

PortAventura breaks the barrier for 4 million visitors in its second busiest season ever

- With the opening of the 5-star Hotel Mansión de Lucy, overnight hotel stays exceeded one million, setting a new record in its history

PortAventura, 18th March 2016. - In 2015, the resort increased the number of visitors compared to the previous season, surpassing the barrier of 4 million visitors. This makes 2015 the second best season in its history (the first was the 2007 season). Giovanni Cavalli, General Sales Director, is satisfied with the results and comments "we are laying the foundations for further development of the resort that will continue to grow with the construction of Ferrari Land, allowing us in 2017 to increase the number of visitors by 1 million more". One of the keys to last season's success was the 20th anniversary of PortAventura that featured a special programme of activities and shows throughout the year.



2015 SEASON BALANCE

The international market saw widespread growth in major markets, and France was consolidated as the largest foreign market through attracting visitors from new areas such as Paris and the north. For its part, the United Kingdom held on to second position in the ranking of international markets. Russia, which was the only market that experienced a decline in 2015, now shows signs of recovery for 2016 according to the major Russian tour operators consulted. Moreover, Italy, Belgium and Germany were among the new markets that also experienced notable growth.



The Spanish market showed clear signs of recovery with significant growth in all autonomous communities. Catalonia is still the largest domestic market first, followed, in this order, by the Valencian Community, the Basque Country and the Balearic Islands. In addition, there have also been significant increases in visitors from other communities such as Madrid, Cantabria, Murcia and Extremadura.

Hotels - The 2015 season was marked by an expansion of the PortAventura World Parks & Resort hotels with the addition of 5-star Mansión de Lucy and expansion of Hotel Gold River with the Callaghan building. Currently, the 5 PortAventura hotels have a total of 2100 rooms. Last season a new record was set when the number of overnight stays surpassed one million.

2015 was also a year of successes in the area of **Business & Events**. The PortAventura Business & Events team organised a total of 183 events, an increase of 16% compared to 2014.

Just some of the companies that chose PortAventura were **Coca-Cola, SEAT, Dow Chemical, PricewaterhouseCoopers, Deloitte, T-Systems, HP and IBM**.

FORECAST FOR 2016 SEASON

PortAventura World starts the new 2016 season with favourable forecasts for all markets. The company expects to maintain the growth trend in the Spanish market that records good levels of bookings for the Easter period. It is expected that the level of **reservations for this Easter period will reach around 100%**.

The sales team has doubled its activity to enhance the current season and to lay the groundwork for the 2017 season and the grand opening of Ferrari Land. After attending the World Travel Market (UK), FITUR (Spain), BIT (Italy) and ITB (Germany), PortAventura World's sales managers are optimistic as regards international expansion. They are closing important deals with major tour operators in the main European markets. Also in the coming months PortAventura World will participate in other key trade fairs on the international scene including MITT (Russia), TOP Resa (France), and trade fairs in new markets that have not yet been dealt with previously, such as the Middle East.

All national and international tour operators have shown interest in the Ferrari Land project and are already laying the groundwork for the marketing of this third theme park. The goal of attaining more than 5 million visitors in 2017 is now a reality.

New corporate image and new website

This year, the resort has launched a **new global brand: PortAventura World Parks & Resort**, which was created as a more adequate reflection of the current reality of the company. PortAventura is no longer just a theme park but is now a resort with a wide variety of experiences and a comprehensive holiday destination with a clear international projection. 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”.

In parallel, this year PortAventura World has launched its new **multi-device website** that has been completely overhauled in terms of architecture and technology to allow users to enjoy the resort experience from the comfort of their own homes. 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.

2016 Season: New shows

The new season kicks off with major new developments. The resort is particularly excited to introduce **Revolution** is a tribute to women who have revolutionised the history of pop music, such as Madonna, Gloria Gaynor and Adele, among others. The show combines live music and dancing with spectacular acrobatics and circus acts. With more than 40 international artists, “Revolution” will lead the audience through a moving musical journey full of rhythm, colour and memories.

Other new shows are **Can Can Show** and **Country Line Dance** in Far West and **PortAventura World** show in Mediterrània.

Construction continues on Ferrari Land

Construction on Ferrari Land, the resort’s third theme park, is scheduled for completion in late 2016, and will open at the start of the 2017 season. Within the last few weeks, the highest point was added to one of its main attractions: the Vertical Accelerator, Europe’s highest roller coaster, standing at a mighty height of 112 metres.

Ferrari Land’s accelerator will beat the record currently held by Shambhala (76 metres) and will provide an incredible experience for speed lovers: passengers will 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°.

PortAventura World is getting ready to unveil new details of the project that, with an investment of more than 100 million Euros, is the largest project ever undertaken by the company throughout its 20-year history.





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 www.portaventuraevents.com www.fundacioportaventura.com

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