

Leading European  
Destination Resort

Annual Report  
Corporate  
Responsibility



2014





**European Destination Resort**

CORPORATE  
RESPONSIBILITY ANNUAL  
REPORT 2014 FOR THE  
PORTAVENTURA GROUP

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# Introduction





# Introduction

**We have pursued our expansion strategy, as well as committed ourselves to the internationalisation and integration of new projects and attractions**

2014 is yet another year that has been marked by the growth of our business, investment and development of new projects and the promotion of activities in the field of corporate responsibility. Over the last twelve months we have pursued our continued expansion strategy, as well as committed ourselves to the internationalisation and integration of new projects and attractions, the highlights of which include the opening of Angkor and the resort's continuing collaboration with Cirque du Soleil.

Our desire is to develop a long-term plan supported by well-known international brands in order to increase the number of visitors to reach 5 million annually within two or three years, making us the best holiday resort in Europe. This plan will evolve over the coming years, thanks to the signing of an agreement with Ferrari to build FerrariLand, which involves an investment of approximately 100 million Euros, and the partnership with Cirque du Soleil, which gives visitors the chance to enjoy the company's shows for the next five summers. For 2015, plans are in place to expand our high-end offering with the first five-star accommodation facilities and to extend Hotel Gold River, with the addition of deluxe rooms.

As we bring 2014 to an end, we reflect on the attainment of significant goals. We have continued with a very favourable evolution of the main financial, economic and business indicators when compared to 2013. In the hotel business, we increased sales by 12.1% and recorded an increase of approximately 9,200 occupied rooms compared to the previous year. In the area of events, net sales increased by 55% compared to 2013, contributing very significantly to the deseasonalisation of the resort.

One of the pillars of our business is service excellence. We continue investing in innovation as well as improving attractions and facilities to meet the expectations and leisure needs to suit the different profiles of customers and visitors. The prizes and awards received are a testament to our commitment to providing quality service. This also underlines the results achieved in customer satisfaction sur-

veys, with an overall ranking for a day in the park at 4.18 points out of 5. In the events business, the overall valuation has continued to rise, reaching 4.21 in 2014.

As a resort, managerial excellence and dedication to service is not possible without the talent and professionalism of a team of 1,448 employees (as at 31st December) of 35 different nationalities. In 2014, we continued to offer opportunities for people to grow and develop in a professional capacity. Quality in employment, together with training opportunities, commitment to equality, diversity and a safe working environment, work-life balance and flexible working hours and recognition of merit help build a framework of mutual trust.

PortAventura's concern for the environment has been and continues to be a constant factor in its activities. The consolidation of our environmental management system allows us, year after year, to improve performance in this area, combining the development and activity of the resort with annual targets for reduction. Compared to 2013, we have reduced consumption of water and energy by 3%, respectively, reaching an 18% decrease in energy per visitor/per overnight stay. One of the highlights of the year, and in reference to the birds featured in the show Aves del Paraíso, is the expansion of PortAventura's animal areas into an actual zoo. With a commitment to sharing knowledge of biodiversity and raising awareness of the need to conserve it, we have implemented several measures within the park in order to achieve these objectives. In addition, we have signed a partnership agreement with the Barcelona Zoo Foundation for the development of joint bird conservation and research projects.

Our suppliers are an essential ally in guaranteeing the sustainability of our supply chain. Therefore we extend our commitment to corporate responsibility by incorporating social and environmental criteria into the supplier screening and approval processes. In 2014 we worked on defining a methodology for the implementation in 2015 of a new certification platform to be used as a tool to ensure compliance with the aforementioned criteria.



The culture and philosophy of PortAventura have always been linked to the creation of value for society. This contribution is reflected in the thriving economic activity that the resort generates within its surroundings. Interaction with society also takes place through the PortAventura Foundation. During 2014 we have maintained our support for projects targeting children and youths at risk of social exclusion, with donations totalling 647,012 Euros. Of particular relevance is the agreement signed between the PortAventura Foundation and the Sant Joan de Deu Hospital covering the next ten years. The PortAventura Foundation will be investing 3 million Euros in the construction of a benchmark paediatric ICU within Europe; a pioneer in technology and in working methods followed by the medical team, further increasing the wellbeing of hospitalised children and their families. Play areas will also be built, which, combined with visits from the PortAventura characters, will brighten up the stay of children admitted to this hospital.

Based on the foundations of transparency in management, in this report we collect all the relevant information and data pertaining to our performance. To this regard, our desire is to renew the commitment made in 2008 to the Global Compact and contribute in this way to the promotion of actions targeted at implementing each of the principles stated in this international initiative. Our commitment to the Global Compact is an example of the rigour with which this transparency is implemented. Differently to previous years, this report has been prepared in accordance with G4, the latest version of the GRI guidelines. This change has meant changing the structure of the contents and focusing on the information that is most relevant to our stakeholders. This effort is related to the desire to offer a wide but accurate vision of all the variables in our activities. An overview of the business and how the resulting impact upon the environment is managed demonstrates progress of our corporate responsibility strategy.

We face the future with good prospects and new challenges and objectives. We firmly believe that our business strategy, which integrates corporate responsibility actions in different areas, improves cor-

porate governance and at the same time contributes to sustainable development and the benefit of society. The strength of our project supports sustainable and committed growth.



**Sergio Feder**  
*President of the Executive Committee*

# Key figures for PortAventura in 2014

PORTAVENTURA GROUP

CUSTOMERS

HUMAN RESOURCES

SUPPLIERS

PORTAVENTURA FOUNDATION

ENVIRONMENT

ECONOMY



3,819,474

VISITORS TO PORTAVENTURA AND COSTA CARIBE AQUATIC PARK <sup>1</sup>



4.18

OVERALL RATING FOR A DAY IN THE PARK (SCORE OUT OF 5)



1,448

WORKFORCE AS AT 31<sup>ST</sup> DECEMBER



1,108

NUMBER OF SUPPLIERS



852,731

euros

INVESTMENT IN SOCIAL ACTION



739.02

tonnes

WASTES GENERATED PER EACH MILLION VISITORS



0.0409

MWh

CONSUMPTION OF ENERGY (ELECTRICITY AND NATURAL GAS) PER VISITOR IN PORTAVENTURA PARK AND COSTA CARIBE AQUATIC PARK



195

million euros

EQUIVALENT TURNOVER



916,761

NUMBER OF HOTEL OVERNIGHT STAYS

304,848  
Hotel PortAventura  
171,776  
Hotel El Paso  
206,596  
Hotel Caribe  
233,541  
Hotel Gold River



37%

INTERNATIONAL VISITORS



73%

PERMANENT EMPLOYEES



83%

NATIONAL SUPPLIERS



0.0735

m<sup>3</sup>

CONSUMPTION OF WATER (FOR HUMAN USE) PER VISITOR IN PORTAVENTURA PARK AND COSTA CARIBE AQUATIC PARK



0.0027

t CO<sub>2</sub> eq.

GREENHOUSE GAS EMISSIONS PER CUSTOMER



80

million euros

EBITDA (EARNINGS BEFORE INTEREST, TAXES, DEPRECIATION AND AMORTISATION)



64,536

ATTENDEES AT THE CONVENTION CENTRE



66%

FEMALE EMPLOYEES

1. Includes Cirque du Soleil spectators.



# The PortAventura Group







United Nations Global Compact

This section covers:

Principle 1

Businesses should support and respect the protection of internationally proclaimed human rights, within their sphere of influence.

Principle 5

Businesses should uphold the effective abolition of child labour.

Principle 10

Businesses should work against corruption in all its forms, including extortion and bribery.

The best leisure destination in Europe

PortAventura Park, which opened in 1995, is now a complete international resort and a perfect destination for a family holidays. Located between Salou and Vila-seca (Tarragona), it covers 227 hectares and is made up of:



European Destination Resort

PortAventura  
Park

Costa Caribe  
Aquatic Park

Hotels

PortAventura  
Convention Centre

More than  
65 million  
visitors since  
its opening

Around 1 million  
overnight stays  
in 2014

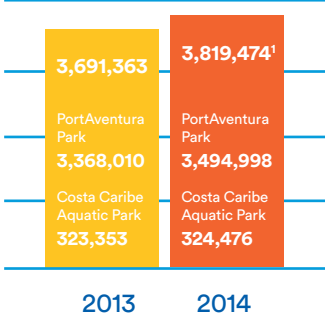
154 events and  
about 65,000  
attendees in  
2014



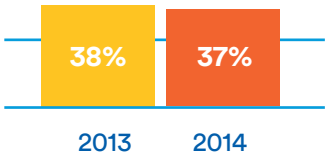
ACTIVITY INDICATORS

PortAventura Park and Costa Caribe Aquatic Park

Visits

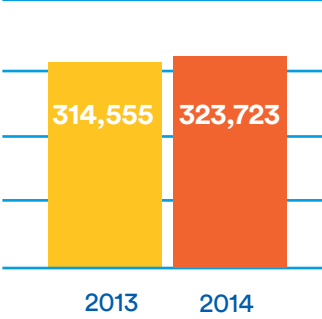


International visits

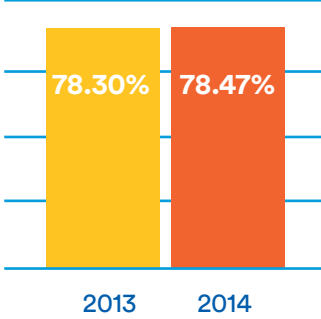


Hotels

Rooms occupied



Rate of occupancy



1. Includes Cirque du Soleil spectators.

Angkor: Adventure in the Lost Kingdom, new attraction for the theme park

Inspired by the jungles of Asia, this water attraction features a naval battle which, due to the extended journey time (10 minutes) and theming, is a European benchmark. The ride recreates, in minute detail, the vegetation and temples of ancient Cambodia, inviting visitors to climb aboard for an experience to delight all ages.



Resort offer

The range of leisure offered at the resort also includes the chance to play a few rounds on the three golf courses designed by Greg Norman, and a Beach Club with direct access to the beach. The park also offers special events (Halloween, Christmas and the White Nights) and, since 2014, hosts performances by Cirque du Soleil.

Awards and recognition 2014

Travelife

Gold Award to the PortAventura, Caribe and El Paso hotels.

TripAdvisor®

Certificate of excellence for the facilities in PortAventura Park, Costa Caribe Aquatic Park, Hotel Gold River, Hotel PortAventura, Hotel Caribe and Hotel El Paso.

Kids Vakantiegids

Kids ThemeParkTip! Quality Mark 2014 for Hotel Gold River.

European community worldofparks.eu

Best Amusement Park in Europe 2014 for PortAventura Park and Best Show in a European Amusement Park 2014 for *Music Generation*.

Zoover

Best Theme Park in Europe for PortAventura Park for the second consecutive year (more than 90% total rating from user reviews).

“Distintiu Garantia Qualitat Ambiental” [Environmental Management Standard] issued by the Generalitat de Catalunya

recognition for having held for over ten years this standard in the category of hotels; awarded to Hotel El Paso and Hotel PortAventura..



# Organisational structure

The Board of Directors is the highest governing body of PortAventura and has an Internal Control Committee and a Management Committee. On 20<sup>th</sup> October 2014 Luis Hérault was appointed as the new Managing Director of PortAventura.

PortAventura organisation chart

President of the Executive Committee

Managing Director

Finance and Operations Managing Director						Commercial Managing Director	PortAventura Foundation
Show Director	Operations Director	Development Director	Technical Services Director	Finance and HR Director	Central Services Director	Convention Centre	
Shows	Operations	Architecture and Theming	Buildings and Infrastructure	Technology and IT Systems	Procurement and Logistics	Revenue Management	
	F&B	Planning and Cost Control	Ride Maintenance	Budget Control	Legal Division	Marketing	
	Shops and Games			Administration and Finance	Corporate Responsibility	E-Commerce	
	Product			Investor Relations and Bussines Development		Sales	
	Hotels			Human Resources		PR	
				Working Relations, Staff Admin. and Prevention Service			



# Governance and ethics

PortAventura has a firm commitment to integrity, transparency in management and good governance in order to be an excellent resort. All decisions, behaviours and actions are in compliance with the national regulatory framework and are in line with the highest standards of ethics and responsibility, with the aim of fostering relationships that are mutually beneficial for the Group and its stakeholders.

Internally, it follows a *Code of Ethics and Professional Conduct* that lays down the principles of action that govern the behaviours and decisions of all employees, executives and managers, and are developed in detail in the policies and internal rules of operation. The code has been validated by the Board of Directors, the Internal Control Committee and the Management Committee.

One of the general principles governing the behaviour of PortAventura professionals is referred to in the *Code of Ethics and Professional Conduct*, in the section on anti-corruption and fraud. All PortAventura professionals must act in accordance with existing internal procedures to avoid situations of fraud, bribery, corruption and crimes against the Treasury and Social Security. They should inform their managers in advance of all negotiations and contracting on behalf of PortAventura and refrain from making any type of offering to authorities, agencies, public authorities or other institutions, and decline and report internally any potential offers of remuneration. Finally, all professionals have an obligation to report internally any breach of the ethical code and the PortAventura's rules relating to this area.



# Institutional participation

PortAventura's participation in associations and organisations, both sector-based and linked to public institutions and the tertiary social, medical, welfare sectors and similar has the power to establish links with the local environment and industry, combine forces and take advantage of positive synergies in the development of specific initiatives.

