

PortAventura celebrates 15 years of Halloween horror fun

- From 26th September to 15th November, PortAventura will be home to a host of creepy creatures from the beyond. It is the start of the sixteenth Halloween season at PortAventura, a terrific time for fans of horror-filled fun.
- Over the last 15 years, more than 5.5 million visitors have enjoyed PortAventura's Halloween thrills.
- Halloween 2015 will be the best-ever, with new shows, special weekend activities for children in SésamoAventura and two 'Black Nights'.

PortAventura, 1st October 2015. - PortAventura Resort has been transformed for yet another year of monstrously good fun. The start of the new **Halloween** season builds on the park's existing 15-year legacy of eerie entertainment and promises to be the best yet.

Although the Anglo-Saxon festival has become popular across Spain in recent years, **PortAventura** was a pioneer in celebrating the occasion in the country. For the purposes of seasonal adjustment and boosting sales during the autumn period, the company has implemented major campaigns based around this celebration. Today, **Halloween has become one of the annual highlights of the resort** and is a must for families and young people looking for a ghoulishly good time.

Each year the park is decorated with pumpkins, bats and spiders, and filled with zombies, vampires and other monstrous creatures to guarantee an unforgettable experience. As a result, **more than 5.5 million visitors** have enjoyed Halloween at PortAventura over the last 15 years, of whom **1.3 million were foreign visitors, predominantly French, English, Irish and Russian nationals**. Growth has been constant: there were 176,000 visitors in 2000 compared with more than 500,000 visitors last year.

The number of visitors from the autonomous communities in Spain over the last 15 years has been as follows:

- **Catalonia: 2,724,812**
- **Valencia: 265,875**
- **Basque Country: 139,172**
- **Aragon: 118,882**

There was a significant increase in 2014 from certain regions. From Catalonia alone there were 37,000 more visits than in the previous year, and 11,700 more from the major

markets by geographic location corresponding to Valencia and Aragon. 49.7% of the people who chose PortAventura for a fright-filled holiday were from Catalonia, 22.1% were from the rest of Spain and 28.1% were from the international market.

A lot has been achieved during the last 15 years to create this success. Milestones include **"Selva del Miedo"** – the **longest terror walk in Europe, being the first to bring Mexico's "Day of the Dead" folklore to Spain**; and the **home-grown supply of more than 12,000 pumpkins** required for the entire season.

Highlights and brand new attractions for 2015

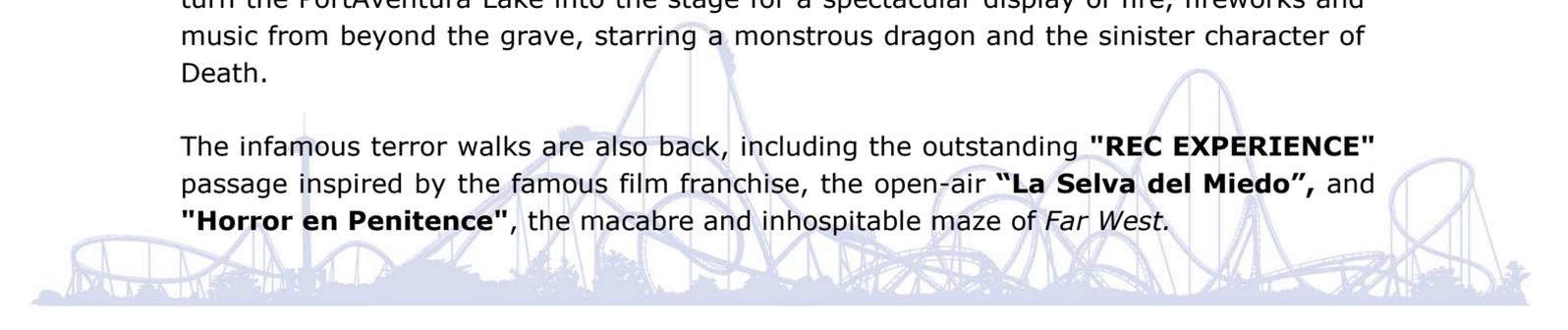
PortAventura returns with a special seasonal schedule full of surprises to mark the **20th Anniversary of the park**. From **26th September to 15th November**, fun is guaranteed thanks to **new attractions** and about **150 weekly performances of numerous shows** that have been transformed by the spirit of Halloween. Some are favourites from previous years, reanimated like Frankenstein's monster to thrill again, and some are new creations for 2015. These include **"Happy Birthday Halloween"**, **"Halloween Family Festival"**, **"Halloween Escape"**, **"La Muerte Viva" (The Living Dead)** and **"Old Wild Halloween"**. Up to **160 professional actors, dancers, acrobats, and stunt performers** will combine their talents to put on an unforgettable season of monster magic.

PortAventura has planned a highly **interactive** Halloween this year. Visitors will play an active part in the party, allowing them to be scared and entertained at the same time. This is the driving force behind the **"Halloween Family Festival"**, which takes place in *SésamoAventura* to entertain family audiences with various activities from 10.30am to 5.00pm. Music, dance, mini-discos, surprises in the Magic Tree, workshops and new characters will be on hand to make sure young visitors have a great time. Face painting will be available around the park and more adventurous guests are invited to attend in **fancy dress** to really get into the spirit of Halloween in a fully themed setting.

The other areas of the park will also be filled with hair-raising special. In *México*, visitors will enjoy the new show **"La Muerte Viva" (The Living Dead)**, based on the remarkable folklore of "Day of the Dead". In *China* lovers of mystery and music won't want to miss the incredible **"Halloween Escape"**, starring **World Champion Skipping Rope Performer, Adrienn Banhegyi**. Rising from the grave again is the now-legendary show **"Vampires"**, while the new **"Old Wild Halloween"** in the *Far West* area will see *Emma's House* restaurant temporarily converted to **"La Posada de la Familia Halloween"**, giving diners the opportunity to enjoy a spine-chilling dinner show while getting to know the ghoulish family.

Mediterrània will host the **"Halloween Parade"** at the close of each day, featuring crazy vehicles and creepy characters; and **"Horror en el lago"**, which will once again turn the PortAventura Lake into the stage for a spectacular display of fire, fireworks and music from beyond the grave, starring a monstrous dragon and the sinister character of Death.

The infamous terror walks are also back, including the outstanding **"REC EXPERIENCE"** passage inspired by the famous film franchise, the open-air **"La Selva del Miedo"**, and **"Horror en Penitence"**, the macabre and inhospitable maze of *Far West*.



Finally, this season will feature two "Black Nights" on **11th October** – the "**Night of the Vampires**" – and on **31st October** – "**The Great Night of Halloween**". On these evenings the park is open until 1.00am and 2.00am, giving our more daring guests the opportunity to enjoy a unique terror experience.

About PortAventura

PortAventura Resort is the largest destination resort in Europe and throughout its 20-year history has welcomed over 60 million visitors. With a prime location close to Barcelona, the resort operates four 4-star and one 5-star themed hotels with a total of 2,100 rooms, and a 4,000-capacity convention centre. The range of leisure facilities on offer includes 3 golf courses designed by Greg Norman, and a Beach Club with direct access to the Mediterranean. PortAventura is also home to a theme park and water park, both leaders in Europe, each featuring a range of internationally-renowned attractions.

www.portaventura.com

