

Ferrari Land gets the green light for grand opening on 7th April 2017



- *The opening of Ferrari Land will result in Port Aventura World boasting the greatest number of theme parks within one single resort across Europe*
- *The park's Vertical Accelerator will be Europe's tallest and fastest ride*

13th July 2016 - PortAventura World Parks & Resort has announced the **official opening date for Ferrari Land**. On **7th April 2017** the brand new and highly-anticipated tribute to the legendary Ferrari Land will open and welcome its first visitors.

Port Aventura World currently welcomes around 300,000 visitors from the UK each year and this is expected to increase with the launch of Ferrari Land.

Ferrari Land will occupy an impressive 60,000 m² filled with **exciting adrenaline-fuelled attractions** and a whole host of other delights for families and Ferrari brand fans



of all ages. The PortAventura Parks & Resort team have worked closely with the Italian brand to reflect Ferrari's passion for technology and speed.

The main attraction and star feature of the park will be the vertical accelerator, standing even taller than PortAventura's own Shambhala, this ride will set a double record for being the highest (112 metres) and fastest (0-180 km/h in five seconds) roller coaster in Europe. Located next to it, lies a race track covering over 500 metres, two bounce-back towers more than 55 metres high, F1 simulators for adults and children as well as the chance to experience a super speedy wheel change at the pit stop.

The park pays tribute to the advanced technologies developed by Ferrari and its role as an emblem of Italian genius. The representation of Italy in **Ferrari Land will include the iconic buildings of Maranello**, the home of Ferrari, and architectural references to the historical roots of the brand. These references to Italy and the Mediterranean culture will provide a strong link with the rest of the resort, especially PortAventura Park.

"The arrival of Ferrari Land next April will highlight PortAventura World's position as a worldwide leading holiday destination, offering 3 theme parks in one resort. PortAventura World Parks & Resort will be a wholly unique destination on an international scale, combining the true essence of PortAventura with the distinctive traits of Ferrari Land", said Giovanni Cavalli, General Manager Commercial for PortAventura World.

With an **investment of approximately 100 million Euros**, the new theme park is the largest project in the history of PortAventura Resort. Once Ferrari Land has left the starting line, PortAventura World Parks & Resort is confident that it will attract **5 million annual visitors**.

The addition of Ferrari Land will only serve to further strengthen the range of options offered by PortAventura Resort. As well as **five themed hotels**, four 4* and one 5* and **three theme parks**: Ferrari Land, PortAventura Park and Caribe Aquatic Park, PortAventura World also offers a **Convention Centre** with capacity for 3000 people, access to 3 golf courses and a beach club.



About PortAventura World Parks & Resort

PortAventura World Parks & Resort is the largest family leisure and holiday destination resort in Europe and throughout its 20-year history has welcomed over 60 million visitors. With a privileged location close to Barcelona, the resort operates four 4-star and one 5-star themed hotels (PortAventura Hotels) with a total of 2100 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 4000 people. The range of leisure on offer also includes 3 golf courses (two of which were designed by Greg Norman) and a Beach Club with direct access to the beach. PortAventura World Parks & Resort is also home to a leading theme park and water park in Europe with a range of internationally-renowned attractions. In 2017 a third theme park dedicated to the prestigious Italian firm Ferrari will join the PortAventura family.

www.portaventuraworld.com www.portaventuraevents.com www.fundacioportaventura.com

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