

PortAventura World and Bmotion Audiovisual create joint venture to revolutionise audiovisual corporate events

- The alliance represents a shared commitment by both companies to drive innovation, efficiency and growth in an evolving marketplace
- Thanks to this union, PortAventura Convention Centre, a national leader and one of the best convention centres in Europe, will strengthen its value proposition and maintain its position as a benchmark venue for the MICE sector
- One of the main actions promoted in the joint venture, which will involve an initial investment of over 2 million euros in state-of-the-art equipment, will be the development of a permanent immersive room at PortAventura Convention Centre



PortAventura World, 9 November 2023 - PortAventura World, one of Europe's leading resorts and theme parks, and Bmotion Audiovisual, a leader in audiovisual production and technology, have officially announced the formation of a joint venture that aims to take the audiovisual experience of PortAventura Convention Centre and resort events to the next level.

With an expected initial investment of over €2 million, the joint venture represents a shared commitment by both companies to further innovation, efficiency and growth in the ever-evolving corporate events sector. This strategic alliance aims to combine the infrastructure and hospitality expertise of PortAventura World with the innovation and cutting-edge technology of Bmotion Audiovisual, to offer visitors and event delegates a unique immersive experience.

In this way, PortAventura World and PortAventura Convention Centre, which has recently been awarded, for the second consecutive year, as one of the three best convention centres in Europe at the M&IT Awards in London, as well as Gold at the eventoplus Awards in the 'Best Space' category, will reinforce its value proposition and maintain its position as a benchmark space for the MICE sector.

David García, General Manager of PortAventura World, said: *"This collaboration represents a step forward in our mission to offer our visitors and corporate clients exceptional experiences. The combination of our world-class facilities with the audiovisual expertise of Bmotion Audiovisual will allow us to set new standards in the events and conventions world."*

Together both companies will lead the technical production of all events held at PortAventura World, with special attention paid to PortAventura Convention Centre and the Business & Events area, including the rental of audiovisual equipment and the provision of digital services, ephemeral architecture and stage design.

In other actions, the alliance will promote the creation of a permanent immersive room within PortAventura Convention Centre. As well, the use of cutting-edge technology solutions will allow a reduction in event set-up times, transforming rooms in record time in a way that is completely personalised and saves logistics, travel and accommodation costs, given the local hiring of specialist technical staff is advocated.

Alicia Collantes, CEO of Bmotion Audiovisual, said: *"We are delighted to join forces with PortAventura World. This JV gives us the opportunity to take our technology and creativity to the next level, in an environment that's already impressive. Together, we will redefine what a successful event or convention looks like from an audiovisual point of view."*

The initial events held under this new alliance are expected to take place in the first quarter of next year, setting a precedent in terms of production, technology and customer experience.



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About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of the largest family holiday and leisure destinations in Europe. Throughout its 28-year history, it has received more than 100 million visits. With a privileged location close to Barcelona, the resort operates 5 4-star themed hotels and 1 5-star hotel (PortAventura Hotels), and has 2 hotels under management offsite, totalling nearly 2,700 rooms, as well as a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. PortAventura World Parks & Resort also has a theme park, Ferrari Land Park, the only of its kind in Europe, and a water park that is a leader in Europe, with a range of world-class attractions. In December 2022 it received B Corp certification, which recognises the company's work in terms of sustainability, social responsibility and good governance.

About Bmotion Audiovisual

Bmotion Audiovisual is a leading event technology company based in Madrid and Barcelona with more than three decades of experience offering cutting-edge audiovisual solutions for the MICE sector. Constantly evolving and focused on customer service, Bmotion stands out for having the most advanced technology in audiovisual equipment, and a large multidisciplinary team of experts in technology, content design and audiovisual R&D, as well as application development, interactivity and event production.

This combination of resources and experience allows Bmotion to create unforgettable experiences at in-person, virtual and hybrid events, ensuring the highest standards of quality, health and safety.