

# IOBC-WPRS Meeting & Conference on Integrated Control in Citrus Fruit Crops

DATE: Tuesday, November 25, 2025  
LOCATION: Castellón de la Plana, Comunidad Valenciana, ES

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## Event Description

IOBC-WPRS Meeting & Conference on Integrated Control in Citrus Fruit Crops 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:** 8vfo8BGDdr292fPTCt

## 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.*

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