**Spanish Association of the United Nations Global Compact – Signatory**  
**Spanish Association of Theme Parks and Attractions (AEPA) - Member**  
**International Association of Amusement Parks and Attractions (IAAPA) - Member**  
**Tarragona Chamber of Commerce – Premium member**  
**Fundació d'Estudis Turístics Costa Daurada - Patron**  
**Spanish Confederation of Hotels and Tourist Accommodation (CEHAT) - Member**  
**Business Federation of Hospitality and Tourism of Tarragona (FEHT) - Member**  
**Hotel Association of Salou-Cambrils-La Pineda - Associate**  
**Fundació Privada Auditori Josep Carreras - Patron**  
**Association of the Progress of Management (APD) - Partner**  
**Agència Catalana de Turisme (ACT) – Partner company**  
**Association of Purchasing, Contracting and Procuring Professionals in Spain (AERCE) - Member**  
**ICIL Foundation (Institut Català de Logística) - Member**  
**Club EMAS Catalunya - Member**

The Convention Centre is also a member of:

**MPI Spain Chapter**  
**Iberian Business Travel Association (IBTA)**  
**Spanish Marketing Association**  
**International Convention Centre Association (AIPC)**  
**Catalunya Convention Bureau (CCB)**  
**Barcelona Turisme**  
**Tarragona Convention Bureau (TCB)**  
**Site**  
**Barcelona Convention Bureau (BCB)**





# Corporate Responsibility for Creating Value





# Integration into the strategy of responsible and sustainable management

Since the beginning PortAventura has worked to promote mutually beneficial relationships with the various stakeholders present in our vicinity. This commitment is clearly demonstrated through adhesion to the principles of the Global Compact and a managerial approach to corporate responsibility that respects human rights, present in a transversal way in the Group's strategy.

The Corporate Responsibility Area coordinates and monitors the management of aspects relating to sustainability. Within the framework of the existing management systems and continuous improvement process, the different management and operational areas set specific objectives in the fields of economic, environmental and social sustainability.

## Transparency in stakeholder relations

Dialogue and transparency are the most important facets in PortAventura's relationship with its stakeholders, providing multiple channels of dialogue for all parties to communicate and express their concerns and expectations. By doing so it is possible that PortAventura's corporate values are disseminated and shared.



### Shareholders

Generating value and returns through responsible and sustainable management.



### Society

Strengthening and improving the quality of life within society through responsible behaviour and close collaboration with social organisations.



### Customers

Prioritising service quality through innovation to meet the expectations and needs of customers and visitors in a safe and healthy leisure environment.



### Suppliers and contractors

Promoting responsible management of all companies in the supply chain.



### Employees

Investing in employees, offering them a good place to work by promoting equality and diversity.

## Mission

“To be the best family leisure, business and residential destination in Europe”.

## Vision

“To develop and offer our customers and residents unique and varied experiences in natural, privileged and exclusive surroundings with a unique and socially responsible vision.”

## Corporate values

### Passion for the customer:

“Through hospitality and kindness we seek interaction with our customers that exceed their expectations.”

### Quality:

“Quality is our hallmark: in fun, entertainment, safety, hygiene, caring for the environment, the atmosphere and the theming”.

### Team spirit:

“We work together to achieve common goals with understanding, trust, support and respect”.

### Commitment:

“Innovation is the marks of our actions and we try to go beyond our obligations, exceeding targets with the utmost respect for the environment and for society”.



## United Nations Global Compact

Since 2008 PortAventura has adhered to the United Nations Global Compact, an initiative that involves taking on an ethical commitment that integrates the ten principles of conduct and action on Human Rights, Labour, Environment and Anti-Corruption into PortAventura's operations and strategies.

Since 2008  
PortAventura has  
adhered to the  
United Nations  
Global Compact

# Analysis of materiality and results

*PortAventura's 2014 Corporate Responsibility Report* seeks to address those issues of concern to groups and individuals with whom it relates and, in turn, are priorities for the business group itself. For this purpose a materiality analysis has been developed, thereby meeting the requirements of GRI Guideline G4. The process has been led by the Group's Corporate Responsibility Area and has benefited from the involvement of those in charge of the organisational departments and the specific areas that relate to the different stakeholders.

To determine what issues are relevant to the stakeholders, a multi-phase process has been undertaken in line with the Accountability AA1000SES standard and taking into consideration the principles of GRI Guideline G4.

## Identification

To determine the topics of greatest general interest, aspects and issues relevant to the sector in which PortAventura operates have been identified. This exercise was performed by developing a sectoral benchmarking study that included both other theme parks and resorts. This phase was completed with the analysis of reference standards developed by the *Global Reporting Initiative y Governance & Accountability*.

## Prioritisation

To prioritise the issues identified above, targeted research was carried out by asking stakeholders to complete an online survey. Shareholders and members of the Executive Committee took part in the internal valuation and customers, employees, suppliers and entities representing society took part in the external valuation.

Based on the responses received it is considered that the results are representative of PortAventura's stakeholders. For statistical analysis, the responses are weighted according to each group of stakeholders to provide a more coherent and consistent overview of the reality of PortAventura, so that the weight of each group is directly proportional to its degree of importance to the Group as a whole.

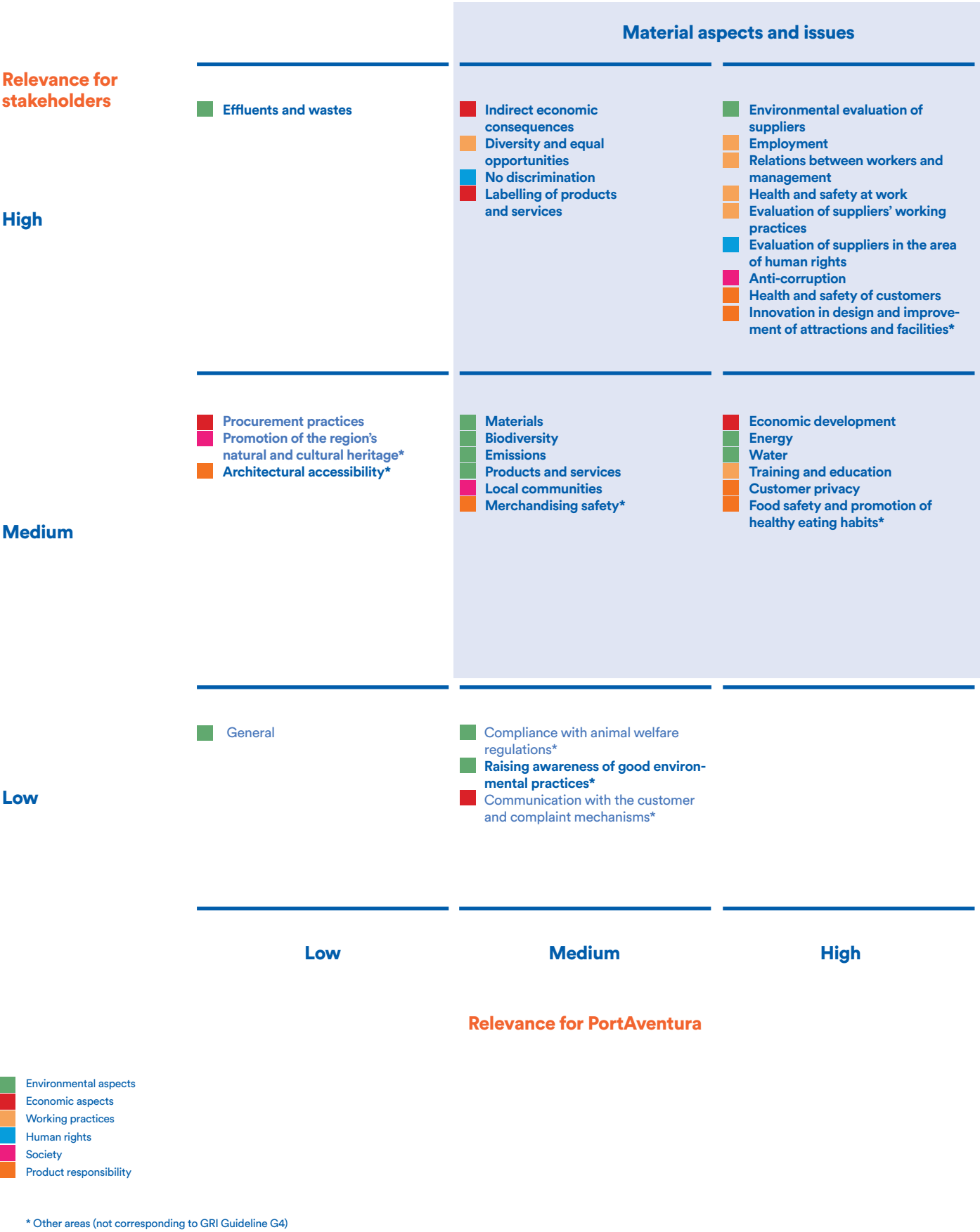
As a result of the process, the priority aspects and issues for PortAventura and its stakeholders were identified. They are reflected in the materiality matrix, which classifies these issues in terms of their internal and external relevance.

To determine what issues are relevant to the stakeholders, an asking process has been undertaken

## Validation

To ensure that the materiality reflects the relevant issues for sustainable performance of PortAventura in a reasonable and balanced way, we have analysed in detail the results obtained and considered important in order to deem as materials the following aspects and issues: *Effluents and waste*, *Architectural accessibility* and *Awareness of good environmental practices*.

## MATERIALITY MATRIX





# The Customer and Guest Services Team





United Nations Global Compact

This section covers:

Principle 1

Businesses should support and respect the protection of internationally proclaimed human rights, within their sphere of influence.

Principle 2

Businesses should make sure that they are not complicit in human rights abuses.

Principle 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4

Businesses should uphold the elimination of all forms of forced and compulsory labour.

Principle 5

Businesses should uphold the effective abolition of child labour.

Principle 6

Businesses should uphold the elimination of discrimination in respect of employment and occupation.

Employment quality and staff wellbeing

PortAventura is committed to creating a framework of trust where employees can grow and develop professionally. Communication, training, professional development, work-life balance, flexible working hours and recognition of merit are the pillars on which trust is built.

In 2014, the PortAventura workforce consisted of 1,614 employees on average, reaching 2,583 employees in August, which is the busiest month for the parks and hotels. The workforce varies depending on the season, with a higher number of workers during the peak tourist period, mainly in the months of May to August and also in October, due to the Halloween festivities.

Average of 1,614 employees during 2014

73% of the workforce is employed on a permanent basis

SIZE OF THE WORKFORCE (AS AT 31ST DECEMBER)

Own staff



422  
2013

490  
2014



863  
2013

958  
2014



1,285  
TOTAL

1,448  
TOTAL

External staff



408  
2013

419  
2014

NB: The PortAventura Foundation, a separate entity to PortAventura, has an employee on the workforce. She has a managerial role, with a full-time, permanent employment contract. The data presented in the following tables do not include the Foundation employee.

WORKFORCE ACCORDING TO CONTRACT AND EMPLOYMENT TYPE (AS AT 31ST DECEMBER)

Permanent



308  
2013

336  
2014



684  
2013

723  
2014

Temporary



116  
2013

154  
2014



177  
2013

235  
2014

Full-time



386  
2013

443  
2014



676  
2013

751  
2014

Part-time



38  
2013

47  
2014



185  
2013

207  
2014



DISTRIBUTION OF THE WORKFORCE  
BY AGE AND GENDER (AS AT 31ST DECEMBER)



More than 300 jobs in the resort are covered via specialist professional profiling.

PortAventura promotes collective recruitment of students by promoting measures such as weekend and holiday contracts and specific jobs for minors (16 years old). In addition, also aimed at this group, it offers study support for employees enrolled at the Universitat Rovira i Virgili, welcomes interns and grants leave for exams.

Work-life balance

PortAventura offers various options and measures that allow flexibility in the workplace. Personnel in the Service departments work without a fixed schedule, provided that there is always cover for the service. Each employee manages their own working hours within a given time slot and it is their responsibility to adequately manage their working day. The measures offered to operations staff are: rolling, flexible and intensive schedules and personalised contracts.

Social benefits and services

In order to promote integration and motivation, PortAventura offers the following benefits to all employees: collective accident insurance, employee benefits guide (discounts on various services and products at outside establishments) and advantageous conditions for access to the resort (free access to the park, free parking, availability of season passes, discounts on ticket packages for PortAventura Park, the water park and hotels, shops, restaurants and rental services). Moreover, in 2014 around 1,000 invitations to see the show Kooza were on offer as well as free Wi-Fi in the staff canteens within the park.

DISTRIBUTION OF THE WORKFORCE  
BY JOB CATEGORY  
(AS AT 31ST DECEMBER)

AREA MANAGERS AND EXECUTIVES



SUPERVISORS TECHNICIANS AND ADMINISTRATORS



OPERATIONS STAFF



98% of the PortAventura staff is covered by its own collective bargaining agreement (99% in 2013)

Inclusive workspace

Equal opportunities and non-discrimination

PortAventura has an explicit commitment to diversity, equal opportunities and non-discrimination, which is highlighted in its Equality Plan, included in the collective agreement and in accordance with the provisions of Act 3/2007 on the effective equality of women and men. It also contains a protocol against bullying, which has been circulated via a 3-panel leaflet targeted at providing information and raising awareness.

The commitment to equality is also helping women to enter the world of work through contact with public institutions and agencies and the granting of maternity allowances.

Multiculturalism

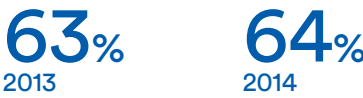
The multicultural environment of PortAventura is home to people of different nationalities, and the integration of cultures has always been a challenge in managing human resources. In 2014, the workforce was made up of 35 different nationalities (not including Spanish), representing 10% of the workforce (141 employees). To facilitate the integration of these new employees, we work together with immigrant employment associations, and provide access to accommodation and classes in the Spanish and Catalan languages.

