

PortAventura Business & Events joins the EMA as a golden sponsor

With this collaboration, both entities will strengthen the corporate event professionals' skills and training and support industry research

30 June 2021.- PortAventura Business & Events has announced it has joined the EMA (Events Managers Association Spain), the association which represents the sector of corporate event managers in Spain, as a golden sponsor. It is a collaboration agreement that will drive different initiatives throughout the year focussed on training members of the EMA, and which will support research within the sector.

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In this regard, **Laura Valdeolivas Martínez, director of PortAventura Business & Events**, has expressed her satisfaction and explained that *“we want to contribute to growth in the sector. To do this, there is nothing better than working alongside a renowned organisation of high relevance like the EMA. Together we are committed to the interaction and continuous training of professionals”*.

PortAventura Business & Events stands out as the perfect venue for developing **360° experiences** just one hour from Barcelona, creating unique and 100% personalised events. All that is needed to transform any event into a success is possible thanks to PortAventura Business & Events, which boasts a large convention centre (**PortAventura Convention Centre**) which is versatile, fully equipped and possessing **24 multifunctional halls** with capacity to host 6,000 people simultaneously at its more than 20,000 m² of venue space. As part of its new extension, the convention centre has incorporated a hall which can be split into three separate spaces, the ROMA Hall, which spans a total of more than 2,000m², with natural light and views out over a privileged Mediterranean setting.



Further to this, amongst PortAventura Business & Events' portfolio of services is the launch of a **permanent set** for the exhibition of hybrid events. The resort's hotel offer, which includes **five 4-star hotels and one 5-star hotel** (Lucy's Mansion), with more than **2,350 rooms in total**, also supports the Business & Events activity, with its own restaurants and golf and team-building activities. Lastly, we must not forget about **Ferrari Land**, a large space for special events, and **PortAventura Park**, a leisure park with different themed areas.

All of this is of course in line with the strictest social distancing and hygiene standards required within the context of the pandemic. PortAventura Business & Events is currently working under the **special COVID-19 action plan entitled "Safety is our priority"**, which has the backing of official bodies and external auditing bodies such as the Spanish Tourism Quality Institute (ICTE).