

PortAventura: an expansion strategy

Over recent years, PortAventura has executed a strategy of continued expansion with the aim of turning the resort into a leading destination resort in Europe. To achieve this, the company has developed a strategy of internationalization and the incorporation of new projects every year since 2009 with an investment of over 125 million Euros.

The construction of a new area for children, SésamoAventura, was the first of these investments in 2011, followed within a year by the construction of Shambhala, Europe's highest roller coaster. In 2013 it was the turn of Costa Caribe Aquatic Park, the resort's water park, which was extended and furnished with new record-breaking attractions.

And for this year, the theme park is delighted to launch yet another outstanding attraction: Angkor, a ride that takes visitors on a boat trip through a lush jungle to face a number of challenges and adventures. PortAventura also recently unveiled an agreement with Cirque du Soleil, the world's leading theatre company. During the months of July and August, the Canadian troupe will install its Big Top in the resort to perform one of its most celebrated shows, 'Kooza'. The agreement also lays the groundwork for the possible creation of a permanent base for Cirque du Soleil at the resort in the near future.

Andrea Perrone, Managing Director of Ferrari Brand, the subsidiary responsible for managing all activities regarding the use of the Ferrari brand said "After the successful experience of the Abu Dhabi Ferrari World we have received numerous requests to launch new Ferrari theme parks. After a thorough selection process, we have selected Investindustrial's solid project backed by skilled and experienced people and the opportunity to bring the Ferrari allure in Spain where there are a lot of supporters and fans including a lot of tourists attracted also by the PortAventura destination resort. "Ferrari Land" will further strengthen the Ferrari brand in the region. "Ferrari Land" will appeal to entire families as well as Formula One supporters. We will continue to further look at the launch of additional Ferrari theme parks outside of Europe with no rush, while continuing to maximise the value of our prestigious brand without diluting it."

Sergio Feder, PortAventura Executive Chairman: "Since entry we implemented a long term plan supported by well-known international brands to increase visitors to approximately 5 million yearly and to transform PortAventura into the best destination resort in Europe. Ferrari is an obvious choice not only for the values the brand represents, but also for their experience in the Ferrari World Abu Dhabi theme park. For us, it is also an honour to collaborate with such a worldwide recognized brand".





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Ideally located near Barcelona in Spain, PortAventura is the largest destination resort in the Mediterranean and the second largest destination resort in Europe and the first in Southern Europe. It operates a 105ha family-oriented theme park, integrated into a destination resort with four themed 4 hotels with 2000 rooms and a convention centre for up to 4,000 people. PortAventura welcomes approximately 4 million visits per year to enjoy its 39 rides, more than 100 daily shows, 48 restaurants, 31 shops, a dedicated kids' area, and an aquatic park with Europe's tallest free fall water ride. Additional information is available at www.portaventura.com*

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