

PortAventura rewards the most brilliant mums travel bloggers

- PortAventura was present in the biggest European meeting of mum bloggers
- More than 650 people participated in this second edition that took place in London

Barcelona, June 27th, 2013. Last Friday took place in London the BiB 2013 Awards (Brilliance in Blogging): the prizes that reward the work done during the year by the most influent mum bloggers in the United Kingdom. The travel category, sponsored by PortAventura, chose *A Family Adventure Project* as the winner because of its passion for adventure and family travel.

PortAventura has become a reference in the UK as a holiday destination for family travel. Last year more than 185.000 people from the United Kingdom visited PortAventura (more than 127.000 among them were families), which means that **the UK is the third most present foreign country in PortAventura.**



The awards ceremony took place during the second edition of Brit Mums Live!, the biggest meeting of mum bloggers in the United Kingdom that this year achieved a participation record with more than 650 attendants. The event is organized by Brit Mums, the largest collective of parenting bloggers that represents around 8.500 blogs. The known as “parenting blogging” is reaching a height with more and more followers that use all the digital media at their reach to create an online dialogue about parenting. Just during this weekend, the even generated more than 14.300 tweets.

www.portaventura.com

About PortAventura

PortAventura: European Destination Resort is a theme resort located between Vila-Seca and Salou. In 1995 PortAventura started its activity and became the first theme park in Spain, with the hope of offering to its clients the opportunity of traveling around the world in just one day journey. After the initial success and thanks to the opening of its hotels and Costa Caribe Aquatic Park, PortAventura became a complete holiday destination.

The six thematic areas -Mediterrània, Far West, México, China, Polynesia and SésamoAventura- cover 119 hectares and have 30 attractions, 100 daily performances, 75 catering points, and 27 craftworks and gifts' shops. Nowadays, the theme resort has 4 hotels: Hotel PortAventura, Hotel El Paso, HotelCaribe and Hotel Gold River; as well as an aquatic park, PortAventura Aquatic Park, and a convention centre with 4,000 people capacity.

Furthermore, PortAventura is a unique family and leisure destination in Europe thanks to its excellent location in the Costa Dorada (on the shores of the Mediterranean Sea) as well as the unbeatable transport connections, close to the Barcelona and Reus airports, as well as the high speed train Station.

Para más información:

Burson-Marsteller

93 201 10 28

Marta Arias

marta.arias@bm.com

Gloria Almirall

gloria.almirall@bm.com