JOB CATEGORIES OF FEMALE STAFF  
(AS AT 31ST DECEMBER)

AREA MANAGERS AND EXECUTIVES



SUPERVISORS TECHNICIANS AND ADMINISTRATORS



OPERATIONS STAFF



66% of employees are female

WORKFORCE ACCORDING TO NATIONALITY 2014

SPAIN	REST OF EUROPE	AMERICAS	AFRICA AND ASIA
1,307	58	27	56
	GERMANY 7	ARGENTINA 5	ALGERIA 2
	BELGIUM 1	BOLIVIA 2	DEMOCRATIC REPUBLIC OF CONGO 1
	BULGARIA 4	BRAZIL 2	EQUATORIAL GUINEA 6
	CZECH REPUBLIC 1	CANADA 1	MOROCCO 34
	FRANCE 9	CHILE 1	NIGERIA 1
	GREECE 1	COLOMBIA 6	SENEGAL 8
	HOLLAND 1	CUBA 1	RUSSIA 4
	ITALY 15	DOMINICAN REPUBLIC 3	
	LATVIA 1	HONDURAS 1	
	LITHUANIA 1	MEXICO 1	
	POLAND 3	PERU 2	
	PORTUGAL 5	URUGUAY 1	
	ROMANIA 8	VENEZUELA 1	
	UKRAINE 1		



Integration of disabled workers

The commitment to integration into work of people with disabilities (physical motor and non-motor, visual, auditory, mental retardation and mental disorders) and at risk of social exclusion, beyond the requirements established by law, is a constant factor in PortAventura. For this purpose there are various types of jobs on offer: attractions, admissions and parking, cleaning, catering, shops, administration, kitchen staff, etc. For the selection of personnel through an interview process to assess individual capabilities, we collaborate with social organisations such as the Down Tarragona Foundation, C.P.E.E. Sant Rafael (Tarragona), ECOM Foundation, Centre for Regional Programmes ASJTET (Support for Youths that are Wards or Ex-Wards of Court in Tarragona) and the Maragda and Heura programmes of the Baix Camp Regional Council. This group receives training through specially-adapted courses and follow-up takes place through interviews with the supervisor/tutor. To supplement this direct recruitment, PortAventura purchases goods and services from special employment centres within the region, as part of its commitment to this undertaking.

JOB CATEGORY OF DISABLED STAFF  
(YEARLY AVERAGE)

AREA MANAGERS AND EXECUTIVES	SUPERVISORS TECHNICIANS AND ADMINISTRATORS
1 2013	5.58 2013
1 2014	3.75 2014
OPERATIONS STAFF	TOTAL
32.67 2013	39.25 2013
26.50 2014	31.25 2014

More than 2%  
of employees  
have some kind  
of disability

Training and  
professional  
development

Training

PortAventura is committed to continuous and progressive training, a fundamental aspect in the professional development of the workforce, through the deployment of training programmes designed to enhance and consolidate the talents possessed by each staff member. The training is tailored to the roles of the different professional profiles, in order to provide them with the knowledge necessary to carry out their daily activities and to reinforce their skills and abilities.

The PortAventura training plan is structured into three blocks:

- **Corporate training (mandatory):** aimed at all employees according to their place of work; integrates concepts that embody the values of the Group.
- **Training in safety, health and environmental matters (mandatory):** aimed at all employees according to their place of work, according to the Law on Prevention of Occupational Risks 31/1995, and in compliance with the fourth principle of action of the Environmental Policy Group.
- **Professional development:** aimed at improving personal and/or technical skills of the participants, and designed and taught using in-house or external resources.

Remuneration policies  
and recognition of merit

13.6% of the workforce (13% in 2013) benefits from a system of variable remuneration based on the achievement of individual and group goals. Employee merit is also recognised with the Award for Best Unit, aimed at level B management (managers) in retail areas (shops, games and food and beverages) achieving quarterly productivity goals and Guest Satisfaction (GSAT) targets for its units, in addition to the Employee of the Quarter Award, given to those employees working in other areas of the units winning the Award for Best Unit who excel at their job. The latter also includes the areas of Hotel Receptions, Operations and Entertainment that achieve quarterly Guest Satisfaction (GSAT) goals.

2,874 employees  
have received  
training

TRAINING INDICATORS

INVESTMENT RECEIVED THROUGH THE STATE FOUNDATION FOR TRAINING  
IN EMPLOYMENT (FEFE) FOR EMPLOYEE TRAINING

€567 2013	€25,369 2014
--------------	-----------------

EMPLOYEES THAT HAVE ATTENDED TRAINING EVENTS

8,783 2013	9,276 2014
---------------	---------------

TRAINING EVENTS HELD

502 2013	817 2014
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CLASSROOM TRAINING

100% 2013	85% 2014
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INTERNAL TRAINERS

30 2013	30 2014
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# Health and safety in the workplace

The safety of PortAventura employees is prioritised by the Group. For this reason, monitoring and control measures are in place, supplemented by preventive actions in order to promote a safe environment and wellbeing in each and every one of the jobs. This commitment is laid out in the Occupational risks prevention policy and in the General health and safety regulations. (G4-LA5) The Health and Safety Committee is a joint and collaborative body. It consists of seven Prevention delegates and seven representatives of the company appointed by PortAventura, representing 100% of the average annual workforce and promoting initiatives and programmes to improve health and safety in the workplace.

In 2014 they conducted a total of 109 emergency drills, 124 risk assessments, 176 technical reports (noise, heat stress and lighting), 58 fire prevention workshops and 206 courses in occupational hazard prevention. In addition to this, the medical service has dealt with 1,440 medical examinations, 1,083 medical consultations, 7 vaccinations and 202 queries regarding exemptions.

PortAventura has tools and procedures to ensure the safety of everyone conducting any type of activity within its facilities.

## Positive behaviour of health and safety indicators compared to 2013



Programa  
Fifty-Fifty

### Fifty-Fifty, PortAventura's pioneering health programme

In partnership with the She Foundation, and led by cardiologist Dr. Valenti Fuster, PortAventura has launched the comprehensive health programme Fifty-Fifty. This project is a study that uses scientific methodology targeted at improving the overall health of adults who present one or more risk factors for cardiovascular disease by changing their health habits. Fifty-Fifty is a completely free initiative and PortAventura is the first company in the country to offer this programme. After an initial screening period, 50 employees were selected to participate in the programme.

New for 2014, to complement the Fifty-Fifty programme, four workshops on healthy habits aimed at employees were organised by the Prevention Service. The workshop topics were: *Nutrition, recommendations for a healthy diet; Cardiovascular diseases, prevention of risk factors; Nutrition: types of diets, benefits and drawbacks, and Plasma lipids (cholesterol).*

### SAFETY AND RISK INDICATORS

#### Number of accidents without time off



46  
2013

39  
2014



130  
2013

101  
2014

#### Number of working days lost



196  
2013

76  
2014



778  
2013

666  
2014

#### Number of accidents with time off



15  
2013

9  
2014



35  
2013

32  
2014

#### Frequency index<sup>1</sup>



20.13  
2013

17.11  
2014

#### Incidence index<sup>1</sup>



2,984  
2013

2,867  
2014

#### Number of accidents with time off that occurred during the commute to work



3  
2013

1  
2014



12  
2013

3  
2014

#### Severity index<sup>1</sup>



0.40  
2013

0.31  
2014

#### Rate of absenteeism<sup>1</sup>



2.81%  
2013

2.85%  
2014

<sup>1</sup> No data available segregated by gender.

NB: The rate of absenteeism includes accidents in the workplace, accidents that occurred during the commute to work, temporary disability and prolonged illness.



# Excellence in Customer Satisfaction





United Nations Global Compact

This section covers:

Principle 1

Businesses should support and respect the protection of internationally proclaimed human rights, within their sphere of influence.

Principle 2

Businesses should make sure that they are not complicit in human rights abuses

Principle 5

Businesses should uphold the effective abolition of child labour.

Principle 6

Businesses should uphold the elimination of discrimination in respect of employment and occupation.

Principle 8

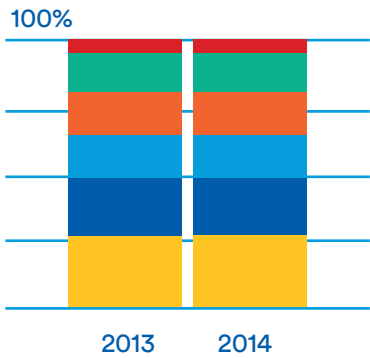
Businesses should undertake initiatives to promote greater environmental responsibility.

Customers profiles

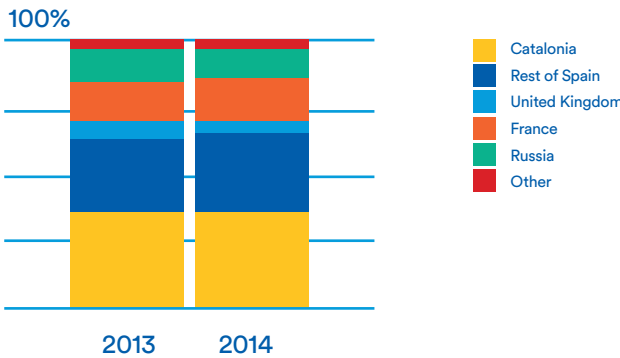
PortAventura has become a leading tourist destination on an international scale. This has been possible due to the focus on meeting the needs and expectations of the different customer profiles. Its transformation into a holiday resort makes it possible to satisfy the needs of both visitors that are with us for only one or a few days and those looking for a longer stay.

37% international visitors

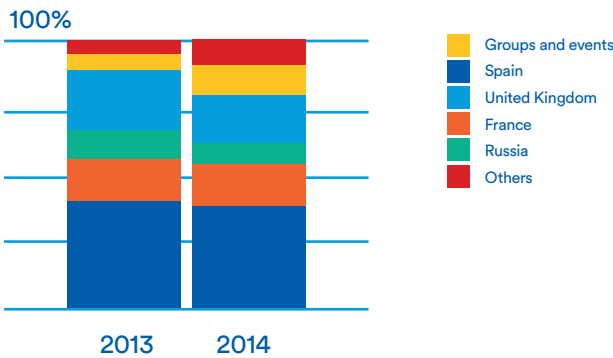
Origin of PortAventura Park customers



Origin of Costa Caribe Aquatic Park customers

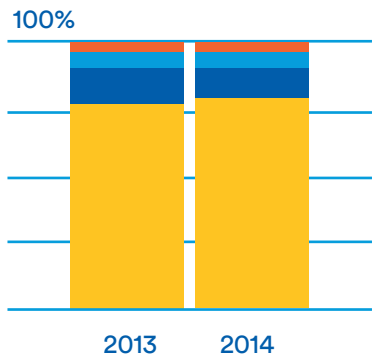


Origin of hotel customers

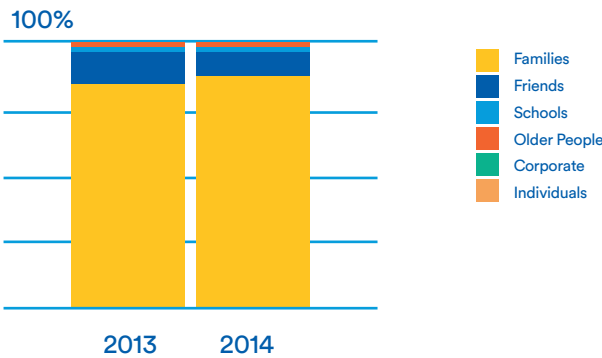


¾ of visitors to the park are families with children

PortAventura Park customer profile

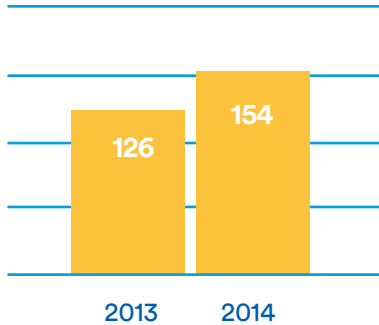


Costa Caribe Aquatic Park customer profile

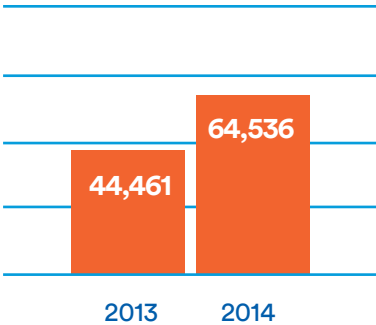


PortAventura Business & Events offers facilities regarded as a benchmark throughout Europe with the capacity to hold any type of event. PortAventura Convention Centre is the only professional convention centre to have its own theme park. To this strategic advantage can also be added: accommodation in the five hotels within the resort, water park, full range of restaurant options, own shows, golfing and team building activities and exclusive opening of the theme park areas. Currently, the Convention Centre is one of the resort's strategic growth levers.

Convention Centre events



Convention Centre attendees



In 2014 the Convention Centre hosted 154 events in which around 65,000 people participated. Of these, 61% was organised by international companies and 39% came via the national market.

# Site and product safety

The safety of the facilities, catering services and the movement of people is one of the top priorities for PortAventura. To this end, measures for improvement are implemented within these areas, protocols are prepared for application in case of incidents and emergencies and monitoring and control systems are in place in order to improve and ensure the safety in parks, hotels, convention centres, activities throughout the resort and restaurant services.

