

Shambhala is the main highlight at the opening of the PortAventura Resort 2013 season.

- The resort opened its doors on 22nd March of this year with a number of new attractions, particularly in the Costa Caribe Aquatic Park, and a redevelopment of the Hotel Caribe
- A new free application for smartphones and tablets has been released which include, among other, functionality that enables people to plan their visit to the resort and check waiting times for attractions.
- PortAventura is hoping to see the number of visitors rise to 60 million this season

PortAventura, 9th April 2013.- The PortAventura tourist resort opened its doors to the public on 22nd March, with new additions and improvements to its parks and hotels.

The new season at the **PortAventura theme park** got underway with **Shambhala** as the main attraction, unsurprisingly, as during its first 8 months over **1.7 million people tried the ride**. This makes it the most successful project in PortAventura's history. Shambhala holds three European records: the highest roller coaster, the longest drop and the fastest hypercoaster. The unique attraction is a driver for enticing visitors, particularly from international markets, where it has become the resort's best advertisement.



New to the theme park in 2013 is a mirror maze located in México known as **El Secreto de los Mayas**. The mirror maze, inspired by and themed on the Mayan world, is an adventure for adults and children which offers a tour of approximately 100 metres through colourful and deceiving reflections and optical illusions. Visitors will enter a Mayan Temple to explore the hundreds of never-ending passageways and corridors where they will discover different artefacts and have to reach the sacred chamber where after escaping the wrath of the gods they will finally need to escape at top speed to be able to tell the story. The attraction will have a capacity of 400 visitors an hour.



The new season will include a number of new additions to the **show** calendar. In China visitors will be able to see the new musical **"We are Music Generation"**, an incredible and magical journey through the world of music, from the 50s right up to the present day, in a show full of energy involving 16 dancers, 2 live singers and 10 acrobats. **"El Saloon de Roxy"**, in the Far West area, tells the story of the Terry brothers, who are ready to do anything to obtain the love of Madame Roxy.



This is an entertaining performance with beautiful dancers, music, humour and the cancan. Another fantastic show is **"Vuela con SésamoAventura"**, where our friends from Sesame Street take visitors on a magical journey through exotic countries where we'll make lots of interesting discoveries and come across quite a few surprises. In high season, Mediterrània will host **"Sésamo Parade Special Light"**, a spectacular procession in which all the artists wear

luminous costumes.

Once again, the public will be able to enjoy some of the most renowned and sought after shows at PortAventura, which have been updated for the new season. These include: "Bang Bang West", "Aloha Tahiti", "Pareos en Bora Bora", the "Templo del Fuego", "Noche de Fuego en Tahiti" and "Bubblebou".

In addition, different minishows that will take place throughout the day in different places in the park and fun street theatre will liven up every day for visitors to PortAventura.



Extension of the Costa Caribe Aquatic Park

On 17th May, one of the most important new attractions of this season will open its doors: the extended **Costa Caribe Aquatic Park**, which will include renovated installations and a new area of 14,000 m², bringing the total surface area up to an impressive 50,000 m².

Among the new additions will be a new model attraction for Europe: **the highest free fall slide in Europe**. At a height of almost 12 floors (31 metres), those visitors who dare to try it will face a breathtaking 55 degree slope and a free fall speed of 6 metres per second.

In addition, the park will have an amazing **multi-bump slide** with two sudden changes of gradient, a height of 19 metres and a length of over 100 metres. There will also be a **6-lane racer slide** designed to have adults and children compete to see who can get to the bottom first. On the way down visitors will lie on a matt and hurtle forwards at top speed.

Besides these three significant attractions, the extension is essentially designed for **families**, and two large swimming pools are being constructed for them. The children's swimming pool will be full of fantastic interactive elements including **a pirate ship with characters from Sesame Street** to ensure visitors have as much fun as possible whilst walking around its deck or playing on its 4 slides. There will also be a second swimming pool with a tropical ambience designed to offer a place to rest, with waterfalls, waterbeds and the invigorating effects of water jets. The park will be carefully themed and have green areas with **over 50 types of plants and palm trees**. All of the décor will give the feeling of an authentic Caribbean journey.

<http://www.youtube.com/watch?v=5oI66oP3AIs>



New hotels offerings

PortAventura is continuing with its policy of innovation and quality in its hotel offering. Following the redevelopment of the Hotel PortAventura in 2012, this year it was the turn of the **Hotel Caribe**. The 500 rooms in the hotel have been redeveloped with a new interior that gives them an even more authentic Caribbean feel, to coincide with the extension of the Costa Caribe Aquatic Park, in Caribbean style.

New Application for Mobiles and Tablets: PortAventura has provided its customers with a free mobile application for practical planning of all aspects of a visit to the park. It is one of the most comprehensive applications in the theme park sector.

Among other functionality it allows tickets to be bought and hotels and transport to PortAventura to be booked. It also enables visitors to design their own route at home and to use their mobile as a guide during their visit. It suggests routes according to visitors' profiles and allows alerts to be created to ensure visitors do not miss on any events in the park, particularly shows. Moreover, the application enables visitors to obtain information about the rides: description, height restrictions...



At the same time, it has a system to locate visitors' cars in the car park and allows users to check waiting times for attractions and to book restaurants and find out about offers in the shops. Similarly, it has functionality to enable visitors to share their experiences on the main social networks.

"European Destination Resort"

This year, **PortAventura** has set itself a challenging international goal: to position itself as one of the best family leisure resorts in Europe. It will now present itself to the public as **PortAventura: European Destination Resort**. In this way, the company wishes to advertise its significant offering and turn itself into a unique holiday destination: a theme park; a water park; four 4-star hotels with a total of 2000 rooms; and a convention centre with capacity for over 4,000 people; all of this beside the beaches of the Mediterranean Sea. In 2012, **3.8 million people visited the resort**.



The result of this new direction has been that in 2012 35% of visitors already came from international markets, an increase of 21% on the previous season, which was achieved thanks to the partnership with the main European tourism operators and the support of the institutions in the tourist sector.

France is the largest international market for PortAventura and accounts for around 45% of all international visitors. **Russia** is the second largest international market for PortAventura and accounts for over 25% of international visitors. This is the segment that has seen most growth in recent years, with an increase of 75% in visitors in 2012 compared to the previous year, with over 300,000 visitors. **The United Kingdom and Ireland** are also important markets for the resort. In 2012 they accounted for 20% of international visitors. In recent years PortAventura has also focused on other European markets, such as **the Benelux** and **Germany**, which last year grew by 19%.

This season the resort is hoping to reach a new milestone with its **60 millionth visitor**, who is expected at some point over the coming weeks.

For more information:

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