

## PortAventura hosts the 1<sup>st</sup> Meeting of Theme Park Fans



- More than 130 bloggers and members of theme park fan communities took part in the event
- Maximilian Roeser, Marketing Manager of Germany's Mack Rides, was special guest at the occasion.

**PortAventura, September, 18th 2013.** The 1<sup>st</sup> Meeting of Theme Park Fans was held last Saturday, September 14th, in PortAventura. More than 130 theme park enthusiasts took part in the first edition which was hailed as a success in terms of both organization and attendance.

**PortAventura's Convention Center** welcomed more than 130 enthusiasts from across Spain and France. The attendees, all experts on international Spanish theme parks, didn't want to miss the chance to be part of such a unique opportunity to exchange valuable information on the subject.



This first edition was marked by presentations from noted industry professionals including Mack Ride's Marketing Manager, **Maximilian Röeser**, and PortAventura's Development Manager, **Luis Valencia**.

Mr Röeser presented some of the most interesting international innovations for the forthcoming seasons, such as the latest trends in rollercoasters. These included the increased range of movement in seats and the incorporation of multimedia elements to improve the user experience. For his part, Mr Valencia explained step-by-step the creation and development processes that are needed in order to create new rides and themed areas like Shambhala, SésamoAventura or the recent extension of the Costa Caribe Aquatic Park.



One of the highlights of the event was the round-table session, when all of the attendants could participate in an open debate with PortAventura's press officer, Oriol García, and discuss anything related to the park. Bloggers and online community members took the opportunity to get answers to questions they had previously put forward on the Internet.

The 1<sup>st</sup> Meeting of Theme Park Fans has underlined PortAventura's engagement with online communities, to whom they always offer special invitations to try to include them in events and new developments at the resort.

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