

## Augmented reality, 3D graphics and holographic illusions, the new hybrid experience at PortAventura Business & Events

- *PortAventura World is immersed in a digital acceleration process that will benefit every type of client. Thanks to this new service, its events division will respond to the needs of the sector by leading the transformation of hybrid events.*
- *The Convention Centre will offer, from its brand-new Roma room, the new catalogue of innovative and technological solutions Hybrid Experience & Real Emotions.*



**1 March 2021** - PortAventura Business & Events has launched the new service **Hybrid Experience & Real Emotions**, an innovative format that relies on new technologies to enrich the experience by creating high-quality content, augmented reality, 3D graphics, gamification, interactive presentations, and holographic illusions, among other features. For this, **everything will be set up in the Roma room of the convention centre**, from where this new type of hybrid events will be broadcast and held, accompanied by a specialised technical and content team.





The new service, which aims to respond to the sector's new global connectivity needs, will provide added value to any event or product presentation held at the PortAventura Convention Centre, **connecting physical and virtual audiences** and helping to adjust any event to meet the required capacity and security demands. Within the group's digital transformation and acceleration strategy, hybrid events make it possible to take full advantage of the potential of new technologies and create new comprehensive experiences with great added value for the client.

According to **David García, Managing Director of PortAventura World**, "the launch of this service is included within our client-oriented strategic plan for the digital acceleration of the company and is one more example of the capacity to adapt and respond to the new needs of this environment. Thanks to the potential of new technologies, we have been able to interconnect two worlds that up to now only converged. The tourism industry and, in particular, the business world, demands new experiences to continue with its activities and withstand the impact of the pandemic, and our catalogue of innovative solutions has become the best formula to achieve excellence in a society that is digitally more developed than ever".

"Hybrid events allow us to create complete experiences thanks to the possibilities made available by technology. With this service we can connect with broader audiences from our Convention Centre and offer dynamic and interactive events connecting participants at all levels and without limitations", explains **Laura Valdeolivas, director of PortAventura Business & Events**.

**Hybrid Experience & Real Emotions** is one of the PortAventura World events division's greatest ventures, and is added to another series of digital innovations that were recently presented, such as the launch of its new website, the new 360° virtual tour and the new interactive catalogue. The main objective of all of them is to make it easier for users to plan and organise any event in any circumstance.

PortAventura Business & Events is also currently working to a special action plan targeted at combatting COVID-19, "**Safety is our priority**", with a clear commitment to health and safety. This plan has been endorsed by expert bodies and external auditors, such as the Spanish Tourism Quality Institute (ICTE), the SGS auditors and the Biolinea consultancy firm. The protocol encompasses a set of measures implemented in all its facilities.





In these exceptional times that we are living through, PortAventura Business & Events continues to work to offer unique experiences in the world of events and the best option for each client.

One of the advantages of the PortAventura Convention Centre in this new reality is the immense size of its rooms and large open spaces, which makes it easier to adhere to new physical distancing regulations. In addition, the large terraces and gardens that surround the building offer a multitude of options for new event formats outside.

The proximity of all the spaces available to PortAventura B&E – convention centre, hotels, restaurants and theme parks – makes it possible to hold events with minimum transit between areas, thereby minimising risks.

### **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 **24 multi-functional rooms** with the capacity to hold up to 6,000 people at the same time within a surface area of 20,000 m<sup>2</sup>. **With its new expansion**, the Convention Centre adds to its offer the **ROMA Room**, a room that can be divided into 3, with a total surface area of more than 2,000 m<sup>2</sup>, natural light and views of the spectacular Mediterranean surroundings. **Five 4-star hotels and one 5-star hotel** (Mansión de Lucy) with **2350 rooms throughout the resort**. High-quality onsite catering facilities. **Ferrari Land**, a great venue for special events. **PortAventura Park**, a leisure park with different theme areas that can be reserved exclusively for your enjoyment. Golf, team-building activities, shows, etc., all immersed in the charm of a Mediterranean setting **one hour away from Barcelona**.

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