

PortAventura World presents major new additions for 2019 at Fitur



- *The resort continues to grow and expand their range of options for the whole family with a new themed hotel and Europe's first and only Sesame Street[®] dark ride.*
- *This year's significant expansion of the Convention Centre and Hotel PortAventura renovations will complement the existing facilities on offer to the MICE industry.*

PortAventura World, 23 January 2019. - The Fitur International Tourism Fair, which was held in Madrid from 23 to 27 January, was the event chosen by PortAventura World to present its **new additions for the 2019 season** that will begin on 6 April. This trade fair is also an ideal opportunity to consolidate our position as one of the largest family holiday destinations in Europe.

The highlight in terms of accommodation will be the incorporation of a **new superior four-star themed hotel** located in the Far West area of PortAventura Park. Another crowd-pleaser can be found in the family area of SésamoAventura. A dark ride based on the famous Sesame Street[®] characters will be the only attraction in Europe of this type dedicated to the popular children's series.



Hotel Colorado Creek – PortAventura World's sixth hotel

Hotel Colorado Creek, PortAventura World's sixth hotel, will offer superior 4-star accommodation and will have direct access to PortAventura Park. This new hotel, scheduled to **open its doors on 1 June 2019**, will have **150 rooms**, bringing the resort total to more than 2,200 rooms.

Hotel Colorado Creek, inspired by the Far West gold rush and mirroring the style of this particular era, will offer its guests a wide range of benefits such as unlimited access to PortAventura Park, 1-day access to Ferrari Land, Express Premium wristband for PortAventura Park, exclusive breakfast buffet and free gifts for children, to name but a few.



New family-friendly ride

Another highlight for 2019 is PortAventura Park's **brand new ride**. This will be the theme park's first **Dark Ride** and it will be located in **SésamoAventura, the area created especially for our younger visitors**. Based on the famous Sesame Street® characters, this will be the **only attraction in Europe of its kind dedicated to the popular children's series**. Visitors will be able to hop aboard right from the very first day of the season on **6 April**.



Together with the main protagonist, **Detective Grover**, visitors will have to collect clues to solve the mystery in this **interactive adventure for all ages**. Lasting more than 15 minutes, it will consist of a 10-minute pre-show and a ride experience of around 6 minutes. It will feature numerous animatronics and immersive landscapes thanks to several projection screens.

Expansion of the Convention Centre and consolidation of business tourism and meetings facilities

In 2018, top national and international companies turned to **PortAventura Business & Events** to organise their large-scale events. Access to a modern and versatile convention centre with capacity for up to 4,000 people in its 14,000 square metres, five 4- and 5-star hotels with 2,100 rooms, own catering, beach club, golf courses, and exclusive openings of PortAventura Park and Ferrari Land, are just some of the reasons why many national and international companies choose this venue for their various meetings and events.



2019 has all the hallmarks of being a very special year for PortAventura World's events and special actions division. The **Convention Centre will also be expanding its infrastructures by more than 6,000 m²**, from 14,000 m² to 20,000 m².

Also underway is the opening of the resort's sixth hotel, the superior 4-star Hotel Colorado Creek, and a **massive refurbishment of Hotel PortAventura**, only 3 minutes on foot from the Convention Centre. All these renovations will result in the ability to host multiple events at the same time, and on an even larger scale.



These works are part of the growth and investment plan undertaken in recent years to continue developing PortAventura World as Europe's best family leisure destination for all ages and tastes.

PortAventura World's commitment to the United Nations SDGs

PortAventura World continues to follow a model of responsible and sustainable management, which is reinforced by new projects aimed at contributing to the fulfilment of the commitments contained in the Global Compact and the Sustainable Development Goals of the United Nations. To this end, **Choni Fernández, Director of Corporate Social Responsibility at PortAventura World**, took part in the **"Sustainable Development and Tourism Objectives, guidelines for action" conference, held as part of Fitur, on 25 January.**

Fernández provided an overview of the company's responsible policies, focusing on the actions that PortAventura World proposes to achieve Goal 3, relating to health and well-being. Of particular note is **'PortAventura e-saludable'**, a programme that seeks to continue promoting and expanding activities to encourage healthy habits within the company, as well as promoting health and well-being in the workplace.



This initiative is implemented in conjunction with others inspired by the SDGs, such as the **commitment to gradually reduce the amount of plastic in the resort until its elimination in 2020.**



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 themed hotels and one 5-star themed hotels (PortAventura Hotels) with a total of 2,200 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 4,000 people. The range of leisure facilities 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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