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PortAventura Business & Events breaks records in 2023 with more than 280 events and close to 70,000 attendees

- *PortAventura Convention Centre, recognised as one of the top European convention centres at the M&IT Awards, closed the season with its best performance ever, both in terms of number of events, participants and sales*
- *Events promoted by PortAventura World's corporate events division saw an international attendance rate of 61%, with the United Kingdom and France as the main markets*
- *Strategic alliances such as the joint venture with technology service provider Bmotion, the variety of different major events hosted, and the certification of the convention centre as a B Corp have shaped this record-breaking year*



08 February 2024 – PortAventura Business & Events saw record-breaking results in 2023, hosting more than **280 events** and nearly **70,000** participants throughout the year. PortAventura Business & Events also confirmed its attractiveness and leadership on an international level, with 61% of event attendees coming from abroad, particularly from the United Kingdom and France, compared to 39% from Spain.





These figures, the best since its inauguration in 2009, have consolidated PortAventura Convention Centre as one of the top venues for corporate events in Europe, which was also endorsed by the latest edition of the **M&IT Awards in London**, which highlighted PortAventura's management, service excellence, and its unique infrastructure in a privileged location. Likewise, this year PortAventura Business & Events won Gold at the national level at the **Eventoplus Awards** in the 'Best Venue' category.

Director of PortAventura Business & Events, Malin Nilsson, thanked *"each and every one of our clients who have chosen us throughout this year to hold their corporate events, having been especially attracted by the versatility of the space, as well as the innovation and commitment to sustainability that characterise PortAventura Convention Centre. We are entering 2024 deeply motivated and with the hope to continue to grow in different markets, with a focus on segments such as the Nordic and American markets"*.

Major milestones from a year to remember

In 2023, PortAventura Business & Events celebrated a major corporate milestone by receiving the **B Corp certificate**, which recognises its work in terms of sustainability, social responsibility and good governance.

Another of the brand's major breakthroughs was its **alliance with Bmotion Audiovisual**, in a joint venture created with the aim of driving innovation, efficiency and growth in the corporate events sector, which will see the creation of an immersive room in the convention centre, among other actions.

In addition, PortAventura Convention Centre hosted **the largest event in company history** in 2023, occupying 1,850 rooms and providing 25,000 catering services over 3 days for **Maersk's major annual convention**, attended by more than 2,500 employees.

In the sports sector the **58th edition of the RACC Catalunya-Costa Daurada Rally** stood out, which once again chose PortAventura Convention Centre as its centre of operations, and the eLaLiga Santander Cup Tournament, which saw the participation of eight eLaLiga clubs in the competition. In the field of eGames, the key event was GamerLand, an annual gathering of digital leisure and video games that brought together more than 1,200 attendees.

Other significant gatherings were the **XIII National Congress of Lawyers**, a large-scale event that brought together 1,500 experts and used the spaces for more than 60 training sessions and three plenary meetings, as well as an exhibition area, and **the XII edition of the International Camping Congress**, held for the first time in Spain.

PortAventura Business & Events also promoted important **charity events**, such as the conference organised by the PortAventura Foundation and the LALIGA Foundation "Leisure and Sport as Tools for Inclusion for Groups with Functional Diversity"; Posa't la Gorra, an event that brought together 1,200 people in a day full of music, workshops, activities and smiles; Fent Amics, in which 4,200 people came together for an excellent event that was an example of collaboration and integration,





and the Fun Run, the PortAventura Foundation's race for solidarity, which every year raises funds for people at risk of social exclusion.

The varied and versatile range of solutions offered by PortAventura Business & Events for corporate events means that its convention centre is chosen by clients of all types, to implement all kinds of formats.

PortAventura Convention Centre offers an "all in one" concept, providing attendees, in addition to its large convention centre, with nine hotels, its own restaurants, shows and exclusive openings of PortAventura Park and Ferrari Land. All of this in a Mediterranean setting just one hour from Barcelona.

In addition to its innovative services and facilities, another of the keys to PortAventura Business & Events is its sustainable approach to management, through the implementation of a responsible model to make events an increasingly respectful activity from both a social and environmental point of view. This service is completed by offering the latest audiovisual technologies for the creation of high-impact montages, and a team specialised in their use and implementation.

About PortAventura Business & Events

PortAventura Business & Events es la división de eventos de PortAventura World. Su centro de convenciones (PortAventura Convention Centre), con capacidad para albergar de forma simultánea a más de 6.000 personas, dispone de 24 salas multifuncionales en sus más de 20.000 m², luz natural y vistas a un entorno mediterráneo privilegiado. Además, su planta hotelera cuenta con cinco hoteles de categoría 4 estrellas y un hotel 5 estrellas dentro del resort, así como dos hoteles en gestión fuera del recinto, sumando, en total, cerca de 2.700 habitaciones. Por su parte, Ferrari Land y PortAventura Park, dos parques de ocio que se pueden disfrutar en exclusiva, ofrecen grandes espacios para eventos especiales. Todo ello, bajo un enfoque sostenible y respetuoso con el medioambiente alineado con la estrategia global de la compañía en términos de ESG. PortAventura Business & Events acoge más de 250 eventos al año. Desde la inauguración de su centro de convenciones, en 2009, ha albergado más de **2.600 eventos**. En abril de 2023 ha recibido el certificado B Corp, que reconoce la labor del centro de convenciones en términos de sostenibilidad, responsabilidad social y buen gobierno.

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 three hotels under management outside the grounds, totalling almost 3,000 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 2,600 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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