

PortAventura World continues to expand hotel offering and incorporates Hotel Pirámide Salou into its management

- **The resort will take over management of the establishment, located in Salou less than two kilometres from the park, in order to continue offering customers new accommodation options**
- **The deal follows the company's acquisition of the Hotel Atenea Aventura in Vila-seca last May, as part of the implementation of a new line of business**
- **With this move, PortAventura World seeks to extend the physical boundaries of the resort within the Costa Dorada and intensify expansion of its accommodation offering, to continue with its strategy of innovation and diversification**

PortAventura World, 22 December 2022. - PortAventura World announced today the acquisition and future management of Hotel Pirámide Salou, with a deal that forms part of a new line of business being implemented since the company started to manage, last May, its first hotel outside the physical boundaries of the resort, the Hotel Atenea Aventura in Vila-seca, less than two kilometres from the park. On this occasion, the company has invested 4 million euros to reposition Hotel Pirámide Salou.

This move, part of its strategy of innovation and diversification, will allow PortAventura World to manage and administer the operation of a second accommodation site outside the current resort. The operation is part of a series of selective moves that the company plans to make in coming years regarding other hotels in the area, to further the growth of its hotel offering.

Fernando Aldecoa, General Manager of Operations and Finance at PortAventura World, explained that *"our objective with this deal is to continue to demonstrate the capacity for growth and added value that PortAventura World, which works every day to offer its customers the best and most varied range of accommodation and leisure options in Europe, can offer to hotels in the area, thanks to the complementary nature of our business model and the creation of synergies"*. The manager also highlighted the resort's commitment to innovation and diversification, and emphasised that *"this is the second deal driving this new line of business for the resort, which seeks to expand the limits of PortAventura World to continue growing and diversifying its offer, while doing so in a sustainable way that respects people and the planet"*.

During the signing of the agreement with Hotel Pirámide Salou, Aldecoa explained that the company expects to continue advancing this new line of activity with the management and operation of other hotels in the area, as part of an expansion plan for the coming years. With this agreement the company will add its eighth establishment under management, and will have close to 2,700 rooms.

PortAventura World is already working on renovating the establishment to bring it up to standard. The 4-star Hotel Pirámide Salou has 230 rooms. In addition to adapting the accommodation, the resort plans to integrate its leisure alternatives for all guests into its offer.

The new hotel management model being implemented by PortAventura World is aligned with the company's ESG vision, which is transversal to all its activities and focused on the application of principles of sustainability, social responsibility and good governance. In the management of its accommodation, the resort promotes the efficient use of resources, responsible consumption and ongoing improvement in order to continue developing responsible and sustainable management of its accommodation.

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of the largest family holiday and leisure destinations in Europe, having received more than 95 million visits over its 27-year history. With a prime location close to Barcelona, the resort operates 5 4-star themed hotels and 1 5-star hotel (PortAventura Hotels), as well as managing two off-site hotels, totalling nearly 2,700 rooms, in addition to a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. Its commercial facilities also include 3 golf courses (two of them designed by Greg Norman) and a beach club with direct access to the waterfront. PortAventura World Parks & Resort also has a theme park, a unique Ferrari-themed amusement park (Ferrari Land), the only of its kind in Europe, as well as a water park which is the leading aquatic park in Europe with a range of world-class attractions.

www.portaventuraworld.com

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