In compliance with local, national and supranational government regulations on matters of safety, before opening to the public, all attractions are certified by TÜV SÜD Iberia, and undergo annual inspections and certifications by SGS, an independent body authorised by the government. In addition to daily maintenance inspections, during low season maintenance personnel examine the attractions and carry out any necessary repairs, remodelling and rebuilding.

The maintenance procedures manual for each attraction is certified by SGS. The implementation of procedures is regularly audited by an independent consultant specialising in industrial safety and health. Other sections of each park are subject to inspections by local fire chiefs and health and building maintenance officials. The Safety Committee, which meets quarterly, is responsible for managing safety risks.

Another aspect relating to park visitor safety concerns provision of clear and concise information for decision-making regarding the use of the attractions. Specific safety regulations and restrictions can be found at the entrance to each attraction. All visitors are obliged to observe the operational terms and conditions of PortAventura Park and Costa Caribe Aquatic Park.



The safety of the facilities is one of the top priorities for PortAventura

## Food safety and promotion of healthy eating habits

The resort meets all food safety regulations, and this includes a system of internal traceability. For this reason, three types of audits are carried out in order to assess the implementation status of food safety systems and to identify any deviations existing in its application, as well as opportunities for improvement.

- **Hygiene and Sanitation Audits.** The purpose of hygiene and sanitation audits is to monitor and assess the degree of implementation of the system of hazard analysis and critical control points (HACCP). We conduct both internal audits (by PortAventura's Quality Control staff) and external audits (by auditors specialising in the F&B sector), according to an annual schedule prepared at the beginning of the season and on a monthly or bimonthly basis. The audit results are compiled at the end of each season and a report is prepared for each F&B unit analysing developments demonstrated over time by monitoring the HACCP system and proposing areas for improvement. In 2014 over 50 external audits were carried out on food and beverage facilities (table service, self-service, supercars, hotels and water park) and 115 internal audits were conducted.
- **Food Microbiology Testing.** Food microbiology testing is a method to verify, *a posteriori*, the correct functioning of the system introduced and the application of good practice in food handling. Tests are carried out on dishes prepared at the different points of service. Samples are collected by external laboratories in order to evaluate the state of the product when it reaches the end customer. The tests are conducted every month and take into consideration periods and times of opening and the type of food produced on site. The parameters analysed are those established by Community regulations and by internal criteria. At the end of the season a summary is prepared of all the tests carried out, making it possible to examine the annual results for each unit, study developments over time and detect possible errors and areas for improvement in the handling processes.
- **F&B Supplies Audits.** These are performed when repeat non-conformities are detected, or when it is suspected that something may not be working in accordance with current health and hygiene regulations. If the minimum results are not obtained in the audit, the supplier is stripped of the official approval previously granted. These audits may be performed by internal PortAventura staff or by a contracted external auditor. In 2014 two external audits and one internal audit were conducted.

In order to cater for people with special dietary needs, the resort's restaurants take into account special diets and food allergies, and work together with regular suppliers to be able to offer these types of foods. In its main food outlets, and on a regular basis, PortAventura provides a special menu for people with celiac disease, developed by following the recommendations of the Catalonia Celiac Association. Furthermore, the F&B area draws up menus prioritising the use of healthy products, as well as local and seasonal produce. The healthy options menu stands out from this range (Brain Food). Another new addition is the introduction of vegetarian options as part of the meal deals and cut fruits and juices are available in many of the food outlets.



## Merchandising safety

In PortAventura, where the main target market is families with children under 12, all items aimed at children, regardless of whether or not they are toys, are considered as toys, complying with current European toy safety standards, CE marking and labelling.

- Safety testing of toys according to European standard EN-71 (Parts 1-13)
  - EN 71 - part 1 Mechanical and physical properties
  - EN 71 - parte 2 Flammability
  - EN 71 - parte 3 Migration of certain elements
- CE marking
- EC declaration of conformity
- Evaluation of labelling
- Determination of restricted substances under RoHS Directive

PortAventura is advised by AIJU (AIJU is the Technological Institute specialising in toys, child and leisure products, located in Spain and also operating in China), which updates any changes in safety regulations and other tests performed by the resort, such as, Food Contact, for example.



# Architectural accessibility

Guest comfort and convenience is of the utmost importance to PortAventura. It continuously works to incorporate improvements to be a space which is free from architectural barriers. For people with impaired mobility, the facilities are equipped with ramps in buildings and gardens, pool lifts, technical aids on several attractions, adapted hotel rooms, reserved parking, etc. The Guest Service Office provides the information necessary to organise a visit to the park for disabled visitors, and provides a wristband so that attractions can be accessed via a special entry point. In 2014 a new access ramp was built for the PortAventura Club card office.

# Orientation towards customer expectations and satisfaction

Fun, entertainment, innovation, respect for the environment, atmosphere, themed attractions and the resort hotels, together with hospitality, friendliness and approachability in dealings and commitment to offering the best experience for customers and visitors, ensure that quality is the main axis of customer trust and satisfaction.

PortAventura has been awarded *Family Tourism Destination* certification by the Catalonia Tourist Board, which rates commitment to quality and specialist attention to families.

Around 80% of the clients would probably or certainly visit PortAventura Park again

## CUSTOMER SATISFACTION

### Customer satisfaction

OVERALL RATING FOR A DAY IN THE PARK (SCORE OUT OF 5)

4.18	4.18
2013	2014

OVERALL RATING FOR THE EMPLOYEE SERVICE IN THE PARK (SCORE OUT OF 5)

4.14	4.19
2013	2014

POSSIBILITY THAT THE CUSTOMER WILL DEFINITELY OR PROBABLY RETURN TO THE PARK

89%	88%
2013	2014

POSSIBILITY THAT THE CUSTOMER WOULD DEFINITELY OR PROBABLY RECOMMEND THE HOTELS

93%	93%
2013	2014

THE EXPERIENCE OF HOTEL GUESTS EXCEEDED THEIR EXPECTATIONS

35%	35%
2013	2014

OVERALL RATING FOR THE CONVENTION CENTRE (SCORE OUT OF 5)

4.17	4.21
2013	2014

Customer satisfaction, besides being a differentiator and a competitive factor, is a strategic objective. Employees represent the value of the resort and play a fundamental and decisive role in customer satisfaction.

### Customer privacy

Tools and management systems in place are sufficient to ensure compliance with all specific and applicable legislation on confidentiality and protection of personal data. In accordance with Spanish Data Protection Act (hereinafter, LOPD) 15/1999, of 13 December, personal data provided to PortAventura through various channels of communication will be incorporated into company files and processed in accordance with current personal data protection legislation. In 2014 there were no registered complaints concerning violation of privacy and loss of customer data.

More than 4 out of 5 points for the overall rating of PortAventura Park, with employee service highlighted as one of the best aspects of all units

35% of hotel guests stated that their experience at PortAventura exceeded their expectations



# Environmental Management as a Strategic Pillar





United Nations Global Compact

This section of the Annual Report covers:

Principle 7

Businesses should support a precautionary approach to environmental challenges.

Principle 8

Businesses should undertake initiatives to promote greater environmental responsibility.

Principle 9

Businesses should encourage the development and diffusion of environmentally friendly technologies.

For more detailed information on the environmental performance of PortAventura, you can consult the 2014 Environmental Declaration.

Consolidated environmental management

PortAventura is aware of the impact of its activities on the environment and, for this reason, integrates environmental protection into its strategy and behaviours, as evidenced in the Environmental policy, general environmental practices and the following certifications and recognitions:

- Since 2001, registration with EMAS (Eco Management and Audit Scheme), and since 2008, member of the EMAS Club of Catalonia.
- Since 2003, environmental management standard for the hotels from the Department of Environment and Housing of the Generalitat de Catalunya.
- Since 2007, ISO14001 certification.
- Since 2009, Travelife sustainability system: sustainable tourism in hotels.



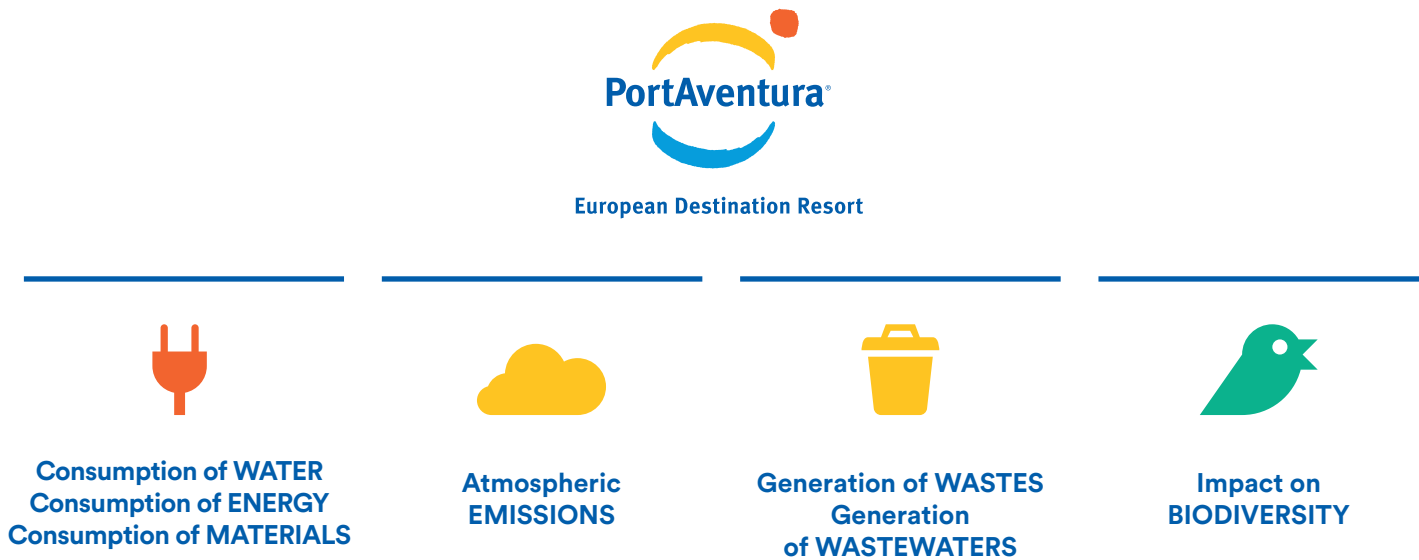
PortAventura's internal organisation for environmental management is transversal and counts on the participation of:

- Management Committee, heads and managers, who take decisions regarding environmental management of the Resort, following the advice of the EMS representative.
- Environmental Management System (EMS) representative, an executive that acts as a liaison with the Management Committee.
- Equip Verd Environmental Committee, composed of one member from each department PortAventura; this person is responsible for leading environmental initiatives, enforcing management systems and implemented regulations, monitoring the results achieved and setting new goals. This committee meets every two months.

The Code of Ethics and Professional Conduct states that all employees must comply with environmental regulations, acting in line with the environmental policy of the resort and the ISO 14001 and EMAS regulations.

For proper control and monitoring of the environmental performance of the resort, environmental audits are conducted on a regular basis. The following were carried out in 2014: 15 internal audits on operational control in specific areas, 1 verification audit on legal requirements for environment and industrial safety, 1 internal audit of the environmental management system and 1 external audit according to ISO 14001: 2004 and EMAS III.

MAIN ENVIRONMENTAL IMPACTS



Sustainable events at PortAventura

PortAventura, including the Convention Centre, hotels and theme park is committed to the organisation of sustainable events thanks to its facilities that are set up to reduce CO<sub>2</sub> emissions, prevent, minimise and recycle waste and use recycled and reusable materials and low-consumption lighting and encourage the use of digital documentation, among others. A sustainable event brings benefits from a business, social and environmental viewpoint, including savings on costs, access to new, more rigorous and specialised markets, improved brand reputation, contribution to meeting the needs and supporting the development of new ethical markets.





# Efficient consumption of resources

Efficient management of resources is one of the most striking aspects of PortAventura’s environmental strategy. To do this, the challenge lies in reconciling the development and activity of the resort with annual reduction targets.

## Water: saving and reuse

One of the main challenges is to save water, a vital resource in the operation and theming of the resort. To reduce consumption, some actions for improvement are implemented for control over potential leaks, tightness tests, automatic irrigation in parks and plumbing fitted with saving systems, among others.

The use of water for human consumption is largely influenced by the behaviour of park and hotel customers, as these are the main consumers. Water for recreational use and swimming is maintained in a closed circuit by filtering and treatment, which means that it is not possible to increase consumption in the resort with the commissioning of new water attractions. The use of water for irrigation is conditioned by the weather and for this reason PortAventura has its own weather station capable of registering parameters that make it possible to control the exact distribution of water to the garden areas.



## Annual water consumption by source and use (m³)

### Water coming from the municipal mains supply

Water for human consumption (used in restaurants, toilets, for personal hygiene, cleaning, etc.)				
	2013	2014	Variation 2013-2014	
PortAventura Park / Costa Caribe Aquatic Park	274,416	273,322	-0.40%	
Hotels	143,677	166,444	15.85%	
Convention Centre	771	852	10.51%	
Total	418,864	440,618	5.19%	

Water for recreation and for swimming				
PortAventura Park / Costa Caribe Aquatic Park	191,984	195,510	1.84%	
Hotels	109,804	123,153	12.16%	
Total	301,788	318,663	5.59%	

Water for irrigation¹				
PortAventura Park / Costa Caribe Aquatic Park	3,916	464	-88.14%	
Hotels	634	56	-91.24%	
Total	4,550	520	-88.57%	

Total	725,202	759,801	4.77%	
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### Wastewaters coming from WWTP

Reclaimed water for irrigation²				
	2013	2014	Variation 2013-2014	
PortAventura Park / Costa Caribe Aquatic Park	179.580	128.863	-28,24%	
Hotels	72.835	59.600	-18,17%	
Convention Centre	1.985	4.416	122,47%	
Total	254.400	192.879	-24,18%	

Total water consumption	979.601	952.624	-2,75%	
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In 2014 PortAventura has promoted more thorough and rigorous monitoring of water consumption by taking daily meter readings, including support personnel for monitoring consumption and taking meter readings, and analysing consumption based on events, works and opening schedules.

