

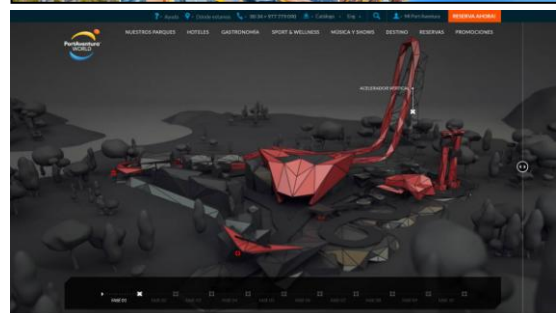
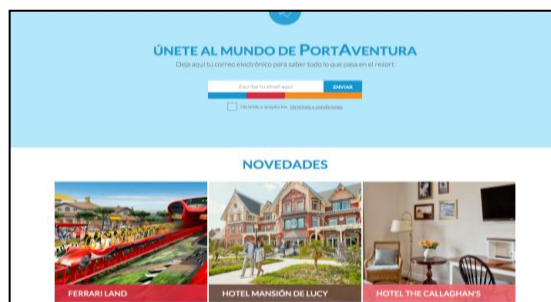
## PortAventura World Parks & Resort launches a new corporate website with a special section about the Ferrari Land project

*The new website incorporates the latest technology to ensure a one-of-a-kind experience and positions PortAventura as a front-runner in terms of usability and design*

*The special Ferrari Land section is launched with unpublished content including a video virtual tour, showing for the first time what the future theme park will be like*

*In addition, the new PortAventura World Parks & Resort brand is introduced with the aim of integrating all business units that make up the resort (theme parks, hotels, convention centre and the future Ferrari Land park)*

**PortAventura, 18 January 2016.** - **PortAventura World Parks & Resort** kicks off the New Year with exciting news and a fresh new corporate image. Today the resort launches **its new multi-device website** that has been completely overhauled to allow users to enjoy the resort experience from the comfort of their own homes. The final touches to the new website will be implemented over the course of this week but as of today it is accessible online.



PortAventura has gone one step further by developing a new website adapted to the current services offered by the resort. It is a more modern, more visual website, which uses multimedia content to create a much richer and simpler browsing experience, showcasing the overall resort in a digital environment and adapting the content to the needs of each client.

Website users will find everything they need to plan their trip, buy tickets and search the different leisure options offered by PortAventura World Parks & Resort. The new system interfaces are designed to streamline the processes of buying tickets, booking hotels and generally exploring all of the experiences offered by the resort on computer, mobile phone or tablet.

The new website also strengthens the bonds of customer loyalty, through a personal private area, which will make it possible to establish a much closer relationship with resort visitors. In this way it will be possible to offer customized content and products for each visitor profile.

**Giovanni Cavalli, General Sales Director of PortAventura World Parks & Resort,** stated: *"We are confident that the user will enjoy the resort experience provided through this new portal. We aim to provide a simple and visual space, accessible to the whole family, which allows us to simultaneously incorporate all the necessary tools to get to know each user and customise services for each individual. That will allow us to increase our direct sales."*

### Special section dedicated to Ferrari Land



Vertical Accelerator



Towers



The new website features a special section dedicated to Ferrari Land, the new theme park of PortAventura World Parks & Resort that is due to open in 2017. This landing page for the project will follow construction progress and over the coming months uncover new details about this exciting park, unique in Europe.

Ferrari Land will be a new theme park dedicated to the Prancing Horse, adding to the existing offer and making PortAventura World Parks & Resort the European destination with the highest number of theme parks (3). This new park inspired by Ferrari will involve a total investment of around 100 million Euros. Ferrari Land will occupy an area of 60,000 m<sup>2</sup> and will have many diverse and exciting new attractions, adrenaline-filled and with a significant technological bias, mainly for families and fans of the Ferrari brand of all ages. The completion of construction of Ferrari Land is planned for late 2016 and will open in 2017. This new partnership between Ferrari and PortAventura World Parks & Resort will allow the latter to strengthen its leading position among family leisure destinations in Europe and offer visitors a unique experience. Currently PortAventura World Parks & Resort receives around 4 million people each year, of which about 50% comes from the international market.



*Restaurant*



*Restaurant*

The new landing page for the Ferrari Land project is launched with **unpublished content** including a video virtual tour, showing for the first time what the future theme park will be like.

The video introduces the **vertical accelerator**, billed as one of the park's star attractions. It will stand at a mighty height of 112 metres and will take the title of **Europe's highest roller coaster**, even beating PortAventura World Parks & Resort's very own Shambhala (76 metres). On board the accelerator passengers experience the same sensations as in Formula 1 racing with an acceleration of 180 km/h in just 5 seconds, the equivalent of 1.35 G. They are immediately propelled 112 metres up in the air, and then plummet back down at a maximum inclination of 90°.





Today PortAventura also unveils for the first time **previously unseen** images of **other attractions**: Two **bounce-back towers** over 55 metres high and a fun 570-metre **race track**, designed for the whole family, for a funny driving experience. The details of these and other attractions that make up the theme park will be announced over the coming months.

### **New PortAventura World Parks & Resort branding: a world of unique experiences**



With an international presence that grows year after year, for quite some time PortAventura has been transformed from just a theme park to become a world of unique experiences, a complete holiday resort that includes a theme park with record-breaking roller coasters, a water park, four 4\* hotels and one 5\* hotel, more than 20 restaurants, a convention centre with capacity for 4000 people, Beach Club and three golf courses. **PortAventura World Parks & Resort** is a new brand that was founded with the aim of integrating this world of experiences that make up the resort and strengthening the company's international position in new markets.

For **Giovanni Cavalli, General Sales Director of PortAventura World Parks & Resort**:  
*"The growth experienced by the resort over the years has naturally generated the need to relaunch the brand based on present and future projections. We are convinced that the new name PortAventura World Parks & Resort reflects the magnitude of the resort today, but above all, of what will be tomorrow, with large-scale projects, like Ferrari Land, just around the corner".*

PortAventura closed the 20<sup>th</sup> anniversary season on the 6<sup>th</sup> of January and will reopen on the **18th of March**.





## About PortAventura World Parks & Resort

PortAventura World Parks & Resort is the largest family leisure and holiday destination resort in Europe and throughout its 20-year history has welcomed over 60 million visitors. With a privileged location close to Barcelona, the resort operates four 4-star and one 5-star themed hotels (PortAventura Hotels) with a total of 2100 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 4000 people. The range of leisure on offer also includes 3 golf courses (two of which were designed by Greg Norman) and a Beach Club with direct access to the beach. PortAventura World Parks & Resort is also home to a leading theme park and water park in Europe with a range of internationally-renowned attractions. In 2017 a third theme park dedicated to the prestigious Italian firm Ferrari will join the PortAventura family.

[www.portaventuraworld.com](http://www.portaventuraworld.com) [www.portaventuraevents.com](http://www.portaventuraevents.com) [www.fundacioportaventura.com](http://www.fundacioportaventura.com)

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