



## PortAventura Convention Centre welcomes more than 40,000 people its first year

**Vila-seca/Salou, October 14, 2010.-** PortAventura Convention Centre celebrates its one-year anniversary. From its opening in October 2009, the convention center has hosted more than one hundred events and more than 40,000 people have taken part in conventions, seminars, corporate meetings, sporting events and company incentive programs. The **Business & Events division of PortAventura** has made a positive impact during the first year: *"we have been well received by our clients and associated agencies in the MICE sector who not only have chosen us to organize their events but also have spread the word about us to new potential clients."*



*Front of the PortAventura Convention Centre*

PortAventura Convention Centre opened its doors in October 2009 with a prestigious debut event: the celebration of the **45 Rally RACC Catalunya-COSTA DAURADA 2009** (a time trial for the world of rally cars), which brought an international-scale premiere with a mass audience. After succeeding with its debut, it welcomed other excellent events throughout the year, such as the annual AEDIPE convention, which brought together more than 600 national and international RRHH managers.





Likewise, companies like **Torres, Hewlett Packard, Chupa Chups, Novartis, Unilever (Frigo), Privalia, Danone, Repsol, Black and Decker, Cocacola, Orange, Lavazza, Numil Nutrición o Telefónica** selected PortAventura for the planning of company meetings. PortAventura is grateful for the confidence shown by our clients, who have demonstrated interest in our facilities since we opened.



*Service Park at 45<sup>th</sup> RallyRACC Catalunya-COSTA DAURADA 2009*



*Cobega Event (Coca Cola)*





*8<sup>th</sup> International Benchmarking Congress in Corporate Responsibility*

### A unique model

PortAventura Convention Centre is the only professional conference center that features its own theme park, **PortAventura Park**. And this strategic advantage has been complemented with many others: **2,000** rooms in **four 4-star hotels** (PortAventura, Caribe, El Paso and Gold River), **3 golf courses** (two of them designed by the renowned Australian golfer Greg Norman), 1 water park, a full range of restaurant services and on-site shows, team building activities and exclusive rental of certain areas of the park. The comprehensive solution for any event.

The convention center's unique nature stems both from its additional features and the building design, which is the work of the Nuevos Proyectos ("New Projects") team at PortAventura. The building is completely integrated into the Mediterranean environment: the majority of its rooms offer natural lighting and open onto garden areas that circle the perimeter. It offers 18 multipurpose, modular and versatile halls spread over 13,000 square meters. All of the halls have outside exits, which allows you to enjoy their unbeatable views.

### Sustainability, a priority

PortAventura has worked from the very earliest design and construction stages toward making better use of natural resources and minimizing the environmental impact of its construction. For this reason, our Mediterranean-style campus has been





built according general principles of eco-efficiency and sustainability. The building features, among other things, natural light in the majority of its rooms.

At the same time, we have taken into account local weather conditions and the use of renewable materials, as well as energy efficiency, recycling and the reuse of resources such as water, energy and materials. The building is completely accessible to persons with reduced mobility.

#### **A grand, fully-equipped convention center**

- Total capacity of 10 to 4,000 people
- Natural light in an exclusive Mediterranean environment with ocean and golf course views.
- Very convenient to the rest of the Resort.
- Air-conditioned auditorium for 150 people.
- 13,000 m2 over 2 floors with modular, versatile, and fully multipurpose halls.
- Retractable/mobile seating with 1,242 seats.
- Rooms equipped with high-tech projection, audio and videoconferencing facilities.
- Smart ceilings that allow hanging of heavy items.
- Content management system.
- LCD panels at the entrance of each hall.
- Wi-Fi.
- Private parking
- In-house Business & Events catering services.

#### **For more information:**

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