

Ferrari Land celebrates the launch of a new kids' area

PortAventura World at the top of the list for unique holiday destinations in Europe thanks to Ferrari Land's success



- **The resort goes from strength to strength with plans to introduce a new hotel and attraction in 2019.**

PortAventura, 22 May 2018. - PortAventura World has announced the first set of figures since the start of the season and is delighted to report the **positive impact that Ferrari Land has had on its overall results**. The company has just launched **a new kids' area in Ferrari Land** and also presented plans for future expansion in 2019, which entail **a new four-star hotel and a new attraction in PortAventura Park**.

GROWTH OF FERRARI LAND

Ferrari Land has started the 2018 season with excellent prospects. **Adding Ferrari Land to the resort has proved to be a very positive move**, especially as it has already met its objective. The reputation of Ferrari, one of the most prestigious brands in the world, in conjunction with an exclusivity agreement for Europe and Russia, has



consolidated PortAventura World's position as a unique European resort.

Ferrari Land has also encouraged visitors to stay longer at the resort, fostering significant growth within the hospitality segment compared to the previous year.

"The incredible start to the Ferrari Land season shows that the park has already established itself as a dynamic force within PortAventura World's range of services and products. Without a doubt, it strengthens our existing position as an exceptional holiday destination on the shores of the Mediterranean that offers 3 theme parks, 5 themed hotels, a convention centre with capacity for up to 4000 people, 3 golf courses and a beach club with direct access to the beach", said Fernando Aldecoa, Managing Director of PortAventura World.

Furthermore, and in line with the strategy of diversification and understanding the needs of visitors, this season the park expands its offer for all ages by opening a **new kids' area** where the little ones can enjoy an authentic Ferrari experience. This area, inspired by the famous world of motor racing, features **5 new attractions** that embody the spirit of the legendary Italian team: **Junior Red Force, Kids' Tower, Crazy Pistons, Champions Race** and **Flying Race**.

THE RESORT'S NEW PROJECTS FOR 2019

PortAventura World is also currently in the midst of plans to expand its range of accommodation. The 2019 season will be marked by the addition of **a new four-star, 150-room hotel, which will be located in the Far West hotel complex.**

This hotel will supplement the 2100 rooms already distributed over the five themed hotels of PortAventura World due to the upward trend experienced in recent years. A new occupancy record was registered last season: 1.1 million room nights as a result of one out of every three visitors to PortAventura World staying at the resort's hotels.

2019 is also when **PortAventura Park's new attraction** will see the light of day, in a manner of speaking, as this will actually be the Park's first **Dark Ride**, and it will be located in SésamoAventura, the area created especially for our younger visitors. The attraction, suitable for all family members, will star the famous Sesame Street characters.



FORECAST FOR THE 2018 SEASON

PortAventura World has started the 2018 season with excellent prospects in all markets thanks to the strategies and the innovations adopted for this financial year.

The company expects to maintain the growth trend that resulted in the best Easter period ever for the month of March.

“The forecast for this season is definitely favourable. The start of the season has been very positive thanks to the incorporation of Ferrari Land into the resort’s offerings as a holiday destination. Projects designed for this year, such as the Kids' Area in Ferrari Land and the ongoing commitment to the continuous renewal of our products and services with the incorporation of new characters such as Tadeo Jones, who will arrive at the park this summer”, concludes Aldecoa.

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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 a total of 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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