

## **PortAventura World broadens hotel offer by incorporating accommodation in area under its management**

- **The resort has acquired and will manage Hotel Atenea Aventura, located in Vila-seca, in order to continue offering its visitors the best range of accommodation**
- **The operation marks the entry of PortAventura World into a new model of hotel management, extending its borders within the Costa Dorada and allowing it to intensify the growth of the resort's range of accommodation**
- **This action is part of the resort's innovation and diversification strategy and it will be the first of a series of selective operations that the company is planning in other hotels in the area, driving its growth in an inorganic way**

*PortAventura World, 24 May 2022.-* PortAventura World has announced a new strategic line in its accommodation offer, with the purchase and management of Hotel Atenea Aventura, located in the municipality of Vila-seca, less than two kilometres from the resort. With this move, PortAventura World will manage and administer, for the first time, operations at a hotel outside the current perimeter of the resort, thus entering into a new business model.

Fernando Aldecoa, director general of operations and finance at PortAventura World, highlighted the constant commitment of the resort to innovation and diversification in order to offer its clients the best range of leisure in Europe: *"this operation represents the first incursion by PortAventura World into the segment of hotel management outside the boundaries of the resort, as another project within its strategy of growth and constant diversification. Our aim is to offer our visitors the most complete, diverse leisure and best suited to their needs and preferences, and acquiring hotels in the resort area helps us to make this possible"*.

*"From today, PortAventura World is beginning to manage hotel establishments outside the resort as an opportunity to implement its expertise of these years by having hotels under management or rental. We are negotiating these types of agreements with other hotels in the area, in order to offer holiday solutions"*, stated the director during the signing of the agreement with Hotel Atenea Aventura.

Hotel Atenea Aventura, a four-star establishment, has 94 standard rooms and apartments, which will also strengthen the resort's hotel offer for the corporate events audience, that comes to PortAventura Convention Centre throughout the year. Until now, the hotel has mainly housed MICE, business and wellness clients and PortAventura World visitors.

The company hopes to make progress on this new accommodation model with other hotels in the area, as part of an expansion plan that it is creating for the coming years and that supports and improves the value proposal of PortAventura World, which now has six establishments under its management which total almost 2,500 rooms. The new strategy seeks to adapt the accommodation, and also update its offer with tickets to the park and other benefits.

This new hotel strategy respects the ESG vision of PortAventura World, focused on harnessing resources, responsible consumption and ongoing improvement in order to continue to implement responsible and sustainable management. In 2022, the resort plans to join highly important initiatives such as the Science Based Targets Initiative (SBTi), a project led, among others, by the Carbon Disclosure Project (CDP), the World Wildlife Fund (WWF) and the United Nations Global Compact (UNGC), with the aim of setting ambitious climate targets based on science to reduce greenhouse gas emissions.

**About PortAventura World Parks & Resort**

*PortAventura World Parks & Resort is one of the leading European destinations for holidays and family leisure. Over its 27 years of history, it has received more than 90 million visits. With a prime location close to Barcelona, the resort operates 5 themed hotels with 4 stars and 1 hotel with 5 stars (PortAventura Hotels), with almost 2,500 rooms, and a convention centre (PortAventura Convention Centre) that can hold up to 6,000 people. Its commercial offer also includes 3 golf courses (two were designed by Greg Norman) and a beach club with direct access to the beach. PortAventura World Parks & Resort also has a theme park, a Ferrari Land park that is exclusive in Europe and a leading European water park with a globally renowned range of attractions.*

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

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

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