



## **PortAventura World reopens with excellent forecasts, its first Easter Celebration, and a reinforced commitment to sustainability**

- **In the new season, it is expected to exceed the record number of visits registered in 2019, by putting on new shows and a great Easter campaign.**
- **Sustainability will continue to be one of the central axes of the company's strategy in 2022, a year in which ongoing projects will be reinforced and new social and environmental responsibility initiatives will be incorporated.**
- **PortAventura World will also turn to innovative and digital strategic initiatives, such as the introduction of Bitcoin payment in its hotels and new eGames activities in the resort.**

*PortAventura World, 21 March 2022.*- PortAventura World reopens its doors on 8 April full of new features and excitement, and with an eye toward achieving a successful season. The resort hopes to exceed the record number of visitors reached in 2019, as well as recover the numbers of international visitors.

The 2022 season will kick off with a record-breaking new addition: the first Easter Celebration at PortAventura World, which will include the installation of the largest decorated Easter Egg in the world, recognised by Guinness World Records, as well as street entertainment and special decorations in the Mediterrània and SésamoAventura areas.

The resort also returns to a complete schedule of shows in 2022, with the brand-new *Destination Dance*, an acrobatic musical show, with new sets, choreography, and acrobatics that will take place in China's Gran Teatro Imperial.

Among the most iconic shows are *Aloha Tahití*, with its exotic traditional dances from French Polynesia; the monumental *FiestAventura*, that takes place every night on the Mediterrània lake and is finally back after a two-season absence due to COVID-19, and the lively *PortAventura Parade*. *Las Aventuras de Tadeo Jones* and *Rituales Mexicanos*, which have both been on hiatus since 2019, also return to México's La Cantina. La Parada, the show that precedes *FiestAventura*, will also be back for the first time in two years.

Ferrari Land and its impressive attractions will start the 2022 season on 8 April, after an express reopening on 27 March for the Formula 1 Saudi Arabian Grand Prix. PortAventura Caribe Aquatic Park, perfect for cooling off with its many slides and pools, will reopen to the public on 4 June.



In addition, families who want to celebrate the birthdays of the youngest family members can now hold a private party in La Casa de Woody, the resort's legendary mascot.

In the field of security measures against Covid-19, the legislation in force at the time shall apply.

**David García Blancas, CCO of PortAventura World**, highlights that *"we reopen with the same excitement and enthusiasm as always and with the hope that our visitors enjoy all of the new additions. Last year, despite the complexity of the entire situation, we closed with large numbers of visitors, the majority of which were national. This season, we hope to break the record set in 2019 and recover the international visitor figures"*.

He goes on to say *"this will be a very special year, with the resort's first Easter celebration, which we are convinced will be a huge hit with the public, just like Halloween and Christmas have proven to be. In addition, we have updated the gastronomic commitment of our hotels, reinstated the night schedule, and revived some of our most iconic shows. Without a doubt, it will be a year to remember, in which we trust the sector will make a full return to its former glory"*.

#### **Reinforcement of environmental and social commitments**

In the new season, PortAventura World will continue to endorse a clear strategy in terms of sustainability, social commitment, and good governance, striving to achieve the United Nations Sustainable Development Goals (SDGs).

Along these lines, in 2022 the resort plans to join relevant initiatives such as the Science Based Targets Initiative (SBTi), a project headed by, among others, the Carbon Disclosure Project (CDP), the World Wide Fund for Nature (WWF), and the United Nations Global Compact (UNGC). By joining this initiative, the company will set ambitious science-based climate targets to reduce greenhouse gas emissions and limit global warming to below 1.5°C. In turn, PortAventura World will continue to offset its remaining scope 1 and 2 emissions to remain an operational neutral resort.

Gastronomy, another cornerstone of PortAventura World's offer, will also integrate a sustainable approach. With the aim of continuing to promote the best experience for visitors to the resort, healthy options such as plant-based foods are added. In the fully renovated Bora Bora self-service restaurant, poke bowls, stir fries, and smoothies are now available.

New additions to the range of cuisine will reflect a commitment to current trends and includes the integration of fusion cuisine, healthy dishes, and bio and organic products, as well as those suitable for people with a gluten intolerance. Along these lines, exclusively vegetarian, vegan, and flexitarian menus and buffets will be added to the offer.



A new eco-friendly store will also open in the Far West area, offering products and souvenirs from brands that have demonstrated a firm commitment to the environment, and the park will continue to encourage visitors to watch the show *Cuidemos el Planeta*, in which Oscar The Grouch and other characters from SésamoAventura help children to understand the importance of recycling and the responsible use of resources.

On a social level, the PortAventura Foundation will once again welcome 200 vulnerable families with children and young people that are dealing with a serious illness in its Dreams Village, as part of their recovery therapy, and will continue to hold iconic events such as its charity race, which celebrates its tenth edition in 2022, and its annual charity dinner for the financing of social projects in the Tarragona area.

### **LaLiga 29's, a recently-launched strategic project**

In addition to all new features, PortAventura World will continue to work on one of its most recent and innovative projects: the LaLiga TwentyNine's sports bar, created within the framework of the joint venture signed between the company, LaLiga, and Kosmos to generate innovative content in the world of entertainment. This is the world's first LaLiga-themed restaurant, which offers visitors quality cuisine combined with the enjoyment of live sports competitions, as well as an eSports area.

*The Beat Challenge*, video game, which is currently being updated, will also play a fundamental role in PortAventura World's digital leisure offer this season, as an ideal immersive experience for football lovers that transcends the physical borders of the resort thanks to disruptive technology. With the goal of half a million active users by the end of the year, so far, the project has been well-received by lovers of the park and football.

Digitalisation will continue to be another of the resort's strategic business pillars in the coming months, backed by ongoing initiatives such as the acceptance of Bitcoin payments in hotels, making it the first resort in Europe to accept cryptocurrencies and whose platform will be finalised soon, and the update of its official website, which will incorporate new products and a change in aesthetics. Also noteworthy is the development of a PortAventura World video game on Roblox that will connect Virtual Reality (VR) with the park and the launch of new eGames activities within the resort, such as the Balloon World Cup held at its Convention Centre last year.

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

*PortAventura World Parks & Resort is one of the largest family leisure and holiday destination resorts in Europe and throughout its 27-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 around 2,500 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](http://www.portaventuraworld.com)

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**For more information - Press Office:**

**Amaya Belacortu**

[Amaya.belacortu@portaventura.es](mailto:Amaya.belacortu@portaventura.es)

Tel.: +34 977 779 107 / +34 639 852 022

**Roca Pujol**

[Roca.pujol@portaventura.es](mailto:Roca.pujol@portaventura.es)

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

**Eva Anaya**

[Eanaya@tinkle.es](mailto:Eanaya@tinkle.es)

Tel.: +34 659 720 483