

## PortAventura World celebrates 25 years full of excitement and adventures for the whole family



- When it opens on 27 March, the resort will launch a programme of very special events and shows together with highly original theming of the parks that will remain throughout the season.
- To celebrate its special birthday, the resort has prepared a range of unique experiences such as Easter Celebration, the first time Easter will be celebrated in the park.
- The character of Shrek will gain greater prominence and will be a fundamental part of the season, with a show of his own and a Meet & Greet with visitors.
- In 2020, consolidating its leadership in corporate responsibility in the tourism sector, PortAventura World will launch its new solar power station, the largest self-consumption one at a resort in Europe.

**PortAventura World, 22 January 2019** – On 1 May 1995, in a unique setting, with an **exceptional location** at the epicentre of the Costa Dorada and only one hour from Barcelona, began the greatest adventure that Spain has ever seen. In the mid-1990s PortAventura was founded, a theme park that, over 25 years, has expanded its offer to become **PortAventura World, one of Europe’s largest leisure and holiday resorts.**

It is currently the proud owner of two theme parks (**PortAventura Park and Ferrari Land**), one water park (**PortAventura Caribe Aquatic Park**), **six 4- and 5-star themed hotels**, an extensive and varied **range of cuisine**, and a convention centre (**PortAventura Convention Centre**) with capacity for up to 6,000 people. The evolution of the resort over the years has allowed it to position itself as a unique destination with a complete experiential and leisure offer for the whole family.



### **The new additions kick off with Easter Celebration**

In 2020, **PortAventura World will celebrate Easter for the first time**, in what is set to be one of the greatest events of the year: **Easter Celebration**. In accordance with popular tradition, the bunny will leave one of its Easter eggs at the resort. And just like this season, the egg will be exceptional, completely different from all the others...

This is because, for its 25<sup>th</sup> Anniversary, PortAventura World will create an enormous Easter egg, in an attempt to beat the record for **"The World's Largest Decorated Easter Egg"**. As part of the first Easter Celebration, the SésamoAventura area will feature themed decoration to fit in with this time of year, created especially for the whole family.

With the arrival of the season, **Shrek will be a main star of the resort** and become one of PortAventura World's key characters. One of his first roles will be appearing in **his own show at the Temple Màgic theatre**, located in the fabulous China area. The show will recreate the universe of the famous and funny green ogre in iconic settings like the swamp that he calls home. In addition, as part of the collaboration, visitors will have the opportunity to take part in a **Meet & Greet** with the character.

The **SésamoAventura family is also growing with the addition of a new member, Oscar The Grouch**, who is joining the fun group of friends.

The birthday celebrations will continue with the resort's incredible entertainment offer. The **iconic FiestAventura**, the show that takes place every night on the Mediterrània lake, will

feature new surprises and special effects. Also on the lake, visitors will be able to attend the premiere of **Day Water Show**, a one-of-a-kind show full of fire and pyrotechnics, along with amazing routines performed on the water by jet ski and flyboard experts. PortAventurers will be able to enjoy the new carriages of the **PortAventura Parade** and the **Electronic Summer Parade**.

The calendar of activities planned specially for the birthday celebrations is completed with a **show in Plaza Imperial** and the **25<sup>th</sup> Anniversary musical at the Gran Teatro Imperial**. **Ferrari Land also has amazing things planned; it will present an Acrobatic Show with BMX and expert acrobats** for this special occasion.

### **PortAventura World's responsibility commitment**

For the 2020 season, PortAventura World will continue to uphold its commitment to a responsible and sustainable management model, which is reinforced by projects specifically aimed at contributing to the achievement of the commitments contained in the United Nations Global Compact and Sustainable Development Goals.

One of these will be the **installation of a solar power plant, covering 100,000 m<sup>2</sup> and equipped with 22,000 panels**, which will produce enough solar energy to cover a third of the resort's electricity consumption. Inauguration is scheduled for later this year and it will be **the largest self-consumption photovoltaic plant in a European resort**, which reinforces the company's leadership in terms of sustainability in the tourism sector.

This project is aimed at fulfilling the company's environmental commitments in terms of **reducing consumption and energy transition, as it contributes directly to the achievement of UN SDGs 7 and 13, two of the priority objectives on which PortAventura World has a greater impact**. It is one of the resort's initiatives aimed at moving towards a new renewable energy model.

Also working hard to make the world a better place, **Fundación PortAventura** will continue, amongst other project, with its social initiative **PortAventura Dreams**, which will welcome new families from the beginning of the 25<sup>th</sup> anniversary season. PortAventura Dreams continues **to drive PortAventura World's social action**.

**The integration of responsible management in the PortAventura World business strategy has led us to become one of the most visited tourist destinations in Europe**. This corporate responsibility strategy has become a tool for decision making and investment programming so that we can continue to represent a **model of sustainability** amongst the tourist destinations of our calibre.



#### **About PortAventura World Parks & Resort**

PortAventura World Parks & Resort is the largest family leisure and holiday destination resort in Europe and throughout its 25-year history has welcomed over 90 million visitors. With a privileged location close to Barcelona, the resort operates five 4-star themed hotels and one 5-star themed hotel (PortAventura Hotels) with more than 2,200 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 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, a water park with 50,000 m<sup>2</sup> and the only Ferrari Land park in Europe with 70,000 m<sup>2</sup>, with a range of internationally-renowned attractions.

[www.portaventuraworld.com](http://www.portaventuraworld.com) [www.portaventuraevents.com](http://www.portaventuraevents.com) [www.fundacioportaventura.com](http://www.fundacioportaventura.com)

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