



## PortAventura World marks its 30th anniversary at an event brimming with emotion and nostalgia

- *Under the slogan “there are unique journeys that are destined to be remembered”, the company has enjoyed three decades of success and unveiled the most outstanding innovations*



*Fernando Aldecoa, General Director of PortAventura World, presenting the news for the 30th Anniversary at the resort*

**PortAventura World, 16 January 2025. PortAventura World** has kicked off its 30th anniversary celebrations with an event full of excitement, history and new developments. Under the slogan “**there are unique journeys that are destined to be remembered**”, the resort has commemorated three decades of excellence in the entertainment industry, consolidating its position as a world leader in innovation and sustainability.

The event offered an opportunity to relive the best moments of these three decades since its opening in 1995 and reflect on its impact on the region and the leisure industry. In this regard, **Fernando Aldecoa**, Managing Director of PortAventura World, has emphasised the resort’s role as an economic and social catalyst for Tarragona, Catalonia and Spain. “*PortAventura World is more than a themed resort; it is a reference point in the entertainment industry and a driving force for the development of our community. Throughout these 30 years, we have worked with passion and commitment to create unforgettable experiences and we continue to look to the future with the same enthusiasm that has set us apart from the outset*”.



In terms of new developments for 2025, the resort is preparing many additions to its current offering. These include: a **new parade showcasing floats inspired by each area of PortAventura Park**; the **new show at Gran Teatre Imperial "A Fascinating Journey"**, which takes visitors through the different worlds at PortAventura Park; an expansion of "FiestAventura" with the incorporation of drones into the show and new decorations throughout the resort for its 30th anniversary. This is in addition to **30th anniversary and vintage merchandise collections, a revamped dining offering** with the return of iconic dishes, the celebration of **exclusive events** throughout the year, with more surprises to be unveiled as the season unfolds.

One of the most emotional moments of the event was the round table discussion in which different people with at least 30 years of association with PortAventura World spoke about their links with the company. **Lydia Díaz**, head of purchasing at PortAventura World, who began her career in 1993 with an internship contract, who was then hired in 1994; **Josep Maria Bou**, from Grup Bou, has been printing and delivering signage at the resort for over 30 years; and **Montse Plana** and **Robert Moragues**, members of the PortAventura Club since its creation. They all looked back on their first memories of PortAventura World and discussed what the company means to them.

Attendees also had the opportunity to tour the PortAventura Park facilities, highlighting the preservation of some iconic attractions such as Dragon Khan, which has become a symbol of PortAventura World's legacy and its commitment to offering unique experiences to its visitors.

### **Over 100 million experiences**

Throughout its 30 years of history, PortAventura World has received more than 100 million visits from all over the world, establishing itself as an economic and cultural driving force, as well as a leading figure in the entertainment industry. Its contribution has been key to the tourism and economic development of Catalonia and Spain, creating more than **24,000 direct, indirect and induced jobs** each year throughout the country, **accounting for 0.5% of Catalonia's GDP and employing 3.5% of Tarragona's active population.**

With an inflation-adjusted investment of over **€1.8 billion**, what began in 1995 as Spain's first theme park is now an innovative themed resort, a cultural and social catalyst, with millions of visits each year. It features three theme parks, a world-renowned convention centre and **ten managed hotels with over 3,000 rooms**, six located within the resort and four under the brand **Ponient Hotels by PortAventura World**, in Vila-seca and Salou.

### **Milestones of a unique journey**

Since its debut in 1995 as Spain's first theme park, with the iconic **Dragon Khan** rollercoaster, PortAventura World has achieved milestones that cement its leadership in terms of entertainment and sustainability. These include hotel growth from the



opening of its first hotel, **Hotel PortAventura** in 2002, to the tenth one, Ponient Marinada in 2025; the opening of its second theme park, **Caribe Aquatic Park** in 2002; the inauguration of **PortAventura Convention Centre** in 2009 and the **SésamoAventura area** in 2011; the creation of the **PortAventura Foundation** in 2011; the opening of its third park, **Ferrari Land** in 2017; **Dreams Village**, inaugurated in 2019 and expanded in 2024 and obtaining **B Corp certification** in November 2022. These are developments that reaffirm the resort's commitment to innovation, sustainability and creating unforgettable memories for millions of visitors from around the world, generating a positive impact on people while caring for the planet, in line with the company's purpose.

### **About PortAventura World Parks & Resort**

PortAventura World Parks & Resort is one of the largest family holiday and leisure destinations in Europe. Throughout its 30-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 4 hotels under management offsite, totalling more than 3,000 rooms (Ponient Hotels), 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 November 2022, the resort was certified as a B Corp company, a recognition of the company's work in terms of sustainability, social responsibility and good governance.

### **Press contact**

#### **Salva Marsal**

[salva.marsal@portaventura.es](mailto:salva.marsal@portaventura.es)

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

#### **Judith Lleixà**

[judith.lleixa@portaventura.es](mailto:judith.lleixa@portaventura.es)

Tel. +34 977 779 028 / +34 649 074 605

#### **Alba Pereira**

[alba.pereira@tinkle.es](mailto:alba.pereira@tinkle.es)

Tel. +34 663 210 495

#### **Carla Pausa**

[carla.pausa@tinkle.es](mailto:carla.pausa@tinkle.es)

Tel. +34 617 065 468