



PortAventura World unveils 'El Diablo Neo', the world's first mixed reality roller coaster

- *With this launch, 'PortAventura Neo' debuts—an innovative concept blending storytelling, adrenaline, and technology*
- *Additionally, 'Hysteria in Boothill' returns in a more immersive and technologically advanced version*



Visitors enjoying the new 'Diablo Neo' experience at PortAventura Park

PortAventura World, May 27, 2025 – PortAventura World reaffirms its leadership in innovation with the official launch of '**El Diablo Neo**', the **world's first roller coaster incorporating mixed reality technology**. This pioneering proposal marks a turning point in the entertainment industry, combining the adrenaline of a roller coaster with a digital universe that seamlessly integrates with the visitor's environment.

'**El Diablo Neo**' is the first experience within '**PortAventura Neo**', a new product category that transforms the way guests experience the theme park. This updated version of the iconic attraction 'El Diablo: Tren de la Mina' retains its adventurous essence while reinventing itself through a story inspired by the ancient mythology of Mexico and a completely transformative sensory experience.

"From the Adventure Labs team, we aim to reinvent the future of entertainment. It's not just about adding a virtual layer to one of our most iconic attractions, but about establishing a new line of technological innovation that will transform the way visitors experience adventure with us", says **Andreu Tobella, digital director at PortAventura World**.

Mixed reality offers a complementary experience to existing attractions and, unlike virtual reality, does not cause motion sickness and is designed to be enjoyed in groups. During



the ride, visitors wear special glasses that transform the mine into a fantastical world inspired by Mexican mythology, synchronized with every movement of the ride.

The commitment to innovation is also reflected in the evolution of **'Hysteria in Boothill'**, which debuts a new edition this year. This mixed reality experience, located in the Far West area, has been redesigned with clearer storytelling, a progressive narrative arc, and a visually enhanced finale. It features new types of scares, as well as improved physical effects—vibrations, hot air, real vegetation, scents, and tactile elements that elevate the visitor's immersion to another level.

For its development, PortAventura World collaborated with **Spatial Voyagers**, integrating generative artificial intelligence throughout every phase. Tools like Midjourney, Move AI, Runway, and ChatGPT made it possible to create characters, voices, and visual content with an unprecedented level of detail for a theme park setting.

Both projects, **'El Diablo Neo'** and **'Hysteria in Boothill 2.0'**, further establish PortAventura World as an international benchmark in the application of technology to entertainment. Coinciding with its 30th anniversary, the resort opens a new creative era where storytelling, sensoriality, and innovation come together to deliver unforgettable experiences.

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of Europe's largest family vacation and leisure destinations. Over its 30-year history, it has welcomed more than 100 million visitors. Located near Barcelona, the resort boasts 5 themed 4-star hotels and 1 5-star hotel (PortAventura Hotels), and it operates 4 additional hotels outside the resort grounds (Ponient Hotels), totaling around 3,000 rooms. It also features a convention center (PortAventura Convention Centre) with a capacity for up to 6,000 people. PortAventura World Parks & Resort also includes a theme park, Ferrari Land—the only one in Europe—and a leading water park, offering world-class attractions. In November 2022, the resort was certified as a B Corp company, recognizing its work in sustainability, social responsibility, and good governance.

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