

PortAventura Convention Centre hosts 3rd annual Mediterranean Resort & Hotel Real Estate Forum

- The [Mediterranean Resort & Hotel Real Estate Forum](#) has become one of the most important events in the hotel sector, bringing together the most outstanding professionals at a global level and creating a meeting point for everyone interested in hotel investment.
- The 3rd Mediterranean Resort & Hotel Real Estate Forum was held at the PortAventura Convention Centre from 16 to 18 October.



19 October 2017. - For the third consecutive year, Mediterranean Resort & Hotel Real Estate Forum (MR&H) has gathered together around 300 participants from across the international hotel industry. **Rocio Monsalve, founding member of SL04 Hospitality Development Management** said *“This convention, as part of the International Hotel Investment Forum (IHIF) series, has become one of the Mediterranean’s most important events in the hotel sector, bringing together the most outstanding professionals at a global level and creating a meeting point for everyone interested in hotel investment, in development and in tourism within the region.”*

The event was held in the rooms of the PortAventura Convention Centre. Over three days, speakers and participants were able to interact and share knowledge and points of view in more than 15 hours of debate with important representatives of the industry, more than 10 hours of



networking sessions, interactive workstations and 6 plenary sessions.

Laura Valdeolivas, Director of PortAventura Business & Events highlighted that “we have welcomed professionals from companies in more than 26 countries and different leaders within the sector during the three days that the Mediterranean Resort & Hotel Real Estate Forum was held at our facilities”.

Participants were able to familiarise themselves with the most relevant aspects of the sector, as well as to construct and develop new strategies for Mediterranean hospitality. Some of the most popular topics were: the business trends that inspire the development of the sector in the Mediterranean area; impact and geopolitical challenges; the optimal strategies and opportunities for the development of resorts and hotels in this area; maximising the value of the residential component of tourism developments in the Mediterranean; definition of the key elements in the planning of new hotel business; and the role of government and local authorities for sustainable growth, among others.

Hotel PortAventura, located a few metres from the Convention Centre, welcomed the attendees during the two nights of the event. The participants had free time in their agendas and were able to enjoy the different activities that PortAventura B&E offers like the exclusive opening of the Mexican area of the park and the Mexican cuisine of the restaurant La Hacienda.

About PortAventura Business & Events



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www.portaventuraevents.com



Everything a company needs to turn any event into a complete success is within your reach at PortAventura Business & Events: PortAventura Convention Centre is spacious, versatile and fully equipped with cutting-edge technology and 18 multi-functional rooms with the capacity to hold up to 3000 people at the same time within a surface area of 13,000 m². Four 4-star hotels and one 5-star hotel (Mansión de Lucy) with a total of more than 2100 rooms throughout the resort; High-quality onsite catering facilities, at over 30 restaurants. Ferrari Land, a new venue for special events. PortAventura Park, a leisure park with different theme areas that can be reserved exclusively for your enjoyment. Golf and Teambuilding activities and shows – all immersed in the charm of a Mediterranean setting.

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