

Twelve months after the start of construction, PortAventura World presents Ferrari Land progress



The visit coincided with another highly symbolic event: the placement of the first Ferrari racing shield (Scudetto Ferrari) in the new park. As of today the shield, over 100 m² in size, takes pride of place at the front of the tallest roller coaster in Europe.

PortAventura, 5 May 2016. - **PortAventura World Parks & Resort** has unveiled advances in the construction of the new **Ferrari Land** (the resort's third theme park scheduled to open in April 2017) for the first time. One year on from the start of construction, (the first stone was laid on 7 May 2015), the hallmarks of the legendary Italian brand are making their presence felt in the park. Today the first "Prancing Horse" was installed in the form of an enormous *shield*, 12 metres high by 9 metres wide and weighing in at 9 tonnes. This symbol was placed at the front of one of the most iconic attractions of the new park: the vertical accelerator, now Europe's tallest roller coaster, standing at a mighty height of 112 metres.



The installation of the shield and the subsequent visit to the Ferrari Land site was led by Luís Valencia, Director of Development at PortAventura World, and Giovanni Cavalli, General Sales Manager of the resort.

Halfway through construction

The Ferrari Land construction project continues to race ahead. The land and foundations upgrading work is complete and the team is now working on buildings and installations for the attractions. The first and most visible of these attractions is the vertical accelerator (completion is scheduled within the next few weeks).

During today's visit, Luís Valencia, Director of Development at PortAventura World and Ferrari Land project manager said: "We are currently involved in construction of the buildings that will shape the area dedicated to traditional Italy, such as the trattoria, and the area designated for the simulators. Once the construction phase is complete, we will start working on the theming of the buildings".

The representation of Italy in **Ferrari Land** will include the iconic buildings of Maranello (the home of Ferrari), and references to great architectural monuments that are symbols of Italian genius. These references to Italy and the Mediterranean culture are the link with the rest of the resort and especially with PortAventura Park, which has an area inspired by the Mediterranean (Mediterrània area), and with Hotel PortAventura which is a replica of a Mediterranean villa. Ferrari Land will be located in the area next to PortAventura Park's main entrance and close to Hotel PortAventura.

Ferrari - renowned for its passion for technology and speed – has worked in close collaboration with the PortAventura Resort Development Team to capture these key elements into the themes of the spaces and the attractions that will be on offer at Ferrari Land. With regard to the attractions, Luís Valencia explained: "in addition to the accelerator, we are forging ahead with the construction of an electric car circuit, which will be another star feature of the new park. The track will cover a distance of more than 500 metres and the vehicles are based on Ferrari GP racing cars". During the visit, guests also had the opportunity to see the locations of other attractions such as the bounce-back towers, simulators, a children's attraction and a feature where visitors can experience a real pit stop and change the wheels of a F1 racing car.

The Ferrari Land project

Ferrari Land will be a new theme park dedicated to the Prancing Horse, adding to the existing offer and making PortAventura World Parks & Resort the European destination with



the highest number of theme parks (3). This new park inspired by Ferrari will involve a total investment of around 100 million Euros. Ferrari Land will occupy an area of 60,000 m² and will have many diverse and exciting new attractions, adrenaline-filled and with a significant technological bias, mainly for families and fans of all ages of the Ferrari brand. The construction of Ferrari Land is due for completion in late 2016 and will open in 2017. This new partnership between Ferrari and PortAventura World Parks & Resort will allow the latter to strengthen its leading position among family leisure destinations in Europe and offer visitors a unique experience.

Currently PortAventura World Parks & Resort receives around 4 million people each year with 50% coming from the international market. After its grand opening, PortAventura World is forecasting that Ferrari Land will reach 5 million visitors a year, largely thanks to the potential of the Ferrari brand to attract international visitors from traditional markets like France, UK and Russia, but also other markets such as Germany, Italy and Scandinavian countries. It is also expected to have a positive effect on the hospitality sector and account for more than 1 million overnight stays per year.

Without a doubt Ferrari Land is the most important project in the history of PortAventura Resort. Never before has there been an investment of this magnitude in a single project. More than 50 companies have been involved in the various phases of the project and it is expected that, once opened, it will generate up to 150 direct and indirect jobs.

Ferrari Land, like PortAventura Park and Caribe Aquatic Park, will be a living project and continue to grow over the coming years. With this commitment to growth, PortAventura Resort has consolidated an integrated model similar to **Orlando** in the USA or **Sentosa** in Singapore. In addition to hotels and theme parks, PortAventura World also offers a convention centre with capacity for 4,000 people, 3 golf courses and a Beach Club.

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of 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 2,100 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 4,000 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.

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