

PortAventura World celebrates 30 years as an IAAPA member

- The resort has marked its 30th anniversary with the industry during the IAAPA Expo Europe 2025, held in Barcelona



From left to right: Choni Fernández, Director of Sustainability, Customer and Institutional Relations at PortAventura World; Massimiliano Freddi, 2025 IAAPA Chair of the Board; Jakob Wahl, President and CEO of IAAPA; and Fernando Aldecoa, Managing Director of PortAventura World.

PortAventura World, 23 September 2025. – On Monday, 22 September, **PortAventura World** became the epicenter of the leisure industry by hosting three major events: Sustainability Day, Safety Day, and the EDU Tour, all framed within the **IAAPA Expo Europe 2025**, taking place in Barcelona until Friday, 26 September. The three sessions brought together more than 300 professionals and provided a platform to share the sector's strategies through practical case studies from PortAventura World and other industry players, as well as guided tours of the resort.

After the three morning events, a celebration was held to mark **PortAventura World's 30th anniversary** with the industry. The year 2025 represents two major milestones in the history of the resort on the Costa Daurada: the **30th anniversary of its opening** and **30**



years of partnership with IAAPA, the global association for amusement parks, attractions, and family entertainment. Founded in 1918, IAAPA represents leading attraction and supplier companies, consultants, and individual members from more than 100 countries.

One of the highlights of the evening was the presentation by Fernando Aldecoa, General Manager of PortAventura World, of a very special **exclusive tombstone** crafted from an original section of the Dragon Khan track to Jakob Wahl, President and CEO of IAAPA. This symbolic gesture represents the bond between the theme resort and the association throughout three decades of close collaboration. With this recognition, the resort reaffirms its commitment to the global entertainment industry and to the values of excellence, safety, and creativity that IAAPA embodies.

The exclusive event brought together industry professionals and resort partners for an evening that combined networking with thrilling experiences. It offered a unique opportunity for representatives of companies from around the world to connect and share their vision of the future of leisure, while strengthening common commitments to **responsible tourism** with PortAventura World. Guests also enjoyed exclusive access to some of the resort's most iconic attractions, such as Hurakan Condor, as well as new experiences and rides like Hysteria in Boothill and El Diablo Neo. To round off the evening, they ventured into the haunted house La Muerte Viva, part of the resort's highly anticipated Halloween season.

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of Europe's leading holiday and family leisure destinations. Over its 30-year history, it has welcomed more than 100 million visitors. Located in a privileged setting close to Barcelona, the resort operates five 4-star themed hotels and one 5-star hotel (PortAventura Hotels), as well as managing four additional hotels outside the resort grounds, offering more than 3,300 rooms in total. It also features the PortAventura Convention Centre, with capacity for up to 6,000 people. The resort includes a theme park, Ferrari Land—the only one of its kind in Europe—and one of Europe's leading water parks, all offering world-class attractions. In November 2022, the resort was certified as a B Corp company, in recognition of its commitment to sustainability, social responsibility, and good governance.

About IAAPA

IAAPA is a diverse and dynamic community of global attractions professionals. As the largest international trade association for permanently located attractions, IAAPA unifies the attractions community, connects people to learn and grow together, and strives to promote the highest professional standards for excellence and safety around the world.

Founded in 1918, IAAPA represents leading industry attractions and supplier companies, consultants, and individual members from more than 100 countries. Members include professionals from amusement parks, theme parks, attractions, water parks, resorts, family entertainment centers, zoos, aquariums, science centers, museums, cruise lines, manufacturers, and suppliers.

The association's global headquarters and North America office are in Orlando, Florida, U.S. IAAPA also maintains offices in Brussels, Belgium; Dubai, United Arab Emirates; Hong Kong SAR, China; Shanghai, China; and, Mexico City, Mexico.





Visit IAAPA.org or connect through IAAPA's social media channels: @IAAPAHQ #IAAPA

Press contacts

Salva Marsal

salva.marsal@portaventura.es

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

Judith Lleixà

judith.lleixa@portaventura.es

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

Press office

portaventura@edelman.es

Tel. +34 915 560 154