Thanks to the water network that separates waste and storm water the resort is able to benefit from some of the rain. PortAventura Park’s main lake collects almost all of the rainfall in the park.

NB: The data are taken from direct meter readings.

1. On occasions the water coming from the WWTP is not suitable for watering parks and gardens, either due to microbiological contamination or salt concentration levels. In these situations, water from the municipal supply is used to ensure the survival of plant species.
2. This type of water consists of purified wastewater that has undergone a treatment process, allowing it to be used for certain purposes, such as irrigation. The reclaimed water reused in PortAventura comes from tertiary treatment at the Wastewater Treatment Plant in Vila-seca and Salou.



Energy: efficiency and reduction

The main energy sources consumed in the resort are electricity (81%) and natural gas (16%). Efficient electricity consumption is due mainly to the system of energy-efficient lighting in all areas and use of a centralised energy management in hotels, the Convention Centre and park which optimises the use of lighting and air conditioning equipment. Hotels are also equipped with energy-saving resources, including a connection key for electricity in the bedrooms and switch-off of the air conditioning when the window is opened, etc

Around a 3% reduction in total energy consumption compared with 2013



Annual energy consumption (GJ)

Electricity				
	2013	2014	Variation 2013-2014	
PortAventura Park / Costa Caribe Aquatic Park	83,840	79,568	-5.10%	
Hotels	41,839	40,250	-3.80%	
Convention Centre	6,143	6,265	1.99%	
Total	131,822	126,083	-4.35%	

Natural gas				
PortAventura Park / Costa Caribe Aquatic Park	9,171	6,698	-26.97%	
Hotels	15,076	18,989	25.96%	
Convention Centre	78	60	-23.08%	
Total	24,325	25,748	5.85%	

Fuels				
Total	4,162	4,064	-2.34%	

Propane gas				
Total	763	533	-30.19%	

Total	161,071	156,427	-2.88%	
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NB: The data are taken from direct meter readings. All combustible fuels are derived from non-renewable sources. No consumption of energy from renewable sources.

Annual electricity and natural gas consumption (MWh per visitor/overnight stay and year)

Electricity				
	2013	2014	Variation 2013-2014	
PortAventura Park / Costa Caribe Aquatic Park	0.0063	0.0059	-6.35%	
Hotels	0.0127	0.0122	-3.94%	
Convention Centre	0.0384	0.0270	-29.69%	
Total	0.0574	0.0451	-21.43%	

Natural gas				
PortAventura Park / Costa Caribe Aquatic Park	0.0007	0.0005	-28.57%	
Hotels	0.0046	0.0058	26.09%	
Convention Centre	0.0005	0.0003	-40.00%	
Total	0.0058	0.0066	13.79%	

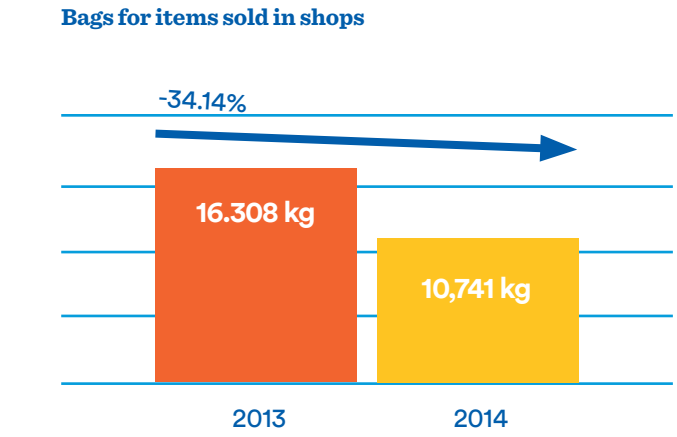
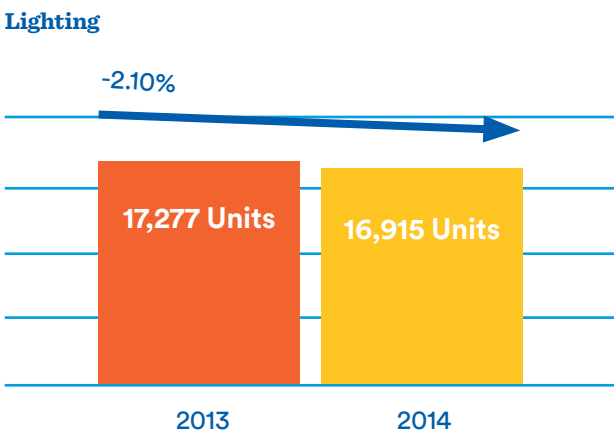
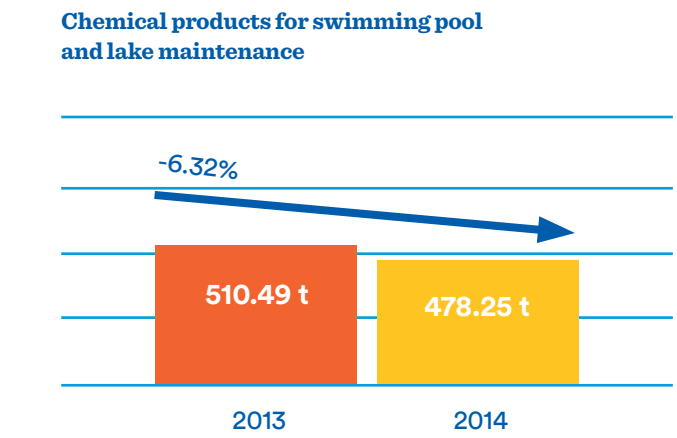
Total	0.0632	0.0517	-18.20%	
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The main measures implemented in 2014 to reduce energy consumption are: centralised management of Hotel PortAventura’s electricity consumption in the operational control centre, installation of a hood in the cold storage area of the México F&B warehouse, analysis of electricity consumption based on events and opening schedules, adjusting the hours of operation of the gas system in hotels and changing rooms in PortAventura Park in line with the actual need for hot water for personal use, and replacing light fixtures with more efficient models in Hotel PortAventura and other resort facilities. This change has made it possible to reduce annual consumption to 49,667.66 kWh.

Materials: responsible purchasing

PortAventura prioritises the purchase of environmentally sustainable materials; for example, the Convention Centre uses recycled materials.

ANNUAL CONSUMPTION OF MATERIALS



More than 18% decrease in electricity and natural gas consumption per visitor/overnight stay compared to 2013



# Mitigation of carbon footprint

Due to the nature of PortAventura’s activities, air emissions are irrelevant and environmental impact is very low. However, special care is taken to control this aspect by taking measurements of the emission of pollutants into the atmosphere every three years from the diesel steam train locomotives, the natural gas-powered central heating and/or hot water boilers, and carpentry and painting. In the case of motor vehicles and the combustion of natural gas in Templo del Fuego and FiestAventura, emissions are diffuse and managed by controlling consumption.

For the first time, in 2014 PortAventura calculated emissions of CO<sub>2</sub> equivalent greenhouse gases from fugitive emissions and waste management.

More than 4% of decrease in greenhouse gas emissions derived from electricity consumption compared to 2013



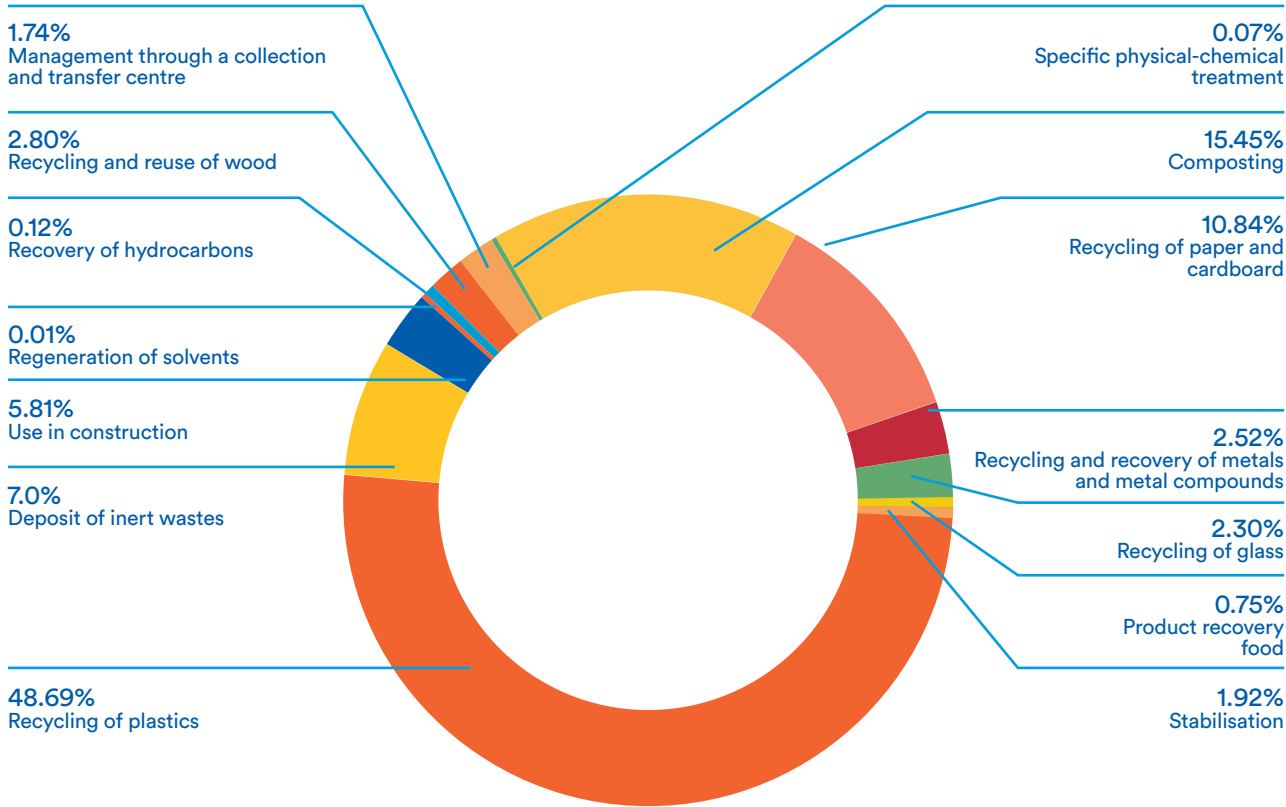
# Responsible waste and wastewater management

## Wastes: continual improvements in management

In line with the commitment to continuous improvement, PortAventura has gradually increased the number of waste fractions segregated at source. As part of the objective to minimise the generation of wastes, we are working with contractors and our own staff in regard to recycling and the proper use of work materials. In 2014, 37 fractions of waste were segregated.

Almost 90% of wastes generated have been recovered for energy

### WASTE MANAGEMENT METHODS



### Greenhouse gas emissions by range (t)

	2013	2014	Variation 2013-2014
Direct CO <sub>2</sub> emissions (range 1)	2,555	3,426	34.05%
Natural gas	1,364	1,443	5.79%
Fuels	308	305	-0.97%
Propane gas	49	34	-30.61%
Fugitive emissions of fluorinated gases	834	1,643	97.00%
Indirect CO <sub>2</sub> emissions (range 2)	9,081	8,686	-4.35%
Electricity	9,081	8,686	-4.35%
Other indirect emissions (range 3)	1,120	1,122	0.18%
Generation of wastes	1,120	1,122	0.18%
Total	12,756	13,233	3.74%

Sources: This year, for the calculation of the estimated emissions of greenhouse gases expressed in tonnes of CO<sub>2</sub>, we have taken into account, in addition to energy consumption, fugitive emissions of fluorinated gases and emissions from waste management (municipal fraction). The calculations were made for the years 2013 and 2014 and were based on the March 2014 version of the "Guia pràctica per al càlcul d'emissions de gasos amb efecte hivernacle (GEH)", [Practical Guide to Calculating Greenhouse Gas Emissions (GHG)].

The main measures implemented in 2014 to reduce CO<sub>2</sub> emissions are: purchase of an electric vehicle to be used as a float in shows and replacement of two trucks belonging to the internal fleet with new more efficient vehicles fitted with the *European On Board Diagnosis* emission control device.



The main variables that explain the increase in waste generation compared to 2013 are: maintenance activities (inspections and scheduled jobs), which vary from year to year, mechanical failures, number of investments and the fact that the waste generated by the park activities depends on client behaviour in the park and hotels, as well as the number of customers present on the premises and the total hours that the client is consuming in the park. In 2014 PortAventura has promoted reuse through donation of disused materials to social organisations.

Amount of waste generated (t)

	2013	2014	Variation 2013-2014
Non-hazardous wastes	3,131.58	3,444.35	9.99%
Hazardous wastes	17.85	27.28	52.83%
Total	3,149.43	3,471.63	10.23%

Wastewater: quality control

Practically 100% of water used for human consumption becomes wastewater. In regard to the water used for recreational use and swimming, only a small percentage drains away as wastewater after washing of the filters.

