

FERRARI WILL OPEN A THEME PARK AND A LUXURY HOTEL IN SPAIN IN 2016



Port Aventura, a theme park and a resort in the south of Barcelona, has reached a license agreement with Ferrari to create “Ferrari Land”, a new theme park, that will also include a luxury hotel, dedicated to this car brand within the resort, whose opening is scheduled in 2016.

According to Port Aventura’s statement this Thursday, the project will involve a total investment of more than 100 million euros and it will occupy an area of 75.000 square meters.

“Ferrari Land” will have various attractions, along with the highest and fastest vertical accelerator of Europe, as well as the first Ferrari themed hotel, a luxury five star establishment with 250 rooms, restaurants, stores and racecars simulation areas.

It’s the second theme park dedicated to the brand of the “cavallino rampante”, after the 2010 inauguration of the “Ferrari World” in Abu Dhabi, located in a 200.000 square meters area annexed to the Yas Marina circuit.

A Solid Project

The managing director of the Ferrari Brand, Andrea Perrone, has assured that after the success of the “resort” in the Arab Emirates they have received many requests to build new entertainment parks and that they have decided to accept the one of Investindustrial -- main shareholder of Port Aventura -- because “it’s a solid project managed by a very professional team and it’s the opportunity to bring the spirit of Ferrari to Spain”

He added that the car maker company will keep valuing other proposals related to theme parks out of Europe, although unhurried.

The executive president of Port Aventura, Sergio Feder, has highlighted the will of creating the park since its beginning to develop a long-term plan “supported in internationally well-known name brands” to increase the number of visitors up to five million annually.

In these moments, the “resort” located between Salou and Vila-Seca receives the visit of nearly four million visitors, which almost 50% come from the international market.

Date: 2014-03-17

Article link: <http://www.tourism-review.com/ferrari-land-theme-park-near-barcelona--news4065>