

PRESS RELEASE

PortAventura kicks off 2015 season with 20th Anniversary celebrations

- *21 March is the launch date for PortAventura's 20th Anniversary and the season's special year that includes Mansión de Lucy (the first 5-Star hotel), the premiere of "Amaluna" (the new show from Cirque du Soleil), and work begins on "FerrariLand" (the exclusive new theme zone).*
- *To mark the 20th Anniversary, PortAventura is decorating its six theme areas in spectacular style and premiering new shows inspired by the occasion.*
- *More than 60 million people have been part of PortAventura's 20-year history and have helped position the resort as a leading European landmark for family leisure and fun.*

PortAventura, 18 March 2015. - On 21 March, the gates to PortAventura will open with even more magic than ever before. The 2015 season begins with an important milestone: PortAventura's 20th Anniversary. It promises a year filled with celebrations and new attractions to commemorate 20 years of success and thrills.



Aloha Tahiti



Amaluna – Cirque du Soleil

The story began on 1 May 1995. It was the day when PortAventura opened its gates and started to welcome millions of visitors over the years from all around the world to become a benchmark in southern Europe for leisure and entertainment for the whole family. Over the last 20 years, **more than 60 million** people have enjoyed the delights of PortAventura and its mascots.



What started with an investment of **300 million Euros** to create the first theme park in Spain, has today become the largest and most comprehensive European Destination Resort, with a cumulative investment of **1 billion Euros** to provide the Resort with the best portfolio of products and complementary services: PortAventura Park, Costa Caribe Aquatic Park, four 4* and one 5* hotels, PortAventura Convention Centre, Cirque du Soleil, 3 golf courses, a beach club and, coming soon, the new theme zone FerrariLand.

Sergio Feder, president of the Executive Committee for PortAventura, believes that "the most remarkable development of the past 20 years has been the transformation of the theme park into a holiday resort, allowing us to meet the leisure needs of both customers wishing to visit for only one or a couple of days and those looking for the ideal destination for longer stays".



20th anniversary decorations

20th Anniversary Celebrations

The new 2015 season brings an extensive reworking of PortAventura shows to incorporate a party theme and celebrate the 20th anniversary in style. A total of 19 new productions include stage shows and street entertainment tinged with magic and colour that will be added to the current schedule for the occasion of these huge celebrations. "Happy Birthday PortAventura", "Celebration", "Can Can West", "¡Viva México!" and "SésamoAventura Talent Show" are just some of the new 20th Anniversary specials. In addition, this year the park is offering up to six themed "White Nights" (with extended opening until 4am) and a variety of special events, including two for "Oktoberfest", two "Black Nights" for Halloween and "Christmas Night" to create a unique experience for visitors.

To spread the enthusiasm for this historic year right throughout the resort, the 6 areas called **Mediterrània**, **Polynesia**, **China**, **México**, **Far West** and **Sésamo Aventura** will all be decorated in keeping with the party atmosphere.



To promote the 20th Anniversary, PortAventura is launching a powerful media campaign with new adverts, publicity via all channels in 6 languages across more than 15 European countries covering 100% of the customer base of the resort - all supported by a substantial investment in Media and Public Relations.

2015: a year of new developments

The 20th Anniversary is also the starting point for new milestones in the resort's history.

With an investment of 10 million Euros in hotel projects, PortAventura strengthens its international expansion strategy and reinforces its commitment to attract customers from the Premium segment of the market. This is demonstrated by the transformation of **Mansión de Lucy** into the **resort's first 5-star hotel**, opening 2 April, and the expansion of Hotel Gold River with the **Callaghan Building**, which hosts 78 new Deluxe rooms.



Hotel Mansión de Lucy

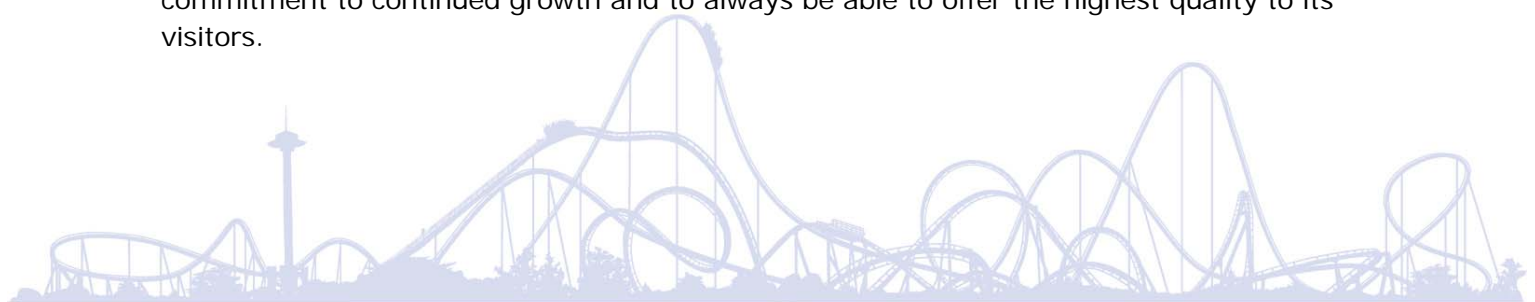


New building The Callaghan's

In addition, on **7 May** the **first stone will be laid for the construction of the FerrariLand theme zone**, entirely dedicated to the legendary Italian brand and a one-of-a-kind in Europe. This project represents an investment of **100 million Euros**, once again reflecting PortAventura's commitment to attract new types of customer and to strengthen interest from the international market.

After the success achieved last year with the show "Kooza", **PortAventura and Cirque du Soleil** have signed a partnership agreement for the latter to establish a base at PortAventura for the next five summers. This summer they present "Amaluna", which invites the audience to a mysterious island governed by goddesses and guided by the cycles of the moon. Performances of the latest masterpiece from the Canadian theatre company start on 3 July.

PortAventura celebrates 20 years full of outstanding achievements and this Anniversary marks the starting point for a period of major projects that reflect the success and the commitment to continued growth and to always be able to offer the highest quality to its visitors.



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 privileged location close to Barcelona, the resort operates four 4-star and one 5-star themed hotels with a total of 2100 rooms, and a convention centre with capacity for up to 4000 people. The range of leisure on offer also includes 3 golf courses designed by Greg Norman, and a Beach Club with direct access to the beach. PortAventura is also home to a leading theme park and water park in Europe with a range of internationally-renowned attractions.

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