

Ferrari Land premieres at the Euro Attractions Show (EAS)



More than 300 theme park industry leaders from all over the world were today the very first visitors at Ferrari Land, attending activities running in parallel to the Euro Attractions Show (EAS), which is taking place in Barcelona.

PortAventura, 19th September 2016 – Today, PortAventura World Parks & Resort has unveiled the latest developments in the construction of the new Ferrari Land theme park. The eagerly-anticipated attraction will be the third resort at the park and will open its gates to the public on 7th April 2017.

The construction of the park has entered its home straight, with the main building work already completed. The park's larger-scale attractions, including the circuit and the simulator area, are also nearing completion. One of Ferrari Land's most iconic attractions, the vertical accelerator, which will be the highest rollercoaster in Europe, will soon begin its testing phase.

The exclusive park premiere involved a specially designed itinerary to ensure visitors previewed the most important and unique elements of the project ahead of the grand opening.

Ferrari test driver Marc Gené, revealed some details as to what the Ferrari Land experience will entail: "Attractions like the vertical accelerator will allow visitors to experience first-hand some of the sensations of driving a Formula 1 racing car. It's a park for all ages, where even the youngest members of the family can discover the legendary spirit of Ferrari".



Fernando Aldecoa, General Manager for Operations at PortAventura World, considers the progress of the development to be very positive: "We are very pleased with how the project is developing and initial estimates still foresee construction works being finalised this year, and the park fully operational in time for the official opening in April 2017".

An internationally-renowned park

The spirit of Ferrari Land pays tribute to the excellence of Italian artistic genius, which is expressed in the iconic Italian buildings. Similarly, the genius of Enzo Ferrari is captured in his iconic cars which symbolise speed, technology and innovation.

The new theme park is spread across 60,000m² (almost 15 acres) and will be primarily aimed at families, but also has plenty to offer thrill seekers. The park promises to offer exhilarating attractions to get adrenaline pumping, using the very latest technologies. Most notably, the vertical accelerator will be an immersive experience for lovers of Formula 1, reaching a speed of 180 km/hour in just 5 seconds and a height of 112 metres. As well as the accelerator, there will be a race track, two bounce-back free fall towers, F1 simulators for adults and children, and a range of other attractions.

The new park will comprise 8 astonishing attractions, food and drink outlets and other surprises which have yet to be revealed. The design of the park brings together the world of Formula 1, with intricate references to the origins of the prestigious Italian brand.

Ferrari Land, the theme park dedicated to the Prancing Horse, is the most important project in the history of PortAventura World Parks & Resort, with an investment of nearly 100 million euros. Its opening will transform the Resort into an internationally-renowned holiday destination with its offer of 3 theme parks in just one resort, 2,100 hotel rooms spread across 5 themed hotels and a unique range of food/drink options and shows.

The theme-park leisure industry unites at the Euro Attractions Show 2016

The visit took place as part of the programme of activities running in parallel to the events of the Euro Attractions Show (EAS), organised by the International Association of Amusement Parks and Attractions (IAAPA). The event will bring together the key representatives of the theme park and leisure sector in the most important annual event of the entertainment sector. During this event, more than 450 companies from 60 countries will present groundbreaking technological innovations for attractions, as well as the latest entertainment trends in the European market which welcomes 150 million visitors per year. According to IAAPA data, the European entertainment industry is a sector with a turnover of 10,100 million euros and which provides work for more than 50,000 people in Europe.





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

**For more information:
PortAventura Press Office**

Katie Hill, Account Director, Weber Shandwick
khill@webershandwick.com

Sarah Pyatt, Senior Account Executive, Weber Shandwick
spyatt@webershandwick.com

