

PortAventura World Unveils “Expedition ULUM: The Jurassic Awakening,” a groundbreaking mixed reality experience

An immersive journey into the depths of the cenotes of the Gulf of Mexico to explore Jurassic life



“Expedition ULUM: The Jurassic Awakening”, in the México area of PortAventura Park.”

PortAventura World, November 19, 2025. – Technological innovation and immersive entertainment come together in **PortAventura World’s** new venture, “***Expedition ULUM: The Jurassic Awakening***”, a **pioneering mixed reality experience in the world**. The proposal will transport visitors to the heart of Mexico on an expedition that combines themed physical settings and state-of-the-art digital environments.

Developed by **PortAventura Adventure Labs**, the in-house innovation hub of PortAventura World, together with **Spatial Voyagers**, and with the support of **Moya** in theming, the new experience will open to the public on **November 26** with a special opening with free access for Christmas, by reservation through the official PortAventura World application.

An immersion into Jurassic Mexico

In “Expedición ULUM”, visitors become **explorers sent to the cenotes of Yucatán to document the possible existence of aquatic dinosaur fossils**. What begins as a scientific mission soon turns into an unexpected encounter with living **Jurassic creatures** hidden for millions of years under the waters.



The narrative, inspired by **Mayan roots** and the mystery of the cenotes, mixes **science, adventure and fantasy** to awaken the curiosity and imagination of young and old alike. The name **ULUM**, **symbolizes strength and movement**, key elements both in the Jurassic universe and in the very story of the expedition.

Innovation and entertainment for the whole family

“*Expedición ULUM*” is the first family mixed reality experience in a theme park. It is designed for groups of up to six people, recommended from the age of six. The experience uses **PICO 4 Ultra Enterprise** mixed reality glasses, which make it possible to merge real and digital elements in the same environment, and applies cutting-edge virtual technology never before seen in a theme park worldwide. With an approximate duration of between twelve and fifteen minutes, “*Expedición ULUM*” offers a multisensory and interactive experience, in which visitors can move freely, interact with the digital environment in different ways, and live a unique version of the experience, discovering a Jurassic universe in motion.

“*Expedición ULUM reaffirms PortAventura World’s commitment to innovation and technology at the service of emotion. We want every visit to the resort to be a unique experience, in which imagination and science go hand in hand,*” says **Andreu Tobella, Digital Director of PortAventura World**.

With this new addition, PortAventura World strengthens its leadership as a pioneering destination in innovative experiences in Europe thanks to the work carried out from Adventure Labs, which explores **new ways of uniting technology, emotion and narrative** to transform the way visitors enjoy the resort.

The route will be available in **Spanish, Catalan, English and French**. In addition, it is an experience **accessible to people with reduced mobility**, reinforcing PortAventura World’s commitment to **inclusivity and universal accessibility**.

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of the largest holiday and family leisure destinations in Europe. Throughout its 30 years of history, it has received more than 100 million visits. With a privileged location close to Barcelona, the resort operates 5 themed 4-star hotels and 1 5-star hotel (PortAventura Hotels) and has 4 managed hotels outside the resort grounds, with more than 3,300 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. PortAventura World Parks & Resort also has a theme park, a Ferrari Land park exclusive in Europe and a leading water park 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.

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