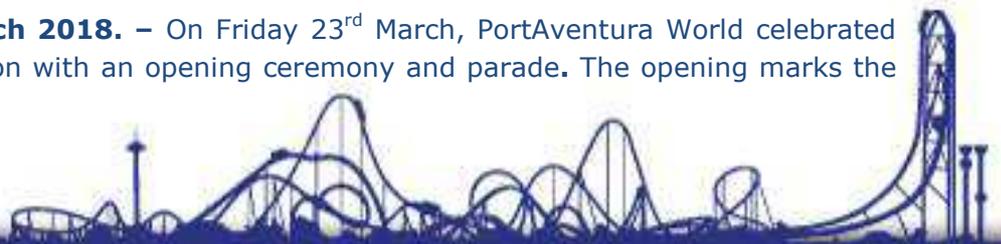


PortAventura World set to continue its growth for 2018 and exceed five million visitors



- *The brand new Ferrari Land Kids' Area, opening on 20th April, has five fantastic attractions specifically designed for younger visitors*
- *Woody Woodpecker celebrates his 20th anniversary and to mark the occasion there will be a brand new interactive experience where families can explore the home of Woody Woodpecker for the very first time*
- *Characters from the successful children's film 'Tad - The Lost Explorer' will also arrive at PortAventura World this summer*

PortAventura, 26th March 2018. – On Friday 23rd March, PortAventura World celebrated the start of its 2018 season with an opening ceremony and parade. The opening marks the



start of an action packed calendar for the year ahead. PortAventura World, Ferrari Land and it's family friendly hotels are now open for business.

Highlights for the season ahead include a brand **new Kids' Area in Ferrari Land**, **Woody Woodpecker's 20th anniversary celebrations** and **the arrival of Tad – The Lost Explorer** and friends at the resort.

Each year, new attractions are integrated into the existing offering at PortAventura World, enhancing its appeal as a unique family holiday destination. Families from across Europe can enjoy the excellent range of leisure, accommodation and restaurant facilities throughout the parks.

New for the 2018 season



New Kids' Area in Ferrari Land

On 20th April, a brand new Ferrari Land Kids' Area will open to the public where children can enjoy an authentic Ferrari experience, inspired by the famous world of motor racing and the *Cavallino Rampante*. There will be **five new attractions** in the area for kids to experience.

Junior Red Force is a miniature version of Red Force, Europe's tallest and fastest rollercoaster that launched last year at Ferrari Land. The child-friendly Junior Red Force is suitable for all ages and allows children to feel the exact speed sensations experienced on the original Red Force rollercoaster.

Free-fall and bounce back towers, **Kids' Tower** and **Crazy Pistons**, have been inspired by the pistons in a real Ferrari engine and families can also enjoy **Champions Race**, a fun opportunity to experience the sensation of driving a Ferrari Testarossa 250, and **Flying Race** the perfect attraction for budding young pilots.



Woody Woodpecker's 20th anniversary

The year of 2018 marks the 20th anniversary of **Woody Woodpecker's arrival at PortAventura World**, during which he has become a family favourite and the park's most beloved mascot.

To celebrate the occasion and for the first time ever – Woody Woodpecker's house will be open to the public. Families can immerse themselves in Woody's world and have their very own picture taken with the star of the park.

Tad – The Lost Explorer arrives at PortAventura World

PortAventura World has recently collaborated with media company Mediaset España.

The partnership will include larger than life characters from family favourite adventure film series Tadeo Jones brought to life in the resort this summer.

The presence of Tadeo Jones and his inseparable band of fellow adventurers is sure to delight the little ones, just as it already has on the big screen.

New shows for 2018

Each year, PortAventura World refreshes its live entertainment offering within the park. Highlights for this year include the brand new **Dance Revolution 2** at Gran Teatro Imperial in China; a journey through the evolution of dance which includes acrobatics, dancers and music.

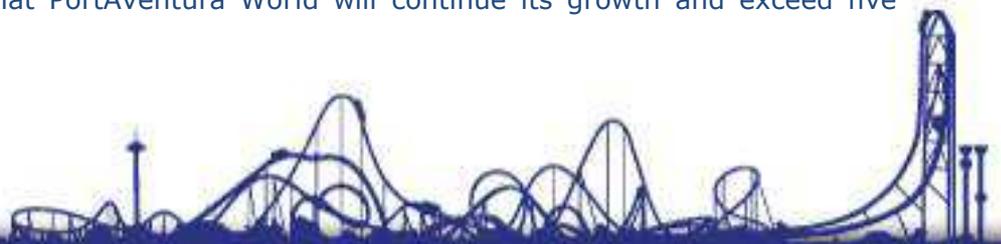
Other standout shows include the **Can Can Show** which is packed with action, rhythm, fun and humour in the legendary Far West Saloon and **Noche de Fuego in Tahití** in Polynesia, a tribal ritual that will thrill the audience to the beat of musical drums.

Key figures from the 2017 season

In 2017, the number of visitors to PortAventura World **increased substantially, reaching the predicted figure of 4.7 million**, with a growth of 19% compared to the previous year. The domestic market grew by 19%, while the international market increased by 21%. The importance of **international markets** in terms of total room nights continued to grow for yet another year, reaching 52%.

This is a result of the successful opening of Ferrari Land, the resorts third theme park.

In 2018, it is expected that PortAventura World will continue its growth and exceed five million visits to the resort.





PARKS & RESORT

Additionally, PortAventura World's Business and Events division thrived in 2017, hosting 259 events and welcoming 69,000 attendees. Companies who selected PortAventura World as the location for corporate events were SEAT, Nike, HP, SoftwareONE, ABBOTT Laboratories and Nestlé.

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About PortAventura World Parks & Resort

PortAventura World Parks & Resort is the largest family leisure and holiday destination resort in Europe and throughout its 23-year history has welcomed over 80 million visitors. With a privileged location close to Barcelona, the resort operates four 4-star and one 5-star themed hotels (PortAventura Hotels) with 2100 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 4,000 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 and the only Ferrari Land park in Europe, with a range of internationally-renowned attractions.

www.portaventuraworld.com www.portaventuraevents.com www.fundacioportaventura.com

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