

PortAventura Business & Events resumes its activities

- *The PortAventura World events division has reinforced all capacity, physical distancing and hygiene control measures reflected in the contingency plan against COVID-19, to guarantee the return of professional events.*
- *The Convention Centre, which has a brand-new permanent set for hybrid events, reopens its doors with an innovative catalogue of technological solutions, which adds to the digital transformation process led by the group.*



1 June 2021 – With the return of professional events to Catalonia, PortAventura Business & Events will resume the organisation of events this June with several appointments related to the pharmaceutical industry, and the leisure, banking and consultancy sectors, among others. Following the official requirements of the Generalitat de Catalunya, the Convention Centre facilities, which have large open spaces and a wide range of exterior and interior spaces, have been adapted to the current context to offer unique experiences once again for each client.

The **director of PortAventura Business & Events, Laura Valdeolivas**, welcomes the reopening of the Convention Centre, “a multifunctional and versatile space perfectly adapted to meet the





rules of physical distancing and the organisation of activity flows both inside and outside the building. We have 24 spacious and open-plan rooms, which are surrounded by natural open-air spaces, such as gardens and terraces, where we have reinforced a whole series of special measures for clients, employees, and partners. All this, with the aim of minimising risks and bringing a new hybrid and interactive experience to match the new needs demanded by the sector".

The latest digital innovations from the PortAventura World events division, such as the launch of the new website, the 360° Virtual Tour and the revitalised interactive catalogue, is joined by the new service [Hybrid Experience & Real Emotions](#). Within this innovative catalogue of solutions, which draws on the technological potential of tools such as mixed reality, 3D graphics, and holographs, the new Convention Centre set stands out for its customisable stage and a specialised technical team that will further enhance the client's experience.

"At PortAventura Business & Events we want to contribute to the evolution of events by using our ability to generate and even amplify the same emotions as being there in person, thanks to the multiple possibilities of digitalisation", **Valdeolivas adds.**





About PortAventura Business & Events

Everything a company needs to turn any event into a complete success is within your reach at PortAventura Business & Events: **PortAventura Convention Centre** is spacious, versatile and fully equipped with cutting-edge technology and **24 multi-functional rooms** with the capacity to hold up to 6,000 people at the same time within an area of 20,000 m². **With its new expansion**, the Convention Centre adds to its offer the **ROMA Room**, a room that can be divided into 3, with a total area of more than 2,000 m², natural light and views of the spectacular Mediterranean surroundings. **Five 4-star hotels and one 5-star hotel** (Mansión de Lucy) with **2350 rooms throughout the resort**. High-quality onsite catering facilities. **Ferrari Land**, a great venue for special events. **PortAventura Park**, a leisure park with different theme areas that can be reserved exclusively for your enjoyment. Golf, team-building activities, shows, etc., all immersed in the charm of a Mediterranean setting **one hour away from Barcelona**.

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