All wastewater generated in the resort is conducted via a network of drains connected to the Waste Water Treatment Plant (WWTP) in Vila-seca and Salou where the water undergoes tertiary treatment in order to reclaim the water so that it can be used for irrigation within the resort and even for some of Vila-seca’s municipal parks and gardens. Every three months, voluntary internal checks are carried out on the quality of water discharged, providing data that allows improvements to be made if necessary.

Protection of the species

In November 2014, PortAventura was granted a permit to extend the animal enclosures into an actual zoo. With this new category, it contributes to the dissemination of knowledge about biodiversity and helps to raise awareness of the need for conservation. Various measures have been implemented within the park for this purpose, such as placement of bird information boards in strategic locations, adaptation of the show script so that it is more didactic and installation of a television monitor with audiovisual material to educate visitors to PortAventura about the biodiversity of the birds featured in the show.

In line with this commitment, PortAventura signed a partnership agreement with the Barcelona Zoo Foundation in 2014 for the development of joint bird conservation and research projects. This agreement, covering a five-year term, aims to promote informative activities and projects that have been jointly developed, and to raise awareness about the conservation of birds in general. More specifically, the project in which PortAventura is involved for this first year is the management and conservation of a Peruvian native bird: the White-winged Guan (*Penelope albipennis*), a critically endangered endemic Peruvian bird (IUCN Red List, 2013).



Common Name	Scientific Name	Family	Conservation status
Blue-and-yellow macaw	<i>Ara ararauna</i>	Psittacidae	Least concern
Sulphur-crested cockatoo	<i>Cacatua galerita</i>	Cacatuidae	Least concern
White-cheeked turaco	<i>Tauraco leucotis</i>	Musophagidae	Least concern
Silvery-cheeked hornbill	<i>Ceratogymna brevis</i>	Bucerotidae	Least concern
Eclectus parrot	<i>Eclectus roratus</i>	Psittacidae	Least concern
Black-crowned crane	<i>Balearica Pavonina</i>	Gruidae	Vulnerable
Yellow-headed Amazon parrot	<i>Amazona oratrix</i>	Psittacidae	Endangered
King vulture	<i>Sarcoramphus papa</i>	Cathartidae	Least concern
Marabou stork	<i>Leptoptilos crumeniferus</i>	Ciconiidae	Least concern
Southern cassowary	<i>Casuarius casuarius</i>	Casuariidae	Vulnerable
Red-and-green macaw	<i>Ara chloropterus</i>	Psittacidae	Least concern
Sun parakeet	<i>Aratinga solstitialis</i>	Psittacidae	Endangered



# Information and environmental awareness

PortAventura launches initiatives to involve its workers and visitors in respecting the environment.

## Targeted at visitors

Bicycle hire service for hotel guests.

Circulation of information regarding the Environmental Management System using a canvas with the slogan: *Experience sustainable events at PortAventura*.

Purchase of 21 double segregated waste bins for the Mediterrània area.

## Targeted at employees

Waste management training for PortAventura staff operating in the retail, food and beverage, maintenance and entertainment areas.

Raising awareness amongst employees for the rational use of paper towels.

Development of an internal communication and environmental awareness plan.

## Awareness and involvement of employees in good environmental practices

With the aim of improving employees' environmental performance, within the context of the 2014 Plan for Internal Communication and Awareness of 2014, the following actions have been implemented:

- Circulation of posters featuring the slogan Logical gestures, ecological gestures and recommendations for the rational use of paper towels dispensed in kitchens and toilets and serviettes available in the staff canteens, as well as raising awareness in the facilities used by the employees.
- Greater involvement in good environmental practices: encouragement of participation through proposals for improvement, dissemination via posters indicating instructions for storage and use of gas bottles and canisters, heightened awareness through posters promoting consultation of safety data sheets in areas where chemicals are used, and communication to contract managers to update the General Environmental Practices document.





# Generating Value through Financial Management



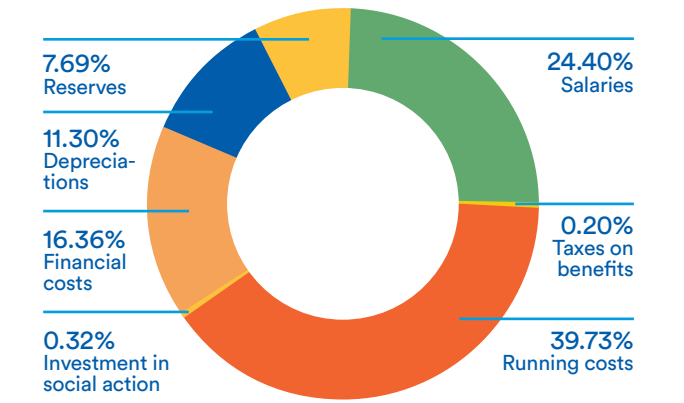


# Solid and sustained economic performance

PortAventura has a strong business model, with solid profitability, enhanced by the international character of the resort. The company is controlled by the Italian investment group Investindustrial (50.1%) and the US investor KKR (49.9%). The strategic focus of the business takes into consideration economic development based on the creation of value.

The 2014 financial year, like the previous year, was marked by a slight improvement in the economic and financial environment at national level, and fluctuations in the international markets. The Group has continued with a very favourable evolution of the main financial, economic and business indicators compared to 2013. In the hotel business, in 2014 sales increased by 12.1% and an increase of approximately 9,200 occupied rooms was recorded compared to the previous year. In the events business, sales turnover increased by 55% compared to 2013, contributing very significantly to the deseasonalisation of the resort.

## STATUS OF ADDED VALUE 2014



Source: Consolidated annual financial statements 2014 Paesa Entertainment Holding S.L.U. 2014.

# Current context and outlook

For efficient business management, PortAventura analyses the context in which it operates to define the strategy to follow and ensure its long-term viability.

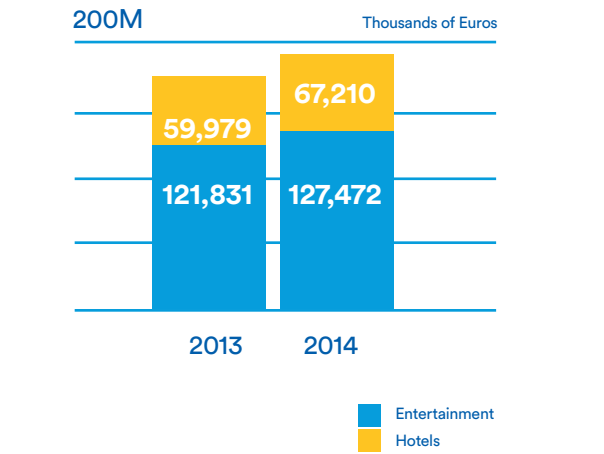
## Macroeconomic trends and prospects in the tourism sector

- Macroeconomic indicators show positive trends for the coming years, indicating a slow but solid recovery. Spain expects to recover the GDP growth in 2015 and employment growth in 2015 and 2016.
- The Spanish tourism sector has proved its resilience in the number of international visitors, reaching 65 million in 2014 and beating historical records. Catalonia received 16.8 million tourists in 2014 (+ 7.6% compared to 2013) and remains the most popular destination region in the country (25.9%).
- The main markets in number of overnight stays in the Costa Dorada are the Spanish (7.6 million), French (1.9 million) and Russia (1.9 million). In 2014, PortAventura accounted for 7% of hotel beds in the Costa Dorada and achieved an occupancy rate of 78% compared with 65% in the Costa Dorada and Barcelona.

Source: PortAventura and INE. World Tourism Organisation UNWTO, Ministry of Industry, Commerce and Tourism, Business Initiative Directions - most visited monuments in Spain list.

In 2014 PortAventura accounted for 7% of hotel beds in the Costa Dorada

## TURNOVER FOR EACH AREA OF ACTIVITY



Key figures (thousands of Euros)			
Balance sheet figures			
	2013	2014	
Non-current assets	924,528	924,777	
Current assets	33,799	31,939	
Equity and liabilities	958,327	956,716	
Current and non-current liabilities	461,084	508,999	
Income statement results			
Equivalent turnover	181,810	194,682	
EBITDA (Earnings before interest, taxes, depreciation and amortisation)	73,258	80,109	
Depreciation	23,593	22,716	
Reserves	(3)	(4,429)	

## Main challenges 2015 and prospects

### Theme park and hotels

- Reach five million annual visitors and a million overnight stays (40% foreign visitors).
- Exceed 100,000 spectators with the Cirque du Soleil show.
- Offset the decline of the Russian market with greater presence of Spanish and French, both markets with high growth potential.
- Strengthen the international expansion strategy and its commitment to attract customers in the premium segment.
- Introduce new segmentation for hotels, dividing the rooms into five categories to better suit the demands of guests.

### Convention Centre

- Become the main destination for conventions, both domestically and internationally, through a twofold approach: consolidation as a leader in the organisation of corporate events in its main markets (Spain, UK and France) and extension of the strategy to expanding into new international markets such as Germany, Holland and Scandinavia as well as the American market, opening new lines of business closely linked to tourism.
- Strengthen the offer for the sector of meetings, incentives, conferences and trade fairs, promoting the diversification of the range of specialised services.



Main priorities and tactics for 2015

1. Marketing initiatives

- Strengthen brand strategy
- Launch of a new website to act as a hub for communication between PortAventura and consumers
- Improved model of relationship with the consumer in all its phases
- 20th anniversary celebrations
- Focus on the main target group: families with children under 12 and young adults

2. Improving the customer’s experience of PortAventura

- 20th anniversary celebrations
- Increase in the number of shows, especially in open spaces, and parades.

3. FerrariLand

- First year of project implementation

4. Improving the effectiveness of sales and marketing

5. Negotiating new collective agreement

6. Restoring service mentality in front line employees



# Investment in new projects and innovation as future strategies

Over recent years, PortAventura has carried out a strategy of continuous expansion. It has opted for internationalisation and incorporation of new projects and attractions year after year, with a total investment, since 2009, of more than 125 million Euros. To this regard, particular highlights of 2014 are the opening of Angkor and the introduction of Cirque du Soleil at the resort to perform the show Kooza, seen by more than 100,000 spectators.

Our desire is to develop a long-term plan supported by well-known international brands in order to increase the number of visitors to reach 5 million annually within two or three years, making us the best destination resort in Europe and increasingly attractive to a more family-oriented and international sector of the market. This development plan will continue in the coming years with the construction of FerrariLand and the long-term addition of shows performed by Cirque du Soleil.

FerrariLand opens 2016-2017

PortAventura has signed an agreement with Ferrari to build FerrariLand, a new theme area with an investment of approximately 100 million Euros, occupying a surface area of 75,000 m².

Partnership with Cirque du Soleil

PortAventura has signed an agreement with Ferrari to build FerrariLand, a new theme area with an investment of approximately 100 million Euros, occupying a surface area of 75,000 m².

Plans for 2015 include expanding the high-end range of services and entering the premium segment of the market with the resort’s first five-star hotel, Mansión de Lucy. Also, Hotel Gold River will also be extended with the Callaghan building, 78 deluxe rooms, making this the largest establishment in the complex. Investment in these two projects will be around 10 million Euros.

Innovation and improvement of attractions and facilities is how PortAventura seeks to meet the expectations and leisure needs of customers and visitors. In addition to bringing new attractions and quality shows to the park, it promotes continuous improvement of infrastructure and facilities to enhance customer satisfaction. In this sense, the main improvements and innovations of 2014 are:

- Free Wi-Fi for park visitors and hotel guests, becoming the best European resort for Wi-Fi accessibility.
- *Submarine Odyssey 4D*, the new film *Ice Age the Ride* (Polynesia area).
- New shows: *Misterios de Angkor* (Angkor area), *Generation Forever* (Gran Teatro Imperial, China) and *La Magia en el Far West* (PortAventura Saloon).
- VIP visitor services.
- Babysitting services for hotel guests.



# Socio-economic benefits for the local environment

PortAventura's contribution to economic and social development is defined by the impacts that its activity generates, both directly and indirectly, on the surrounding environment and society. The resort's activity involves the generation of economic value which directly affects the revitalisation of the region, mainly in the province of Tarragona and the Costa Dorada, and its tourism. Some examples are: investment in the PortAventura visitors' area and the creation of new hotel rooms and direct and indirect jobs. Throughout 2014 there were 18.6 million over-night stays in the province of Tarragona, mainly in the Costa Dorada, including PortAventura.

In expanding the resort from theme park to holiday destination, PortAventura started working more closely with the immediate local environment, especially with the municipalities of Salou, Vila-seca, Cambrils, Reus and Tarragona. The location of the resort on the Mediterranean, extensive gastronomic, cultural and natural offering of the region and proximity to Barcelona, help to provide the park with value that differentiates it from others.

PortAventura has created improvements in tourism in Catalonia, in both qualitative and quantitative terms. In addition to influencing production and consumption, diversification of the tourist product, prolongation of the season and the creation of activity and employment in different sectors, the resort has a direct effect on the region. Notable actions include the restructuring and growth of the local infrastructure system (for example, the road network) and tourist facilities (e.g. hotel industry).

For 2016-2017, it is expected that the commissioning of FerrariLand will allow nearby municipalities to improve their international competitiveness over other destinations, as this will be a global point of reference.

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One of the leading tourist brands of Catalonia and Spain





# Commitment to the Quality of Suppliers





United Nations Global Compact

This section of the Annual Report covers:

Principle 1

Businesses should support and respect the protection of internationally proclaimed human rights, within their sphere of influence.

