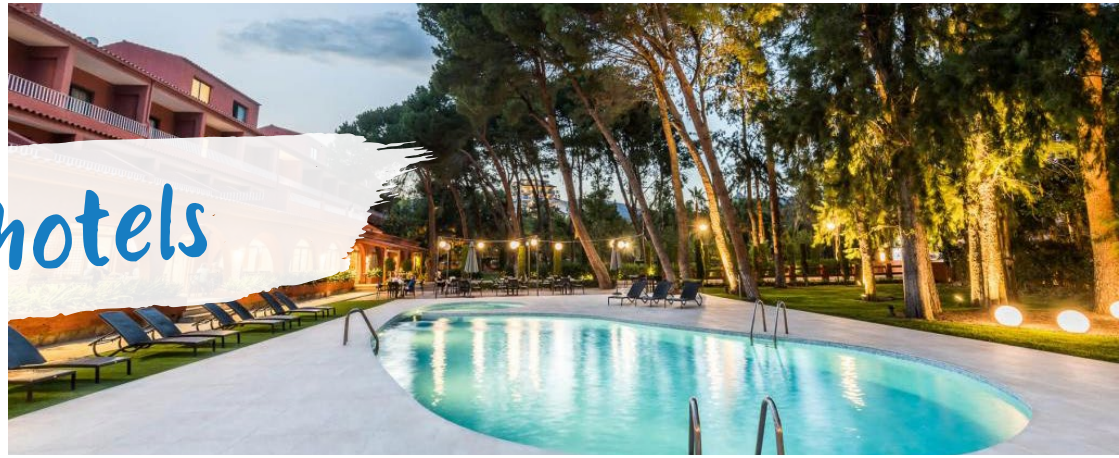


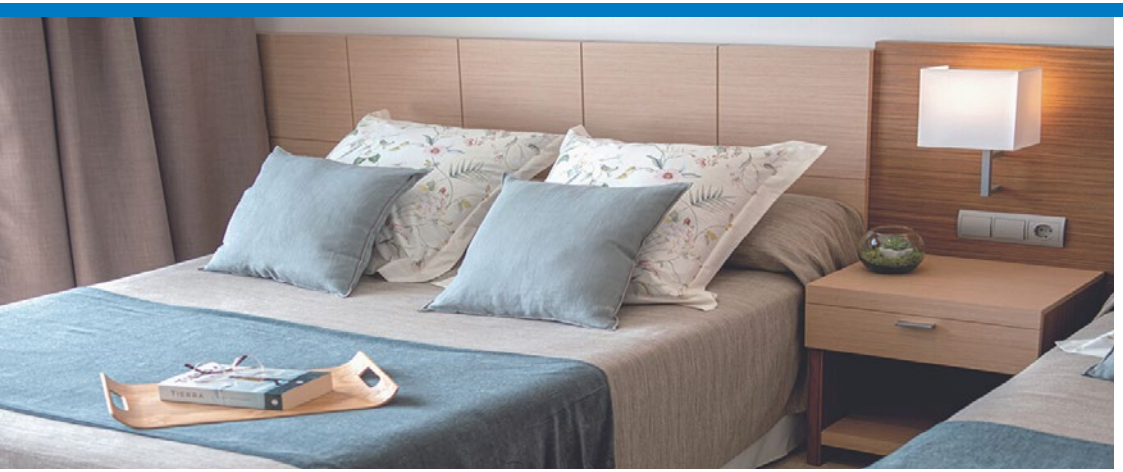
Introducing Castellón MICE services

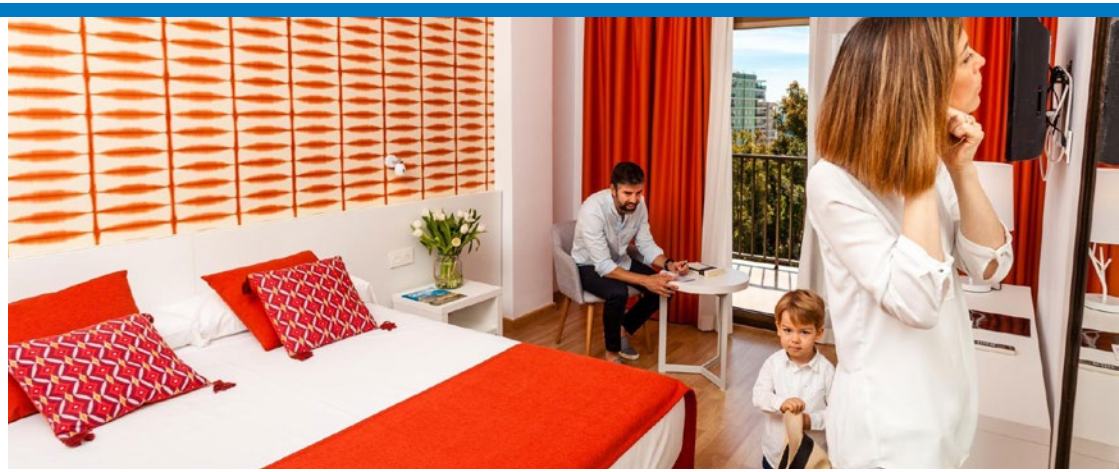
- **Preparation and support** for applications.
- **Promote the meeting market** in the city of Castellón.
- **Facilitate attendance at fairs, workshops and MICE forums** specialized in the sector.
- The recruitment of **congresses, conventions, incentive trips and meetings** of all kinds.
- **Provide 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)

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Cluj-Napoca (CLJ)

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