



Made to Remember

PortAventura World kicks off with Carnival after a record year with 5.5 million visitors

- The new season will be the earliest and longest in history, opening for a total of 307 days



PortAventura World, 9 February 2024.- The **PortAventura World** theme resort, located on the Costa Dorada, **opens its new season** after a 2023 that saw **record figures with 5.5 million visits** (compared to 5.1 million in 2022) and a **hotel occupancy rate of 83%**.

The new season kicked off on 9 February and will run until 6 January 2025. With a total of **307 days with the resort open**, it will be the **earliest and longest season in company history**.

"We are returning with great excitement after a season of record numbers. We are deeply grateful to all the customers who have visited us, and to the more than 3,000 employees who make it possible for visitors to enjoy such memorable experiences. Without them, none of this would be possible. In 2024, we aim to break our records once again. That's why we will open more days than ever before, push back the starting time to 10am, create new products such as early and exclusive access for our hotel guests, introduce new shows, and expand the Dreams Village. We are doing all of this, among many other surprises, so that our guests leave with special memories," says **David García, general manager of PortAventura World**.

For the second consecutive year and after the success of 2023, the **Carnival celebration** kicks off the season. Until 17 March, visitors will be able to enjoy **special shows** inspired by the carnivals of Brazil and Venice, two of the most emblematic festivities in the world at this time of year. Highlights include the **Carnival Parade, Aires de Carnaval, Viva Carnaval, La Reina del Carnaval** and **Magic Carnaval**. There will also be **street entertainment** throughout the park, with comparsa troupes, batukadas and stilt-walkers from neighbouring towns.



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The resort has also announced that it will open **Grand Canyon Rapids** from the start of the new season, as well as the **Templo de Fuego**, one of the park's most iconic and distinctive attractions, and the **China Baja area** with its special **Carnival Bubble** show in **Temple Màgic**, also committed to offering more and more entertainment options for the littlest ones in the family.

New products to further enhance the visitor experience

From March, the resort is launching **its first 'tour experience'**, a package of exclusive and personalised experiences that allow visitors to enjoy a guided tour led by a resort expert; Express Premium VIP access to PortAventura Park and Express Ferrari Land attractions; reserved seating at the main shows; meals at The Iron Horse restaurant, and much more. This offer aims to provide visitors an opportunity to learn and discover secrets and fun facts about the park from another perspective.

Another of the projects promoted by the resort in the new season is the creation of **'custom-made' team building experiences for small and medium-sized companies** at the park. The company will offer the possibility of accessing personalised products adapted to all needs and budgets, with offers on tickets for groups, packages with activities and even exclusive openings of themed areas of the resort.

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of the largest family holiday and leisure destinations in Europe. Throughout its 28-year history, it has received more than 100 million visits. With a privileged location close to Barcelona, the resort has 5 4-star themed hotels and 1 5-star hotel (PortAventura Hotels) and operates 3 off-site hotels with more than 3,000 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. PortAventura World Parks & Resort also has a theme park, Ferrari Land, the only of its kind in Europe, as well as the leading water park in Europe with a range of world-class attractions. In December 2022 it received B Corp certification, which recognises the company's work in terms of sustainability, social responsibility and good governance.

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