



## **The Beat Challenge is born, an entertainment project by LaLiga and PortAventura World**

**The project is implemented through a joint venture and aims to provide new and innovative content to the 5.2 million annual customers of PortAventura World, as well as over 115 million LaLiga fans.**

**The Beat Challenge comprises the first phase of a nationwide virtual game and a themed restaurant, shop and digital centre inside PortAventura World**

**Madrid, 14 September 2020.** LaLiga and PortAventura World today announced the formation of a joint venture to create The Beat Challenge, a one-of-a-kind entertainment experience to be enjoyed both within PortAventura World and beyond.

It comprises a strategic agreement seeking to link football and entertainment through various digital and physical experiences. This innovative project blazes new trails in the world of sports entertainment and theme parks and resorts, representing a touchstone for new digital entertainment.

It is an ambitious, long-term project by two leading Spanish companies, and one of particular significance at a time of economic crisis, when it is so important to provide a boost to activities such as tourism, catering, entertainment, etc.

The investment will be structured into three phases. The first, composed of an investment of €10 million, covers the digital experience and a themed restaurant within the resort and will be ready during the 2021/22 football season. The second phase will include the design and development of a new LaLiga-themed attraction and an investment of €40 million. In the final phase, it is planned to create a LaLiga theme park within the PortAventura World resort with an investment of €100 million.

In parallel, the joint venture will sign a licensing agreement with PortAventura World for the use of the LaLiga brand and the app developed. This licensing agreement will run for 15 years and give PortAventura World exclusive rights in Europe and Russia.

Through this joint venture, LaLiga is offering its clubs the opportunity to consolidate their presence in the entertainment markets, increase their revenue, improve the positioning of their brands among the general public, connect with a younger audience and develop an entertainment format which can be replicated on the international market. LaLiga's fans, meanwhile, will gain access to exclusive content and promotions to enjoy this special experience at PortAventura World.

PortAventura World is one of Europe's foremost family holiday destinations. This alliance will allow the company to strengthen its brand and its position as a leader in the theme park sector through a one-of-a-kind entertainment experience. The project also offers the opportunity for strategic growth and to diversify PortAventura World's business lines, allowing it to connect with new and different audiences with an international profile.

"LaLiga is synonymous with entertainment. With this joint venture in partnership with a leader in leisure in the form of PortAventura World, we are strengthening this



concept and offering our clubs the opportunity to amplify their brands globally to a younger, family-based audience and to offer them benefits at PortAventura World," assures Oscar Mayo, LaLiga's director of business, marketing and international development.

"Each season, PortAventura World looks for new forms of leisure, with an increasingly digital slant, in order to complete the experience of customers, who are mainly families, during their holidays and short breaks. As a world leader in leisure and digital, LaLiga is the perfect partner to achieve our goal of offering our customers innovative digital experiences. The Beat Challenge not only brings together PortAventura World with a leader in the sphere of sporting events and entertainment, but will also project PortAventura World beyond the resort, reaching homes, cities and football stadiums across Spain. In addition, the agreement includes the possibility of exporting the project to other countries, as a model of excellence in the area of technology, sports entertainment and tourism," says David Garcia, the managing director of PortAventura World.

### **The Beat Challenge**

The project will be called The Beat Challenge and will combine two basic aspects: the game (app), and the restaurant and shop. A multidisciplinary experience constructed around unique storytelling will convert it into a single entertainment product. This way, followers of LaLiga will be able to access PortAventura World digitally through the game and will receive benefits when they visit the resort.

The app will be designed to offer entertainment beyond the realm of visiting the park, in the form of an entertainment experience which will extend beyond the physical boundaries of the park and be developed in several dimensions, both digitally and physically. This unique entertainment will maximise the potential of LaLiga and football every single day of the year.

The restaurant at PortAventura Park will be a LaLiga-themed lounge which will not only offer the finest food, but also act as a place to discover new challenges and LaLiga products in its shop. In short, the two experiences will complement each other to form a unique entertainment product for all audiences.

For more information:

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### **About LaLiga**

LaLiga is a global, innovative and socially responsible organisation, a leader in the leisure and entertainment sector. It is a private sports association composed of the 20 clubs in LaLiga Santander and 22 in LaLiga SmartBank, responsible for the organization of these national professional football competitions. In the 2018/2019 season, LaLiga reached a cumulative audience of more than 2.7 billion people globally. With headquarters in Madrid (Spain), it is present in 41 countries through 11 offices and 44 delegates, covering 84 countries. The association carries out its social action through its Foundation and is the world's first professional football league with a league for intellectually challenged footballers: LaLiga Genuine Santander.

### **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.