

PortAventura Convention Centre reaffirms its position as one of the best event spaces in Europe

- *Renowned as 'Spain's Best Convention Centre' and best 'Large Venue', PortAventura Convention Centre continues to consolidate itself as a destination of reference for holding large corporate events*
- *Since January, it has hosted over 200 events of companies in leading sectors, with the participation of over 47 thousand attendees*



M&IT Awards

PortAventura World, 14th of November 2024. PortAventura Convention Centre has continued to position itself as one of the most notable convention centres in Europe in 2024, supported by international recognition at events such as the **Global Eventex Awards** and the **M&IT Awards in London**, among others. These awards highlight its commitment to excellence in providing services for events, at both a national and international level in the MICE sector. Since January, the centre has hosted over 200 events, with over 47 thousand attendees, and it is expected for this figure to exceed 60 thousand by the end of the year, establishing it as an ideal destination for holding large events, seminars and conventions, thanks to its cutting-edge infrastructure and focus on sustainability and innovation.

“This year has been exceptional for us. We have continued growing, while maintaining our commitment to quality, innovation and sustainability. All these awards are a reflection of the effort and dedication of our team, as well as the trust placed in us by our clients”, stated Malin Nilsson, Director of PortAventura Business & Events. “For the future, we will continue to look towards new markets and sectors, always prioritising our clients’ experience and our responsible management model.”



A year of prestigious awards

In 2024, PortAventura Business & Events has won several international awards that highlight its excellence in management of events and spaces. At the **Global Eventex Awards 2024**, it won gold in the 'Large Venue' category and silver in the 'People's Choice Hotel' category.

Additionally, it has been named 'Spain's Best Convention Centre 2024' at the **World MICE Awards**, held in Ho Chi Minh City, and has won gold at the **M&IT Awards** in London for 'Best Overseas Conference Centre'. Its capacity for combining latest-generation installations with a sustainable approach has also earned it silver in the 'Best Space' category at the **Eventoplus** awards.

The favourite destination for leading companies

Throughout 2024, PortAventura Convention Centre has been the setting for a wide variety of large events, reflecting its capacity for hosting meetings of different sectors. Among the most notable, **MSP GLOBAL** gathered over **2,000 registered attendees**, consolidating itself as one of the busiest events of the year. In turn, the French company **B&B Hotels** gathered **1,300 participants** at its annual convention, while **Kubota** attracted **1,000 professionals of the agricultural sector**. In addition to these events, other large companies such as **BET TRAVEL**, **SMA Solar** and **Toskani Cosmetics** also chose the Convention Centre for their meetings and conventions in 2024, reaffirming its position as a place of reference for business meetings.

In recent years, PortAventura Business & Events has also hosted large events for large national companies such as **Mediapro**, **Seat** and **BBVA**, but especially for large international companies from very diverse sectors, such as **Coca-Cola**, **MARS Iberia**, **Danone**, **Repsol**, **Telefónica**, **Vodafone**, **Nespresso**, **Nestlé**, **Levi's** and **Ericsson**, among others, demonstrating the versatility and adaptation of all the spaces of PortAventura Convention Centre and its status as a great reference for holding business meetings in Europe.

PortAventura Business & Events is distinguished as one of the main destinations in Europe, being ranked in the top positions of the MICE sector thanks to its '**all in one**' offer, which combines the convention centre with ten hotels and over 3,000 rooms, its own restaurant with over 200,000 annual services, shows and the exclusive opening of **PortAventura Park** and **Ferrari Land** for private and teambuilding events. All of this in a unique environment in the sunny climate of the Costa Daurada and just one hour from Barcelona.

Furthermore, with a clear commitment to innovation, the creation of **Booster Audiovisual Solutions** has allowed the integration of cutting-edge audiovisual solutions at events. This joint venture with Bmotion Audiovisual has a multidisciplinary team of experts in technology, content design and production of events, which allows unique experiences meeting the highest standards of quality and safety to be offered. Its audiovisual design methodology and its wide variety of services, which range from production to sustainable stage design, position **Booster Audiovisual Solutions** as a key technological partner for events at PortAventura Convention Centre.

About PortAventura Business & Events

PortAventura Business & Events is the events division of PortAventura World. Its convention centre (PortAventura Convention Centre), with the capacity to accommodate more than 6,000 people simultaneously, is located in a privileged





place on the Costa Daurada, just one hour from Barcelona. It has 24 multifunctional rooms in its more than 20,000 m2, its own audiovisual solution thanks to the joint venture with Bmotion Audiovisual, natural light and views of a privileged Mediterranean environment. In addition, its hotel plant has five 4-star hotels and one 5-star hotel within the resort, as well as four hotels under management outside the resort, totaling more than 3,000 rooms. PortAventura Park, Ferrari Land and PortAventura Caribe Aquatic Park are three leisure parks that can be enjoyed and offer large spaces for special events. All this, under a sustainable and environmentally friendly approach aligned with the company's global strategy in terms of ESG. PortAventura Business & Events hosts more than 230 events a year. Since the opening of its convention center in 2009, it has hosted nearly 2,700 events. In April 2023, PortAventura World received the B Corp certificate, which recognises the resort's work in terms of sustainability, social responsibility and good governance.

Press contacts

Salva Marsal

salva.marsal@portaventura.es

Tel. +34 977 779 107 / +34 683 353 838

Judith Lleixà

judith.lleixa@portaventura.es

Tel. +34 977 779 028 / +34 649 074 605

Alba Pereira

alba.pereira@tinkle.es

Tel. +34 663 210 495