Principle 2

Businesses should make sure that they are not complicit in human rights abuses.

Principle 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4

Businesses should uphold the elimination of all forms of forced and compulsory labour.

Principle 5

Businesses should uphold the effective abolition of child labour.

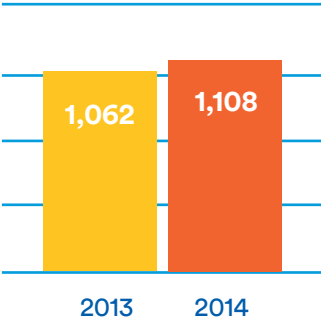
Mutual and constant relations in the management of suppliers

The goal of PortAventura’s purchasing procedure is to build a solid base of suppliers and partners to facilitate the procurement of goods and/or services for both the park and the hotels. The products and services purchased are included within the following categories: buildings, machinery and equipment, furniture and fittings, independent professional services, information technology, marketing, advertising and public relations, maintenance, food and beverages, entertainment and events, supplies, textiles, merchandising and consumables.

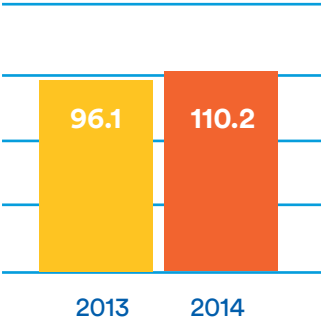
95% of suppliers are from European countries

MAIN SUPPLIER INDICATORS

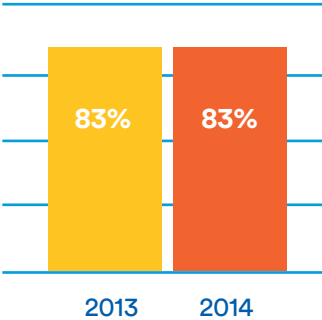
Number of suppliers



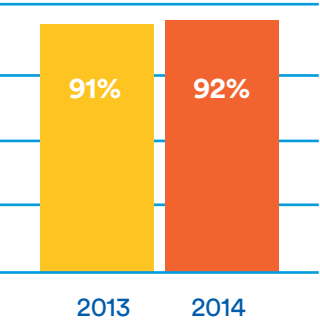
Volume of purchases from suppliers (millions of Euros inc. VAT)



National suppliers (Spain)



Billed amount to national suppliers (Spain inc. VAT)



NB: 2013 data have been restated relating to volume of purchases from suppliers and billed amount to national suppliers inclusive of VAT.

Distribution of suppliers based on country of origin 2014

Europe			Asia and Oceania		
Spain		924	China		11
Germany		18	Hong Kong		9
Belgium		9	India		2
Denmark		4	Indonesia		1
Finland		1	Kazakhstan		1
France		25	New Zealand		1
Holland		5	Russia		7
United Kingdom		37	Thailand		1
Ireland		3	Taiwan		2
Italy		22	Turkey		1
Liechtenstein		2	Americas		
Portugal		2	Guatemala		1
Czech Rep.		1	Mexico		1
Switzerland		2	United States		14
Africa					
United Arab Emirates		1			

Policy, process and management for all purchases are centralised by the Group’s Purchasing Department. Operational areas are responsible for identifying the need to purchase and for submitting requests to the department, which will start the process with all suppliers, following the quality criteria set, timing and method of delivery, financial reliability and accountability, technical and productive capacity, quality certifications, environmental certifications, certifications in occupational risk prevention, corporate responsibility, compliance with human rights and price of the product/service.

Affiliations

PortAventura has selected as partners the top brands in Europe. The partners for 2014 were: official sponsors (Estrella Damm, Coca-Cola, Frigo, Veri and Fiat) and official partners (Danone, Ferrero, Chupa Chups, Haribo, Torres, Codorníu, Lavazza, Europcar, Adeslas, Campofrío, Cutting’s, Forno d’Asolo, Cacaolat, Quiksilver, Josma Sport and Titanlux).





# Scope of the commitment to corporate responsibility

In order to ensure the proper functioning and integrity of the procurement cycle, PortAventura has the following in place:

- **Code of ethics for suppliers and contractors:** based on the commitment to fulfilment of human rights, responsible labour practices, respect for the environment and reducing corruption. In contracts with suppliers, PortAventura includes an ethics clause that obligates contractors to comply with the Code of Ethics. If the supplier violates this Code, the contract may be terminated.
- **Responsible purchasing plan:** the objective of this plan is to optimise use of resources within the resort and ensure that goods and services purchased meet the established criteria of quality, environment and risk prevention. Procurement processes take into account matters such as: the product manufacturing processes; the environmental impact from the selection of raw materials; production, distribution and recycling after use; and efficiency (lighting, air conditioning, industrial dishwashers, catering machinery and vehicles). One of the most important purchases in 2014 was for 627 more energy efficient TVs for hotels (Energy Star label, TCO certification and EU Ecolabel).

In 2014 PortAventura worked on defining a methodology for the implementation in 2015 of a new approval platform to be used as a tool to ensure compliance with the environmental and corporate responsibility principles.

## Social audits on Asian suppliers

PortAventura periodically conducts audits on its Asian suppliers, contracting the services of an outside company for this purpose (AsiaInspection). The audit process includes site visits to supplier premises to check the working conditions of their employees.

### Supplier audits

	2013	2014
Audits carried out	9 (7 China, 1 Indonesia, 1 Thailand)	19 (17 China, 1 India, 1 Taiwan)
Average score (out of 10)	8.8	9.2





# Social Actions by the PortAventura Foundation





PortAventura is committed to its immediate environment and as such, pays special attention to the social needs of its community, to be considered internally and give the right answer, social action channelled through the PortAventura Foundation.

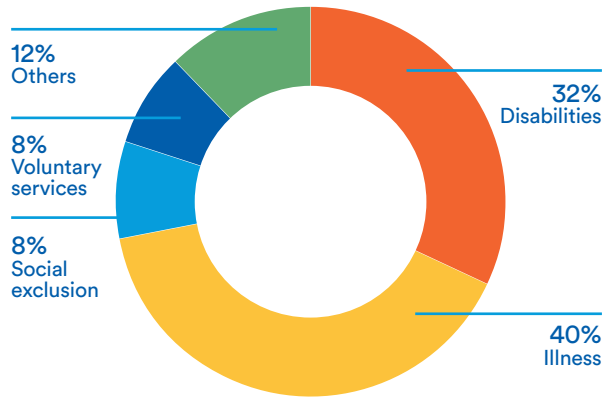
The PortAventura Foundation focuses its efforts on supporting projects dedicated to children and youth at risk of social exclusion for health or economic reasons in their area of territorial influence.

Help to these groups is implemented through the provision of resources and the support and motivation to develop different charity programmes, access to leisure, events to raise awareness in society through fund raising campaigns for projects supported by entities with strong roots in the nearest local environment.

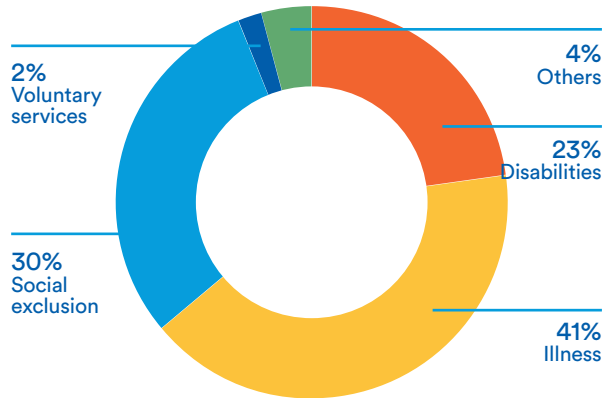
PortAventura is the main source of revenue of the PortAventura Foundation. In 2014, it contributed 647,012 Euros (608,988 Euros in 2013). Other income is generated from various donations achieved with our charity dinner and charity race.

DISTRIBUTION OF AID  
(monetary and non-monetary by type of cause of the beneficiary organisation)

2013



2014



TOTAL CONTRIBUTION



€749,736

2013

€716,894

2014

NON-MONETARY CONTRIBUTIONS



AMOUNT

€623,134

2013

€546,523

2014

BENEFICIARIES

250

2013

175

2014

MONETARY CONTRIBUTIONS



AMOUNT

€126,602

2013

€170,371

2014

BENEFICIARIES

11

2013

8

2014

The PortAventura Foundation will donate 3 million Euros to the Sant Joan de Deu Hospital to improve stays for children and their families by facilitating the construction of a new paediatric ICU and various play areas in the Hospital

The PortAventura Foundation and the Hospital Sant Joan de Déu have signed a collaboration agreement for a period of ten years. The agreement includes a donation of 3 million euros to finance the construction of a new paediatric ICU centre. The new facility, expected to be completed by 2016, will multiply the current area by four used for critical patients.

The construction of this new unit, unique in Europe, which reflects the paediatric ICUs of the best American hospitals, such as the Boston Children's Hospital, is based on three objectives: to improve the stay of hospitalized children and their families, expand the technological equipment to the highest level and provide more space for professional work of the unit.

The agreement also includes the construction of recreational areas, both indoors and in the outdoor play areas. The regular presence of PortAventura characters and the organisation of annual fundraising events between two entities will complement the agreement.

Finally, when the children are discharged, they will receive a small gift that will explain the scope of the collaboration agreement, including a bracelet with the emblem of the agreement and tickets for the theme park.



Access to leisure

Includes programmes targeted at groups of children and young people at risk of social exclusion so that they can enjoy the facilities of PortAventura Park.

- **Donation of free tickets.** These are sent directly to centres for children and adolescents up to 18 years, contained within the network of primary care social services, foundations and associations, mainly regional, which have support programmes for children and young people with serious diseases.
- **Donation of tickets at an affordable price.** Established to support other foundations and associations not included in the aforementioned groups.



# Organisation of charity events and activities

These preferably take place in the facilities of PortAventura Park and the objective is to organise, together with other foundations and associations, a day to raise awareness in society about diseases, disabilities or deficiencies supported by these organisations. Below are the events held in 2014 and the beneficiaries of these events:

## Children’s Day. PortAventura Foundation and Soñar Despierto Foundation (15<sup>th</sup> edition)

The main objectives were to raise awareness about the reality of children and young people living in shelters, residential and open centres throughout Catalonia, to promote coexistence between volunteers and children, to make young people aware of the importance of volunteering and to offer children and young people the opportunity to enjoy a fun day out in PortAventura Park.



## Heart Day. PortAventura Foundation, SHE Foundation and AACIC - CorAvant (2<sup>nd</sup> edition)

Under the slogan Feel the excitement, *working together for the hearts of our children and young people*, this day aimed to provide children and young people in Catalonia with the necessary skills and values to act positively on their health throughout their life, raise awareness of congenital heart disease and raise funds to improve the quality of life of those affected.



## Posa’t la Gorra. PortAventura Foundation and The Children’s Cancer Association for Catalonia (AFANOC) (12<sup>th</sup> edition)

PortAventura was the location for the Posa’t la Gorra party in support of children with cancer. The money raised went towards maintaining the Casa dels Xuklis (Xuklis House), a residence which provides accommodation for families who have to move to Barcelona for their children to be able to receive oncology treatment, and to guarantee the services that AFANOC offers to all families. For this event, AFANOC organised outreach and awareness activities based on the realities faced by families of affected children.



## Charity race. PortAventura Foundation (3<sup>rd</sup> edition)

A popular run that has the unique characteristic of being held within the grounds of PortAventura Park. The funds raised from this year’s event were donated to the Fundació SMC *Salut Mental Catalunya* mental health foundation, the new brand shared by FECA-FAMM and AMMF EINA, which works to improve mental health in all areas, by sharing strategies and optimising resources. The run also relied on the collaboration of various sponsors and volunteers, including a group of employees from PortAventura.

## Fent Amics. PortAventura Foundation and Down Catalunya (6<sup>th</sup> edition)

Charity party that offered participants a day to enjoy the park with family and friends, and raised funds for the benefit of the seven organisations that make up Down Catalunya.

## Gluten-Free Day. Catalonia Celiac Association (7<sup>th</sup> edition)

This event, held in PortAventura Park, provided members of the association and their families and friends with a fun day where they could enjoy gluten-free menus and food. Also, during the course of the day, activities were organised to provide information and raise awareness for the disease.

## Somriu per la Infància. PortAventura Foundation and Federació d’Entitats d’Atenció i d’Educació a la Infància i l’Adolescència (FEDAIA)

Huge children’s party attended by children supported by the organisations grouped together as FEDAIA, among others. During the day activities were organised to explain and illustrate children’s rights children to education, participation and protection. It also served to commemorate the 25th anniversary of the Convention on the Rights of the Child.

## Blood donations

For yet another year, the Banc de Sang i Teixits visited PortAventura for a new blood donation campaign targeting staff members. 98 donations were recorded, the largest number of registered donations in a single visit.

## Charity Dinner. PortAventura Foundation (4<sup>th</sup> edition)

The dinner, held in the PortAventura Convention Centre, raised **€71,250**, exceeding the figure for the previous year (€65,300). The amount donated will contribute to the implementation of the Projecte Home in Tarragona, developing projects focusing on care, treatment and social reintegration of people battling drug addiction.



## Christmas greetings to hospitalised children within the area

The PortAventura characters, Woody and Santa Claus visited the paediatric ward of the Joan XXIII Hospital in Tarragona and the Sant Joan de Reus University Hospital, handing out gifts to hospitalised children.



