

## **PortAventura Business & Events enters the field of eSports by hosting the eLaLiga Santander Cup tournament**

*Eight eLaLiga clubs took part in the competition last Saturday, a tournament played in the sixth season of the eLaLiga Santander that required a large-scale technical deployment at the resort with state-of-the-art solutions.*



**4 April 2023** – Last Saturday, PortAventura Business & Events hosted the eLaLiga Santander Cup tournament, held for the first time at PortAventura World, which brought together more than 500 people and included the participation of eight eLaLiga clubs in the competitions.

PortAventura Park's Templo Mágico was the venue selected for the competition, which also offered a full day of activities for attendees, from tournaments for amateurs to free play areas, meet & greets with renowned content creators and performances from freestylers, among other goings-on. The public was able to enjoy PortAventura World in the morning and the best EA SPORTS FIFA 23 competitions during the afternoon.





Those who were unable to attend in person were able to follow the exciting broadcast of the tournament on the official competition channels on TikTok, Twitch and YouTube, as well as on DAZN and LaLigaSportsTV.

To hold the event, the PortAventura Business & Events team made state-of-the-art audiovisual resources available to the organisation, in addition to other technological elements such as LED screens, spectacular lighting sources, and the necessary technical support for the tournament, which was broadcast from a mobile unit.

The **director of PortAventura Business & Events, Malin Nilsson**, stated that *"it is gratifying to be able to accommodate all kinds of events and, specifically, eSports, with their technical requirements and needs, both at the resort and at the PortAventura Convention Centre. The new generations demand a very versatile type of event packed with activities, and our objective is to respond to this demand with a wide portfolio of solutions"*. Likewise, the director has expressed her satisfaction at working hand in hand with LaLiga: *"it is a great partner with whom we work on different projects, and which allows us to offer disruptive leisure that appeals to our younger guests; a great strategy for the company"*.

### **A tournament full of new features**

The main innovation of this edition of the tournament was that it was held in the 2vs2 modality, with a prize pool of 50,000 euros. In addition, the competition took place in PortAventura World for the first time ever, in an event created for the community of fans full of excitement and activities at the resort. The final is scheduled in May, in a competition in which the 16 best-ranked clubs to date will compete in an in-person show like no other.

### **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.

### **About eLaLiga Santander**

eLaLiga Santander is the Spanish FIFA competition organised by LaLiga in collaboration with EA Sports and with Banco Santander as its official sponsor. The official EA SPORTS FIFA competition in Spain has grown exponentially since it started in the 2017/2018 season with the participation of 10 clubs, with 38 clubs participating in its last season. In addition, eLaLiga Santander is now international thanks to the creation, in the 2020/2021 season, of the eLaLiga Santander Fan Cup, a competition in several countries around the world in online and face-to-face format with amateur players from all corners of the world, which during the 2021/2022 season evolved into the Beat The Best concept, which continues in this season's international





competition. All the latest news on eLaLiga Santander can be followed via the competition's social networks: Twitter, Instagram, TikTok, YouTube and Twitch.

**Follow us on:**

Website: <http://www.portaventuraevents.com/>

Magazine: <https://www.portaventuraevents.com/magazine/>

Twitter: <https://twitter.com/portaventurabe>

YouTube: <https://www.youtube.com/user/portaventurabusiness>

Instagram: <https://www.instagram.com/portaventurabe/>

LinkedIn: <https://www.linkedin.com/company/portaventura-events>

**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

