

PortAventura Business & Events gathers specialised agencies from national MICE sector together for major Halloween event

Professionals dedicated to the corporate events sector took part in this meeting to learn about PortAventura Business & Events' diverse offering, which stands out for its strong commitment to sustainability, at this year's edition named "Hallowgreen".



27 October de 2023 - PortAventura Business & Events brought together a hundred professionals from the world of corporate event planning, to present the company's services and showcase the multitude of possibilities offered by PortAventura Convention Centre.

In this third edition, attendees were given a detailed tour of the PortAventura Convention Centre facilities, which are distinguished for offering more than 20,000 square metres distributed throughout 24 multifunctional rooms, with capacity for over 6,000 people. They also were able to try out the resort's gastronomic offer and took part in an exciting gymkana in PortAventura Park, one of the most emblematic team-building activities PortAventura Business & Events offers, among other proposals.

The guests also had the opportunity to participate in a session in which **Choni Fernández, Chief Sustainability Officer at PortAventura World**, presented the latest developments within the company's ESG strategy, highlighting that *"this year has been very special, because we have obtained certification as a B Corp company, which demonstrates our commitment to the environment and to society. A commitment that has driven the resort since its beginnings, and has materialised as major projects like PortAventura Dreams, a housing complex located inside the resort that welcomes*





vulnerable families so that they can enjoy a few days of rest and fun".

Overall, sustainability was the main focus of this event, where in all possible scenarios digital formats were chosen, reducing the generation of waste, with PVC-free vinyl, FSC-certified paper badges, and honeycomb cardboard for decorations. Other details have also been taken into account, for example, preparing menus with 0 km products.

According to **Malin Nilsson, Director of PortAventura Business & Events**, *"the aim of this meeting was to demonstrate our sustainable philosophy, which is applied to every event we hold at PortAventura Convention Centre. This is something increasingly in demand among our clients, and this gathering was the perfect opportunity for us to show some of the most important members of the sector everything we have to offer"*.

Finally, participants at the meeting were also able to enjoy the exclusive opening of the Far West area of PortAventura Park and the ride 'Uncharted', the park's big new attraction this year. Exclusive openings of themed areas of the park are commonly a part of corporate events organised by PortAventura Business & Events, which allows the attractions and facilities to be enjoyed in an exclusive and personalised way.

The meeting counted on the support of Bmotion, for its audiovisual and content solutions; Renfe, for transporting participants from Madrid; and Gold Events & Sports, for its experience in team-building activities.

About PortAventura Business & Events

PortAventura Business & Events is the events division of PortAventura World. Its convention centre (PortAventura Convention Centre), with a capacity to host more than 6,000 people at a time, has 24 multifunctional rooms throughout its more than 20,000 m² layout, natural light and privileged views of the Mediterranean coast. In addition, it houses five 4-star hotels and one 5-star hotel within the resort, as well as two hotels under management outside the grounds, totalling almost 2,700 rooms. For their part, Ferrari Land and PortAventura Park, two leisure parks that can be enjoyed on their own, offer large spaces for special events. All of this, as well as a sustainable and environmentally friendly approach aligned with the company's global ESG strategy, sees PortAventura Business & Events hosting more than 250 events a year. Since the inauguration of its convention centre in 2009, PortAventura has hosted more than 2,400 events. In April 2023 it received B Corp certification, which recognises the work of the convention centre in terms of sustainability, social responsibility and good governance.

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For more information:

PortAventura B&E:

Victoria Galván

Victoria.galvan@portaventura.es

+34 977.77.92.06/ 660.05.78.72

PortAventura World:

Salva Marsal

salvador.marsal@portaventura.es

Tel. +34 977 779 107 / +34 683 353 838

Press office:

Alba Pereira

a.pereira@tinkle.es

Tel: +34 663 21 04 95

Carla Pausa

carla.pausa@tinkle.es

Tel.: +34 617 06 54 68



