

Press Release

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Mediapro chooses PortAventura World to organise its event to commemorate 25 years in the business

- The company has chosen the resort to commemorate the 25th anniversary of its creation with an event that has gathered together 9,000 attendees and has had direct connections with Miami, Paris, Bogotá and Buenos Aires.
- To manage the logistics for this immense meeting, held on 14, 15 and 16 June, the resort's 6 hotels and the PortAventura Park and Ferrari Land parks were used, and one of the PortAventura Park car parks was taken over as an exclusive area for Mediapro guests.



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PortAventura B&E, 17 June 2019. - PortAventura World was the venue chosen by the audiovisual group Mediapro to celebrate the 25th anniversary of its creation. During the weekend of 14-16 June, the company celebrated with an international meeting that, in the case of Spain, involved the participation of 9,000 attendees, employees of the company, together with their respective families. The main celebrations took place on Saturday 15, the anniversary date, when all attendees gathered together for this occasion.

On this same day, Saturday, from PortAventura World Mediapro connected with the other events that were held simultaneously in Paris, Miami, Bogota and Buenos Aires, whilst other cities and countries where the group operates, such as Toronto, Mexico, Santiago de Chile, Lima, Lisbon, Rome and United Arab Emirates, were present via video links.

The event, which required all six hotels of the resort, one of the PortAventura World car parks, and the exclusive opening of PortAventura Park, culminated with a show featuring different musical styles -electronics, a symphony orchestra, DJ and vocalists-, lights and projections.

At the same time, attendees were able to choose between various recreational and sporting activities and other activities designed for children, such as balloon modelling and face painting.

In the words of Laura Valdeolivas, director of PortAventura Business & Events, *“it is very gratifying that a company like MEDIAPRO has chosen our facilities to hold an event of such magnitude to thank all its employees and families for their work and effort. Meetings like this demonstrate our ability to host and operate events of different types and on a large scale.”*

About PortAventura Business & Events

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 4,000 people at the same time within a surface area of 14,000 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 Team Building activities and shows – all immersed in the charm of a Mediterranean setting.



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