

## **PortAventura Convention Centre hosts GamerLand Costa Daurada and becomes a benchmark for eSports**

*GamerLand Costa Daurada, the digital leisure and video game event, brought together more than 1,200 attendees at the PortAventura Convention Centre, which made Costa Dorada the place to be for electronic games during Easter Week*



**14 April 2023**

PortAventura Business & Events hosted for the first time, from 5 to 7 April, GamerLand Costa Daurada, an annual digital leisure and video game event that, this year, brought together more than 1,200 attendees, including major players in the world of eSports, such as Cristinini, and featured the interactive participation of TheGrefg.





PortAventura Convention Centre was the venue chosen for this event, in which tournaments of today's most in-demand video games were held. In addition, the attendees were able to enjoy digital entertainment areas where the latest releases from PlayStation, Xbox and Nintendo were presented, and there were other activities such as talks, free play, laser battles, simulators, contests, to name a few. In total, the space housed 200 game stations available to both expert gamers and their companions.

GamerLand also promoted training and education for young people, with talks and workshops related to the world of video games, and awarded the best gamer with a 12-month course in subjects related to the world of video games. The **director of PortAventura Business & Events, Malin Nilsson**, said that *"Gatherings like GamerLand Costa Daurada demonstrate the capacity of our facilities to successfully develop these new formats"*.

PortAventura Convention Centre, with its multiple multi-purpose spaces and innovative services, together with the organiser, Viajes Velero, Salou's inbound tour operator, as part of the joint promotion initiative with the Tarragona Province Hospitality and Tourism Business Federation (FEHT), contributes to achieving the Costa Dorada's goal of positioning the area as a reference venue for digital leisure and events, and expanding the traditional tourist season.

### About PortAventura Business & Events

PortAventura Business & Events is the events division of PortAventura World. Its convention centre (PortAventura Convention Centre), with a capacity to simultaneously host more than 6,000 people, has 24 multifunctional rooms in its more than 20,000 sqm of space, natural light and exceptional Mediterranean views. It has five 4-star hotels and one 5-star hotel in the resort, as well as two hotels under management outside the resort, making a total of around 2,700 rooms. Likewise, Ferrari Land and PortAventura Park, two leisure parks that can be booked exclusively, offer large spaces for special events. All of this comes as part of a sustainable and environmentally friendly approach aligned with the company's global ESG strategy. PortAventura Business & Events hosts more than 250 events every year. Since its launch in 2009, it has hosted more than 2,400 events.

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**For more information:**

PortAventura B&E

Amaya Belacortu,

Head of Media and Communications at PortAventura World

+34 977 77 91 07 / +34 639 85 20 22

