

OK Mobility becomes official mobility partner of PortAventura World

- *The agreement coincides with the 30th anniversary of the theme resort, a global benchmark in the European family leisure sector*
- *OK Mobility will handle the transportation needs of the PortAventura World team, reinforcing its commitment to strategic corporate partnerships*



OK Mobility vehicles branded with the PortAventura World logo mark the beginning of a new alliance between the two companies.

PortAventura World, 26 de junio de 2025.- OK Mobility takes a new step in its expansion strategy in the leisure and entertainment sector by becoming the **official mobility partner** of **PortAventura World**, one of **Europe's most iconic theme resorts**, which this year celebrates its **30th anniversary**. Through this alliance, the global mobility platform will provide the resort with a **fleet of electric and hybrid vehicles — cars and vans —** to cover the internal transport needs of the team, commercial visits, and other mobility requirements throughout the year.

Located on the coast of Tarragona, PortAventura World has established itself since its opening in 1995 as **one of the most visited theme resorts in Europe**, exceeding 5 million visits annually. Its offering includes top-tier attractions, shows, 10 hotels, and a convention centre recognized across Europe.

The agreement aims to **integrate mobility solutions into the leisure ecosystem**, sharing a common vision based on innovation and enhancing the experience of both visitors and **PortAventura World** employees.



Fernando Aldecoa, Managing Director of PortAventura World, stated: *“Our resort has become a European benchmark in family entertainment; and in such a special year as our 30th anniversary, adding OK Mobility as a partner represents another step forward in our growth. This new alliance allows us to continue delivering a comprehensive experience that blends leisure, innovation, and sustainability by integrating more efficient mobility solutions for both our teams and our visitors.”*

Pedro Pablo Sastre, Chief Marketing & Digital Officer at OK Mobility, added: *“From the beginning, OK Mobility has strongly supported culture and entertainment, and today we do so hand-in-hand with a leading brand in our country’s leisure sector, with whom we share key values.”* *“This partnership aims to create memorable experiences, connecting culture, fun, and mobility in an innovative way,”* he added.

As part of the agreement, **OK Mobility** will offer **special rental conditions** for both park **employees and members of the +PortAventura Club**, facilitating their mobility across the destinations where OK Mobility operates. **PortAventura World**, in turn, will offer **preferential rates to the OK Mobility team**, allowing them to enjoy unique experiences within the resort.

This new alliance reinforces OK Mobility’s commitment to delivering **efficient and tailored mobility solutions for businesses and large organisations**, while PortAventura World enhances accessibility and comfort for its visitors and employees, promoting a more integrated and accessible mobility experience.

About PortAventura World Parks & Resort

PortAventura World Parks & Resort is one of the largest family vacation and leisure destinations in Europe. Over its 30-year history, it has welcomed over 100 million visitors. Ideally located near Barcelona, the resort includes five 4-star themed hotels and one 5-star hotel (PortAventura Hotels) and operates four additional hotels outside the resort (Ponient Hotels), offering nearly 3,000 rooms, as well as a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. PortAventura World also features a theme park, the only Ferrari Land park in Europe, and a leading water park, with world-class attractions. In November 2022, the resort was certified as a B Corp company, acknowledging its efforts in sustainability, social responsibility, and good governance.

About OK Mobility

OK Mobility is the fastest-growing global mobility platform in the world. Through rental, subscription, leasing, and purchase options, OK Mobility provides effective, personalized, sustainable, real-time solutions. The company has more than 70 OK Stores across Spain, Portugal, Italy, Germany, Greece, Malta, UAE, Croatia, Montenegro, Serbia, USA, Morocco, Albania, France, Turkey, Tunisia, Senegal, and Gambia. Alongside its global footprint, it offers a wide range of vehicle options, from cars and motorcycles to industrial vehicles, camper vans, and adapted vehicles for people with reduced mobility. Currently, over 850 employees from more than 50 nationalities make up the OK Mobility team.

More information at okmobility.com





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