

PortAventura World successfully launches a season full of new additions

- A great success is expected among the visitors who come to PortAventura World at Easter, which this year incorporates the novelty of its first *Easter Celebration*, recovers 100% of its shows and updates its gastronomic offer
- The resort expects to break the 2019 visitor record by welcoming more than 5.3 million people in 2022, thanks to the recovery of the international market with the United Kingdom and France in the lead
- Sustainability and social action will continue to be key in the company's strategy, which in 2022 will bring 200 new families to Dreams Village and mark the grand opening of its photovoltaic plant
- In the field of digitalisation, the spotlight is on the promotion of new projects such as holding eGames championships within the resort, and using Bitcoin as a method of payment in its hotels
- LaLiga 29's restaurant, a one-of-a-kind sports bar in the world, will continue to be a cornerstone of its leisure offer, as a unique way to enjoy live sports

PortAventura World, 8 April 2022. - PortAventura World has opened its doors this weekend with enormous success. After receiving more than 3.2 million people in the 2021 season - 83% of them from Spain - the resort expects to recover the numbers of international visitors in 2022 and break the 2019 record of 5.2 million visitors. More than half a million of these were tourists from other countries, especially from France, which accounted for 77% of the international quota.

David García, Managing Director and CCO of PortAventura World, highlighted the warm reception given to the resort's new additions and the excellent prospects for the new season *"We could not be more excited about the start of a season that we hope will set new records and in which we envision a definitive return to pre-pandemic levels. 2021 was a year of transition for us, in which we managed to reach 75% of the volume of visitors recorded in 2019. Looking ahead to 2022, we expect to exceed 5.3 million visitors thanks to the recovery of the international market, especially France and the United Kingdom"*.

He goes on to say that *"we are an inclusive resort, and our undertaking for this year is to continue reinforcing our environmental and social commitments, as well as to continue offering our visitors innovative leisure proposals such as the eGames tournaments"*.

The new season starts by bringing back every single one of its shows and makes resort history with a brand-new addition: **the park's first *Easter Celebration***,



which will feature the world's largest decorated Easter Egg, recognised by the Guinness World Records organisation, street entertainment, and themed decorations in the Mediterrània and SésamoAventura areas.

This opening sees a renewed start of the activities of both PortAventura Park and Ferrari Land, as well as the reopening of the hotels, which have already received the first guests of the season. **In terms of hotel activity**, PortAventura World also hopes to **surpass the figures recorded for 2019**. Last year, the complex continued to grow its offer, with an extra 141 rooms following the expansion of Hotel Colorado Creek.

Added to all this is the launch of **new shows**, such as *Destination Dance* in China's Gran Teatro Imperial, together with the resort's legendary shows like *Aloha Tahiti*, *FiestAventura*, and *PortAventura Parade*. The reopening of Caribe Aquatic Park and Hotel Caribe, which is undergoing renovations, are scheduled for 4 June. The **gastronomic offer** of the resort has also been updated based on current trends, and its menus now include healthy plant-based foods and bio, organic, and gluten-free products.

On the road to sustainability and digitalisation

PortAventura World articulates its entire business strategy under the umbrella of sustainability, social responsibility, and good governance, with the premise of **being an inclusive resort**. In this sense, one of the highlights of the season will be the grand opening of **of the 10-hectare photovoltaic plant**, equivalent to nine football pitches, that will provide a third of the energy used by PortAventura World.

The resort will also continue to uphold **its commitment to achieving the Sustainable Development Goals (SDG) set by the United Nations**. Together with other initiatives, in 2022 the resort plans to join 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).

Furthermore, in 2022 more than **200 families** with children and young people in a vulnerable situation due to serious illness will enjoy **a stay in the Dreams Village** as part of their recovery therapy, within the sphere of social actions carried out by the **PortAventura Foundation**.

Reinforcing its digital offer will also be essential for the complex, which will continue to focus on new formats **such as holding eGames tournaments**, within the framework of the joint venture that it has entered into with LaLiga, **The Beat Challenge app**, allowing its hotels to accept **payments with Bitcoin**, making it the first international resort to accept this payment method in its establishments, and the development of **a Roblox video game**, amongst other projects.



LaLiga 29's restaurant will also remain at the core of the resort's leisure offer, as a unique proposal in the world that combines the enjoyment of live sports with fine dining.

Shows for the whole family

For the 2022 season, the resort has brought back all of its shows, with some new additions such as *Destination Dance*, an acrobatic musical show that features all-new sets and choreography. The park also welcomes back legendary shows, especially some that had not been performed since before the pandemic, like *Aloha Tahiti*, *FiestaAventura*, *PortAventura Parade*, *Las Aventuras de Tadeo Jones* and *Rituales Mexicanos*. In total, during high season PortAventura World will have **45 daily shows**, featuring more than 155 artists.

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.

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