

PortAventura World opens the doors to Hotel Colorado Creek, the new highlight in the resort's hotel offer



- The opening of the new flagship hotel brings the total number of rooms in the resort to more than 2,200 and it will be PortAventura World's first zero-emissions hotel.
- The arrival of Hotel Colorado Creek is the result of a strategic investment plan with a budget of 25 million Euros intended to strengthen PortAventura World's position as the best family leisure destination in Europe.

PortAventura, 29 May 2019 – Hotel Colorado Creek will officially open its doors for the first time on 1 June. Hotel Colorado Creek will become the **flagship hotel within the resort's range of accommodation** due to its high level of theming and the quality and comfort of its facilities.

This new hotel responds to the **growing demand for holidays and short breaks** at the PortAventura World resort that has seen a very positive start to the 2019 season. Consequently, the forecast for hotel reservations in the summer is higher than the previous year.

Colorado Creek will be a **premium four-star hotel with a unique and distinctive personality**. Inspired by the era of the Far West gold rush, the **architecture of the building and the construction details are reminiscent of the luxury ranches of Rock Creek in the United States**. This theming, used to create a fully immersive experience for guests, will

PRESS RELEASE
Hotel Colorado Creek



continue to delve into the history of the hotel complex made up by Hotel Gold River, The Callaghan's building and Hotel Mansión de Lucy.

The décor is also integrated into the hotel's history. Ornamental features such as **natural stone and 6,000 m² of natural wood** that is PEFC-certified, guaranteeing responsible management of forests and increasing the sense of immersion from the moment you enter its spectacular main hall. The use of **large windows**, which play with the light of the different corners of the hotel, and a **chromatic palette** of ochres, browns and red oxides complete the interior design.

Another key element is the natural vegetation integrated into the landscape of the hotel and inspired by the North American forests of the state of Colorado.

The hotel, which has involved an **investment of 25 million Euros**, will have **150 rooms of 41 m² accessible to visitors with reduced mobility**, with intricate décor and two queen size beds to ensure maximum comfort. All the rooms are distributed in three buildings to which will be annexed another building for the restaurant and exclusive parking.

Hotel Colorado Creek will offer its guests a **wide range of benefits** such as direct and unlimited access to PortAventura Park, 1-day access to the Ferrari Land park, Express Premium wristband for PortAventura Park, access to Hotel Gold River's three pools, free Wi-Fi, exclusive breakfast buffet and free gifts for children, to name but a few.

"With the opening of Hotel Colorado Creek, a new benchmark for the resort's hotel offer, PortAventura World continues to strengthen its leadership in Europe's leisure and family holiday sector, developing a concept of holiday leisure that focuses on sustainability" said **Fernando Aldecoa, Managing Director of PortAventura World**.

Hotel Colorado Creek will also be the resort's first zero-emissions hotel. This line of strategy driven by PortAventura World will be extended to other resort facilities to minimise the resort's carbon footprint. With this action, the company is directly involved with number 13 of the **Sustainable Development Goals (SDG), "Climate Action"**.

PortAventura World, ideal for MICE tourism

Since the Convention Centre opened in 2009, PortAventura Business & Events has experienced steady and constant growth, with the organisation of more than 2,000 events, 70% of which are international.

With the aim of continuing to position PortAventura Business & Events as an **international benchmark for MICE tourism**, the Convention Centre infrastructure is currently in a phase of expansion. The **new space, which will be used as of October 2019** following an **investment of 11 million Euros**, will extend the surface area to 20,000 m², with 24 rooms and a maximum capacity of 6,000 people. This extension will benefit from natural light and will be surrounded by Mediterranean gardens and terraces, enabling visitors to enjoy unforgettable views of both the sea and the golf courses.

PRESS RELEASE
Hotel Colorado Creek



About PortAventura World Parks & Resort

PortAventura World Parks & Resort is the largest family leisure and holiday destination resort in Europe and throughout its 24-year history has welcomed over 85 million visitors. With a privileged location close to Barcelona, the resort operates five 4-star themed hotels and one 5-star themed hotel (PortAventura Hotels) with more than 2,200 rooms, and a convention centre (PortAventura Convention Centre) with capacity for up to 6,000 people. The range of leisure facilities on offer also includes 3 golf courses (two of which were designed by Greg Norman) and a Beach Club with direct access to the beach. PortAventura World Parks & Resort is also home to a leading theme park, a water park with 50,000 m² and the only Ferrari Land park in Europe with 70,000 m², with a range of internationally-renowned attractions.

www.portaventuraworld.com www.portaventuraevents.com www.fundacioportaventura.com

For more information:

PortAventura Press Office

Nina Knezevic nina.knezevic@portaventura.es

Tel.: +34 977 779 000 / **Mobile:** +34 648 657 707

Roca Pujol roca.pujol@portaventura.es

Tel.: +34 977 779 000 / **Mobile:** +34 659 598 152

Sandra Pérez sperez@webershandwick.com

Tel.: +34 91 745 86 62 / **Mobile:** +34 628 671 821

Pau Guerrero pguerrero@webershandwick.com

Tel.: +34 93 236 09 23 / **Mobile:** +34 607 348 364