

International Congress on Tourism, University-Business

DATE: Wednesday, October 22, 2025
LOCATION: Castellón de la Plana, Comunidad Valenciana, ES

Event Description

International Congress on Tourism, University-Business is a premier conferences event in Castellón de la Plana. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: conferences

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: E9apVTNkdMDEAucFTq

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 40 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.