

# The EAS recognizes the success of the PortAventura's model in Europe

- The prestigious magazine specialized in theme parks has given today the **Best European Attraction 2012 to PortAventura because of Shambhala.**

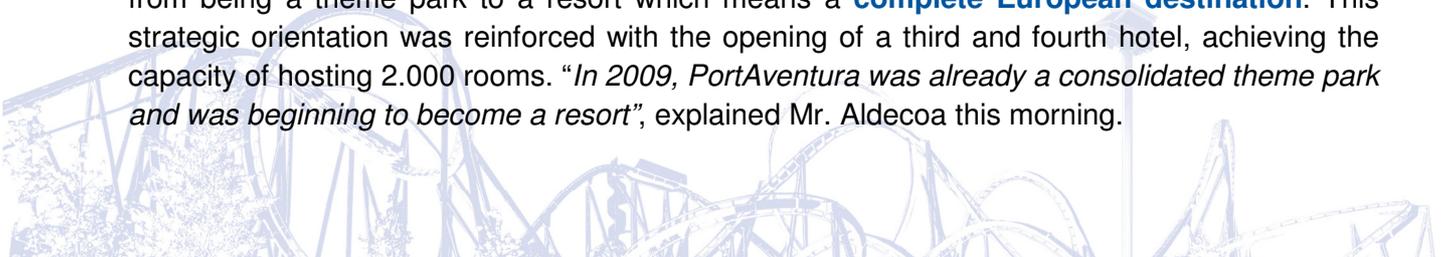
PortAventura, October 10th, 2012. - **PortAventura** leads today the opening of the **European Attraction Show (EAS)**, one of the three most relevant world dates for the market and which will count on the participation of Managers from the more than 300 European theme parks. PortAventura has taken part in the EAS's "Leadership Breakfast" where it has introduced the keys of its success' model which has allowed it to increase in half a million the visitors during 2011 until achieving 3'7 million visits a year.

Additionally, PortAventura's career has been recognized today as the **Best European Attraction 2012** because of the construction of the roller coaster "Shambhala: expedition to the Himalaya", an award given by the prestigious trade magazine Kirmes & Parks. Sergio Feder, PortAventura's CEO, has highlighted the importance of this prize by saying that *"during my long professional career managing theme parks I've never done a project like that, which combines perfectly the essence of everything that should be found in a theme park: a first level attraction in terms of design, a European model thanks of its broken-record, and a great theme project in a 14.000 m2 area which recreates a legend kingdom"*. Moreover, the CEO has explained that *"this Project would have never been possible without the work and implication of all the PortAventura's managing team and the unconditional support of Investindustrial"*.

During the fair, PortAventura has attracted the attention of the trade media coming from many countries. In this sense, Giovanni Modena, the Operation Manager of the resort, has given several interviews introducing specifically the global management model of the park as well as all the innovations to improve the park, shops and hotels. In addition, he has talked about the new projects for this 2012 season, like Shambhala, the Driving School, the improvements in the PortAventura hotel or the Parking Caravaning.

## PortAventura's model

During the opening presentation, Fernando Aldecoa, General Manager of PortAventura, has highlighted the **importance of innovation**, a constant in the PortAventura's history: the project which started being a theme park became soon a complete tourist destination thanks to the creation of an aquatic park and the two first hotels. A new angle was adopted then: to evolve from being a theme park to a resort which means a **complete European destination**. This strategic orientation was reinforced with the opening of a third and fourth hotel, achieving the capacity of hosting 2.000 rooms. *"In 2009, PortAventura was already a consolidated theme park and was beginning to become a resort"*, explained Mr. Aldecoa this morning.



That very year 2009, one of the European leading investing firms, **Investindustrial**, became PortAventura's shareholder with the objective of turning it into the **best family destination in Europe**. Continuing with this evolution, a sixth themed area was opened: SésamoAventura, which attracted half a million of additional visitors. Nowadays, 74% of PortAventura's clients are families.

In its objective of becoming a European model, PortAventura has taken one more step during 2012 by building a new roller coaster which has broken **3 European records**. Shambhala, inaugurated last month of May, has become the highest hypercoaster (76 m), the fastest (134 km/h) and the one with the longest drop (78 m) in Europe. A proof of its success is the more than 1'5 million visitors who had already tested it since its recent opening.

In PortAventura's strategy is particularly important to keep on enriching the existing product. With that purpose, the shareholders started in 2010 an **investment plan of € 80 million** over four years to develop the Shambhala area and SésamoAventura, but also to improve the offer in the restaurants, shops and shows in the park as well as in the hotels. Those efforts have been also reflected in an **increase of 15% in the season passes**, achieving the amount of 35.000.

Another basic pillar in the strategy of PortAventura has been betting on the growth beyond Spanish borders. During 2011, 30% of the visitors were from foreign countries, mostly France, United Kingdom and Russia (this last country nowadays means 8% of the total). Company's future plans are keep on growing in the international field, and even opening new markets like Germany and Benelux.

### **The European Attraction Show (EAS Berlin 2012)**

**European Attraction Show** (EAS), receives those days more than 8.000 participants in Berlin, and is **one of the 3 most important theme parks fair in the world**. According to data from the IAAPA (International Association of Amusement Parks and Attractions), Europe has more than **300 theme parks**, which receives around **150 million visitors** invoicing a total amount of almost **€ 10 thousand million**. For this 2012 season, the industry **has invested more than € 400 million** in improvements and new projects for the different parks.

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