

PortAventura World is ready to give everyone a fun-filled summer with family or friends



- The resort has prepared a range of leisure and holiday options for the opening, with all the necessary physical distancing and hygiene measures in place to guarantee a safe experience.
- The 2019 season has been the best in the history of the resort with 5.2 million visits overall and a record number of visitors at Halloween and Christmas, consolidating the growth trend of local tourism.
- PortAventura World has evolved to become the resort that is today, one of the largest family holiday and leisure destinations in Europe, with more than 90 million visits and 1,100 million euros of investment since its opening.

PortAventura World, 2 July 2020 – PortAventura World is ready to start the season on 8 July. The resort is a unique destination where everyone can experience the best that summer has to offer. In addition to a privileged location right next to the Mediterranean Sea, the resort has a complete holiday offer that includes leisure, fun, accommodation, and cuisine.

In addition to the **theme parks PortAventura Park and Ferrari Land, hotels PortAventura, Gold River, Mansión de Lucy and Colorado Creek** will also be open with their different room options, pools, and ample outdoor spaces to enjoy the best days of summer. PortAventura World is also a culinary benchmark, with a **wide range of cuisine** available from the different theme areas.

In order to protect clients and employees as much as possible, PortAventura World has implemented **all the safety, physical distancing and hygiene measures** stipulated by the authorities and certified by external auditors. These measures include mandatory temperature checks and the use of a face mask; reduced capacity and new flow systems; signs and information displays, and the promotion of cashless payments to facilitate the customer experience without physical contact. There is also a new ticketing system in operation, which allows visitors to reserve the date of the visit in advance.

"PortAventura World expects to receive mainly visitors from the national market, and to gradually recover international markets, starting with the southern regions of France, after the reopening of borders", states **Fernando Aldecoa, General Manager of Operations and Finance**.

The resort's 25th Anniversary, which is celebrated this year, will be reflected in the **theming of the resort as a reminder of 25 years of success**.



25 years of evolution towards a unique model of leisure and entertainment

In 1995, an incredible project began, the first of its kind in Spain: a majestic dragon took flight - the great Dragon Khan roller coaster with its 8 vertical loops immediately became the park's first icon - and with it, a great adventure. Over the last 25 years, **PortAventura World has grown to become the resort** that it is today, one of **Europe's best holiday and leisure destinations that has received more than 90 million visitors** since it first opened.

PortAventura World is made exceptional by its **location in a Mediterranean enclave; its unique and integrated offer**, which includes something for every kind of traveller; **the quality and excellence of its services**; and its **commitment to people, local areas, and society as a whole**.

"During these 25 years, PortAventura World has continuously worked to enrich the experience of our clients, designing new themed areas, attractions, shows and leisure options for all family members and for all times of the year", adds **Fernando Aldecoa, General Manager of Operations and Finance**.

Since 1995, the company has **invested more than 1,100 million euros into the development of the resort**. In these 25 years, PortAventura World has become an important asset for the local area in terms of tourism, as well as for the economic development of the region. The resort has consolidated its position as a family destination, both for visitors from other parts of Spain and for international tourists.



Overview of 2019, a record season

With **5.2 million visitors**, the **2019 season has been the best ever in the history of PortAventura World**. Visitor numbers have been boosted by major new additions such as the opening of the Street Mission ride, the launch of Hotel Colorado Creek, the renovation of Hotel PortAventura, the expansion of the Convention Centre and the consolidation of Ferrari Land as a key asset within the resort's international offer.

Last year, the **international market accounted for 55% of stays in the resort's hotels**. Led by the French market, with 1,000,000 visitors, made **PortAventura World one of the favourite destinations for French families**.

Halloween and Christmas, two of the most awaited seasons of the year, **recorded a significant increase in numbers**, with 900,000 visitors for Halloween and 500,000 for Christmas, compared to the same period in 2018. The 2019 Halloween season received

the most visitors ever for this time of year thanks to a complete range of options for all ages and the addition of "La Isla Maldita[®]", a passage of terror that is unique in Europe.

2019 stands out as the year in which **PortAventura World strengthened its position as an integral holiday and leisure destination**, mainly targeted at families, and for the consolidation of local tourism.

One step further in PortAventura World's Smart Resort strategy

Since PortAventura World created the Equip Verde in 1997, the company has actively worked to honour social, environmental, and economic commitments.

As part of this Smart Resort strategy, in 2019, **Hotel Colorado Creek became its first carbon neutral establishment**, launching this strategic plan that will be extended to other resort establishments to minimise their ecological footprint. In this regard, last October the company also announced **plans for a solar power station that will provide renewable energy to the resort, becoming** the largest photovoltaic plant for self-consumption in a European resort when it is operational in 2021.

These initiatives direct the resort towards a new clean and renewable energy model. Both projects, framed within the company's corporate responsibility strategy, reinforce **PortAventura World's leading position in sustainability in the tourism sector**.

For more information - Press Office:

Roca Pujol

roca.pujol@portaventura.es

Tel.: +34 977 779 000 / +34 659 598 152

Sandra Pérez

sperez@webershandwick.com

Tel: +34 91 745 86 62 / +34 628 671 821

Arancha Chacartegui

achacartegui@webershandwick.com

Tel.: +34 91 745 86 33

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of 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 over 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, the only Ferrari Land park in Europe and a water park, which are leaders in Europe with a range of internationally renowned attractions.

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