

PortAventura goes to Birmingham

- **UK loves PortAventura: More than 185.000 UK people visited PortAventura in 2012. Among them, around 127.000 were families.**
- **Bert & Ernie visit Birmingham this Saturday 2nd (Bullring Shopping Center)**

PortAventura, March, 2013.- Bert and Ernie visit Birmingham this Saturday to say hi to some of the **10.000 people from the West Midland's city** who visited PortAventura last year. UK visitors' profile is mostly families who want to enjoy real relaxing holidays (All Inclusive). With **two parks** (PortAventura theme park and Costa Caribe Aquatic Park), four thematised **4****hotels**, 15 daily shows, **more than 30 attractions** and several restaurants, PortAventura is the perfect choice for a **family holiday destination**.

PortAventura received in 2012 more than **185.000 UK visitors**. The resort has become the perfect holiday destination for the whole family: around **127.000 families from United Kingdom** went to the park last year, and 70% of the British visitors who spend the night, opted for the All Inclusive option of the Hotel El Paso.

PortAventura Theme Park

PortAventura is an exciting world of sensations that offers the visitors the chance of living a unique and unforgettable experience that they will always remember. They can join an unforgettable adventure through the world where they will be able to visit exotic places like China, Polynesia, Far West, Mexico, Mediterranean or SesamoAventura (the European home of the Sesame Street characters!).

PortAventura also offers **more than 30 attractions** that will delight from the adrenaline junkies to the little ones. Dare you ride the 8 vertigo loopings of the Dragon Khan, try the 100m of free fall of the Hurakan Condor or try the fast shuttle Furios Baco, where you'll pass from 0 to 135 km/h in less than 3.5 seconds. **And of course, ride the highest roller coaster in Europe: Shambhala!**

In 2012, PortAventura opened **Shambhala, the highest roller coaster in Europe**. An amazing ascent that will make you feel like a real adventurer. Shambhala breaks **three European records**: is the **highest roller coaster in Europe** (76 meters), the **longest fall** of roller coaster in Europe (78 meters) and the **fastest European hypercoaster**, achieving 134 km/h in the first drop



Family destination

For children, PortAventura has ready several attractions, shows, games, and even a special family area for them: SesamoAventura! The joy and imagination wait for the little one in **SesamoAventura, the 6th theme area of PortAventura Park** opened in 2011. A world of ideal dreams where to have fun with the whole family and enjoy amazing attractions, incredible games, fantastic shows and all Sesame Street characters.

But not only them. The whole family can enjoy up to **15 delightful daily shows**: from can-can dances, to Chinese acrobats or tribal dances from Polynesia. Because each of PortAventura Park's areas hosts amazing shows where the atmosphere, music and dances will make every visitors dream come true.

To complete the offer, the theme park offer a great variety of **exquisite restaurants** with the best native food, **exclusive shops** with the best craftsmanship and souvenir products, **amazing games** for the whole family – including a **driving school** where the little ones will have fun while learning how to drive.

Costa Caribe Aquatic Park

PortAventura confirms this season one of its most expected projects: **the complete renovation and extension of the Costa Caribe Aquatic Park**, the second park of the resort, right next to PortAventura.

The **Costa Caribe Aquatic Park** project means an enlargement of 14.000 m² of new facilities, reaching that way the 50.000 m² total surface of the park. The extension has a €10 million budget and will open in May. The project is framed in the €75 million investment plan approved by **Investindustrial** in November 2012, with the goal of the expansion and adaptation of the resort to a public more and more international.

The aquatic park is a key part of the strategy, as it is proved by the fact that foreign visitors are more than 50% of the total aquatic park's visits (most English and Russian). In fact, a study done in Russia in 2012 evidenced that one the most important factors to choose PortAventura for eventual holidays is the fact of having an aquatic park.

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