

## PortAventura World transforms the shopping experience in the tourism and leisure sector with seQura's technology

- *PortAventura World partners with seQura to offer visitors the option to pay for their tickets in instalments*
- *The alliance includes new payment options and a subscription service, with plans to expand the offering to the French market*



*Entrance to the China-themed area at PortAventura Park*

**PortAventura World, July 1, 2025.- PortAventura World**, Spain's most iconic theme resort, has announced its partnership with **seQura**, the leading fintech in payment technologies in Southern Europe, to offer the next generation of payment options tailored to each consumer.

Thanks to this collaboration, PortAventura World visitors can purchase their tickets at any time and pay at their own pace with seQura, splitting the payment over 3 months at no cost or in 6 or 10 instalments with a minimal fee. This solution is designed to make entertainment more accessible for everyone. The technology encourages smart and responsible spending while improving conversion rates and customer loyalty for the retailer.

In the coming weeks, seQura's offering will extend to hotel packages, providing even more options to plan getaways and save on every purchase while supporting financial well-being.



Partnering with seQura is part of our commitment to innovation. We invest in forward-thinking solutions that make visiting PortAventura World easier and more exciting,” said **Fernando Aldecoa**, general director of PortAventura World.

Additionally, seQura will implement its payment technologies in PortAventura World’s call center, both inbound and outbound, enabling customers to make their purchases conveniently and flexibly by paying in comfortable instalments.

*"This partnership with PortAventura World is a key step in our commitment to the tourism and leisure sector. We want to transform the way people access entertainment, giving them more control and flexibility over their payments",* stated **David Bäckström**, CEO of seQura.

But this alliance goes beyond instalment payments. Soon, PortAventura World will integrate seQura’s subscription model—a new technology that will change how visitors enjoy recurring experiences at the resort. Additionally, seQura Prime, the Spanish fintech’s innovative loyalty program, will be launched at a later stage to further enhance the guest experience.

International expansion is also part of the plan: visitors from France, the resort’s leading international market, will be able to use seQura as a payment method in the coming weeks. This move strengthens seQura’s focus on the travel sector, positioning it as a key growth vertical in its European expansion strategy.

Benefits of seQura for PortAventura World visitors:

- **Total flexibility:** choose how and when to pay, with options tailored to every budget.
- **Speed and ease:** an intuitive process, no paperwork, and real-time approval.
- **Security and trust:** backed by an NPS above 89%, ensuring the best shopping experience.
- **Accessibility:** travel and enjoy new experiences without compromising financial well-being

This alliance responds to the growing demand for more accessible and personalized payment solutions in the tourism and leisure sector. With innovative technologies and a user-centric vision, seQura and PortAventura World are redefining how people access entertainment, enabling them to budget smartly and enjoy their free time even more.

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

PortAventura World Parks & Resort is one of the largest family holiday and leisure destinations in Europe. Over its 30-year history, it has welcomed more than 100 million visitors. With a privileged location near Barcelona, the resort features five 4-star themed hotels and one 5-star hotel (PortAventura Hotels), as well as four additional hotels outside the resort grounds (Ponient Hotels), offering nearly 3,000 rooms, and a convention center (PortAventura Convention Centre) with a capacity for



up to 6,000 people. The resort also includes a theme park, Europe's only Ferrari Land park, and a leading water park, all offering world-class attractions. In November 2022, the resort was certified as a B Corp company, recognizing its efforts in sustainability, social responsibility, and good governance.

### **About seQura**

seQura is the leading commerce technology platform transforming payments into growth. It redefines how businesses boost conversion and loyalty through smart shopping experiences. It helps brands convert better, retain more customers, and scale faster. Trusted by more than 5,000 retailers and millions of shoppers in Europe and Latin America, seQura is chosen for offering the fastest, most flexible, and most rewarding way to shop.

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