# Cooperation with other foundations and institutions through project funding

In addition to the above, the PortAventura Foundation cooperates with other foundations and institutions through the following projects:

## “Food Kit” in the municipality of Vila-seca

The PortAventura Foundation has extended its cooperation (in effect since December 2012) to the Volunteer Association of Vila-seca until December 2014 to finance the purchase of staple food kits which will be donated to families at risk of social exclusion in Vila-seca.



## Agafa't al 21

In 2014 Associació Down Tarragona and the PortAventura Foundation continued with the Agafa't 21 project with the signing of a new agreement; the Foundation has pledged to make a financial donation of 37,000 Euros for the 2014-2015 school year. Agafa't 21 is a service to support the social-labour integration of people with Down's Syndrome and other intellectual disabilities into the mainstream workplace and also to offer continual training.



## Teaming 2014

A charitable initiative whereby employees of PortAventura voluntarily contribute 1 Euro of their salary towards charity projects. The PortAventura Foundation adds two Euros for every Euro contributed by the employees. The beneficiaries for 2014 were Reus i Baix Camp Alzheimer's Association and “La Muntanyeta” Provincial Association of Cerebral Palsy (APPC) of Tarragona.



## Improving employability

The project is made possible thanks to the collaboration of three parties: the Onada Foundation, responsible for the implementation of the course; Salou City Council, which provides the facilities and material resources, and the PortAventura Foundation with a financial donation of €40,043. The project aims to promote a series of actions aimed at creating jobs and improving the employability of people with disabilities from the surrounding areas.





# About the Report

## Seventh edition of the Corporate Responsibility Report

### Scope and coverage

The *Corporate Responsibility Annual Report 2014* is the seventh edition of the publication by PortAventura, and covers the period between 1<sup>st</sup> January and 31<sup>st</sup> December 2014.

The report covers the activities of PAESA Entertainment Holding, S.L.U., the parent company of the Port Aventura Group consisting of the following subsidiaries: Port Aventura Entertainment, S.A.U. (running of the theme park), Port Aventura Viajes, S.A.U. (travel agency) and Hotel Caribe Resort, S.L. (hotel management), in addition to the PortAventura Foundation, this being a separate entity. The companies are detailed in the *consolidated financial statements and management report* for the 2014 financial year (page 40). In this regard, 100% of the turnover in 2014 has been included in this report.

### Defining the content and drafting process

The following standards were taken into account for the drafting of the report: *Guide for the preparation of sustainability reports*, G4 version of the Global Reporting Initiative and additional related documents (specific sector-related issues for hotels, restaurants, leisure and tourism services from the publication *Sustainability Topics for Sectors: What Do Stakeholders Want to Know?*) and principles of the United Nations Global Compact, and for matters of materiality the AA1000SES (2011) stakeholder relations standard has been taken into consideration.

The preparation of the report has involved the direct participation of people from different areas of management, who provide information related to the different aspects included in it. Coordination is carried out by the Corporate Responsibility Area.

### External verification

TÜV Rheinland was the external organisation selected to conduct the audit and review of the information contained in the report according to GRI Guideline G4. See report issued in Chapter 12.

For any issue related to the content of this report, please contact the Corporate Responsibility Area (tel. 0034 977 779 000).



# External Verification Report



## Sustainability Report Global Reporting Initiative (GRI)

Certificate Registr. No: 00/150068

TÜV Rheinland Ibérica Inspection, Certification & Testing S.A. states that:

The verification of the 2014 Sustainability Report taking into account the structure, contents and reliability of information of:

Certificate Owner: **GRUPO PORT AVENTURA**  
Avda. Pere Molas, Km.2  
E-43480 Vila-seca (Tarragona)

As a result of this verification process TÜV Rheinland confirms that:

- The content of the information is based and supported by verified data. Also the information, calculations, and graphics related, have been duly checked and verified.
- Traceability and relevance between background information and memory contents are adequate.
- Is in conformity with the requirements and principles established in sustainability reporting guidelines in its G4 version, developed by Global Reporting Initiative (GRI).

Based on the above TÜV Rheinland provides for GRUPO PORT AVENTURA Corporate Responsibility Report the rating "In accordance – Core" with GRI G4.

2015-09-02 TÜV Rheinland Ibérica Inspection, Certification & Testing S.A.  
Garroba, 10-12 – E-08820 El Prat de Llobregat

www.tuv.com

 **TÜVRheinland®**  
Precisely Right.



# Table of Contents of the Global Reporting Initiative





The following table shows the index of general and specific basic contents of the Global Reporting Initiative (GRI) in line with standard G4 for the option “*In accordance - Core*”.

GENERAL BASIC CONTENTS

Indicators	Description	Page or direct response	Omissions	Verification
Strategy and analysis				
G4-1	Statement from the most senior head of the organisation.	8-9		✓
Profile of the organisation				
G4-3	Name of the organisation.	83		✓
G4-4	Major brands, products and services.	15		✓
G4-5	Location of organisation's headquarters.	Avda. Alcalde Pere Molas, km 2 43480, Vila-seca, Tarragona		✓
G4-6	Number of countries in which the organisation operates.	15		✓
G4-7	Nature of ownership and legal form.	83		✓
G4-8	Markets served.	16, 40-41		✓
G4-9	Scale of the organisation.	10-11, 15-16, 62		✓
G4-10	Total number of employees.	31-32		✓
G4-11	Percentage of employees covered by collective bargaining agreements.	32		✓
G4-12	Organisation's supply chain.	70-72		✓
G4-13	Significant changes during the reporting period.	18		✓
G4-14	Implementation of precautionary approach.	48-49		✓
G4-15	Support for external initiatives.	25, 48		✓
G4-16	Memberships of associations and organisations.	21		✓

Indicators	Description	Page or direct response	Omissions	Verification
Material aspects and boundaries				
G4-17	Organisations included in the report.	PAESA Entertainment Holding, S.L.U. was incorporated on 3rd September 2013, under the name of River Adventure, S.L. On 17 <sup>th</sup> December 2013, the change of company name to the current one was approved. The parent company is head of the Port Aventura Group and was created on 5th December 2013 and is made up of a number of subsidiaries. Breakdown of the subsidiaries of the Port Aventura Group.  Breakdown of stakes held in subsidiaries for the financial year that ended on 31 <sup>st</sup> December 2014: <ul style="list-style-type: none"><li>Port Aventura Entertainment, S.A.U. (running of the theme park): 100% direct participation</li><li>Port Aventura Viajes, S.A.U. (travel agency): 100% indirect participation</li><li>Hotel Caribe Resort, S.L. (hotel management): 60% indirect participation</li></ul>		✓
G4-18	Definition of the report content and the aspect boundaries.	26		✓
G4-19	Material aspects.	27		✓



Indicators	Description	Page or direct response	Omissions	Verification																																																																																																																																																																																																																																																	
Aspectos materiales y cobertura																																																																																																																																																																																																																																																					
G4-20	Reporting on each material aspect within the organisation.	<table><tr><th rowspan="3">Material aspects and issues</th><th colspan="5">Limit and coverage</th></tr><tr><th colspan="2">Internal</th><th colspan="3">External</th></tr><tr><th>PortAventura Park, Costa Caribe Aquatic Park, hotels and Convention Centre</th><th>Customers</th><th>Suppliers</th><th>Society</th><th></th></tr><tr><td colspan="6">Economy</td></tr><tr><td>Economic performance</td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div>✓</div></td></tr><tr><td>Indirect economic consequences</td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div>✓</div></td></tr><tr><td colspan="6">Environment</td></tr><tr><td>Materials</td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Energy</td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div></div></td></tr><tr><td>Water</td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Biodiversity</td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Emissions</td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Effluents and wastes</td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Products and services</td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Environmental evaluation of suppliers</td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div>✓</div></td><td><div></div></td><td><div></div></td></tr><tr><td colspan="6">Social – Fair labour practices</td></tr><tr><td>Employment</td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Relations between workers and management</td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Health and safety in the workplace</td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td><td><div></div></td></tr><tr><td>Training and 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Aspectos materiales y cobertura																						
G4-22	Restatements of information provided in previous reports and the reasons for them.	71		✓																		
G4-23	Significant changes from previous reporting periods in the scope and aspect boundaries.	Coverage has been expanded compared to the activities that were included for the previous financial year. However, data for 2013 have been restated for comparability to 2014.		✓																		
Stakeholder engagement																						
G4-24	Stakeholder groups engaged by the organisation.	24		✓																		
G4-25	Basis for identification of stakeholders.	PortAventura has identified its stakeholders based on criteria such as: dependence (who depend on the activities, products or services or those on whom it depends to continue their activities), liability (whether commercial, legal, operational, social, etc.), proximity (those who are within the surrounding area) and influence (can have an impact on strategy or business).		✓																		
G4-26	Stakeholder participation	<table><tr><th>Stakeholders</th><th>Main channels of communication and dialogue</th><th>Main issues identified</th></tr><tr><td>Shareholders</td><td>Board meetings, management meetings, corporate information published periodically.</td><td>Site and customer safety, profitability and profits, decision-making in relation to objectives established, transparency and accounts, good governance, competitiveness, development of current and future projects, competitive conditions, perception and reputation.</td></tr><tr><td>Customers</td><td>Corporate website, customer service telephone number, social networking, satisfaction surveys, complaints box, Guest Service Office, site staff, regular publications, advertisements in media.</td><td>Level of satisfaction with service, safety of facilities and attractions, innovative attractions and facilities and new projects, promotions and offers, events, good environmental practices.</td></tr><tr><td>Employees</td><td>Internal communications, intranet, newsletter, SMS, videos, internal magazine (Acció Magazine), bulletin boards and posters, leaflets and other printed materials, letters, personal and direct contract, counter and post box for HR queries, suggestions and complaints forms, employee contests and draws.</td><td>General information, of interest, operational and corporate, regulatory, on organisational changes, internal job vacancies, benefits and offers, schedules, company adverts and videos, presentations to the media, transport, health and safety, suggestions, complaints, queries, etc.</td></tr><tr><td>Suppliers and contractors</td><td>Purchasing managers</td><td>Responsible purchasing plan, recruitment procedures and compliance with contractual commitments, extension of commitment to corporate responsibility, merchandising safety.</td></tr><tr><td>Public administration and social environment</td><td>PortAventura Foundation website, regular publication of corporate information, institutional participation, meetings with representatives of public institutions and social organisations.</td><td>Compliance with applicable legislation, transparency and accounts, good facilities management, involvement with the local environment, cooperation for the development of mutually beneficial projects that promote actions in line with the objectives of the PortAventura Foundation.</td></tr></table>	Stakeholders	Main channels of communication and dialogue	Main issues identified	Shareholders	Board meetings, management meetings, corporate information published periodically.	Site and customer safety, profitability and profits, decision-making in relation to objectives established, transparency and accounts, good governance, competitiveness, development of current and future projects, competitive conditions, perception and reputation.	Customers	Corporate website, customer service telephone number, social networking, satisfaction surveys, complaints box, Guest Service Office, site staff, regular publications, advertisements in media.	Level of satisfaction with service, safety of facilities and attractions, innovative attractions and facilities and new projects, promotions and offers, events, good environmental practices.	Employees	Internal communications, intranet, newsletter, SMS, videos, internal magazine (Acció Magazine), bulletin boards and posters, leaflets and other printed materials, letters, personal and direct contract, counter and post box for HR queries, suggestions and complaints forms, employee contests and draws.	General information, of interest, operational and corporate, regulatory, on organisational changes, internal job vacancies, benefits and offers, schedules, company adverts and videos, presentations to the media, transport, health and safety, suggestions, complaints, queries, etc.	Suppliers and contractors	Purchasing managers	Responsible purchasing plan, recruitment procedures and compliance with contractual commitments, extension of commitment to corporate responsibility, merchandising safety.	Public administration and social environment	PortAventura Foundation website, regular publication of corporate information, institutional participation, meetings with representatives of public institutions and social organisations.	Compliance with applicable legislation, transparency and accounts, good facilities management, involvement with the local environment, cooperation for the development of mutually beneficial projects that promote actions in line with the objectives of the PortAventura Foundation.		✓
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G4-27	Key topics and concerns raised through stakeholder engagement			✓																		



Indicators	Description	Page or direct response	Omissions	Verification
Report profile				
G4-28	Reporting period.	83		✓
G4-29	Date of last report.	2013		✓
G4-30	Reporting cycle.	Annual		✓
G4-31	Contact point for questions regarding the report.	83		✓
G4-32	“In accordance” option and GRI index the organisation has chosen	88		✓
G4-33	Organisation's policy and current practices with regard to external assurance of the report.	83, 85		✓
Governance				
G4-34	The organisation's governance structure.	18-19		✓
Ethics and integrity				
G4-56	The organisation's values, principles, codes of conduct and similar.	20,25		✓

SPECIFIC BASIC CONTENTS

Material aspects	Indicators	Description	Page or direct response	Omissions	External verification
Economic performance					
Economic performance	EDG	Management approach	62-66		✓
	G4-EC1	Direct economic value generated and distributed.	62, 76		✓
Indirect economic consequences	EDG	Management approach	66		✓
		Significant indirect economic impacts, including their scope.	66		✓
Environmental performance					
Materials	EDG	Management approach	53		✓
	G4-EN1	Materials used.	53		✓
Energy	EDG	Management approach	52-53		✓
	G4-EN3	Energy consumption within the organisation.	52		✓
	G4-EN5	Energy intensity.	52		✓
Water	EDG	Management approach	50-51		✓
	G4-EN8	Total water withdrawal by source.	51		✓
Biodiversity	EDG	Management approach	57		✓
	G4-EN14	Number of species included on UICN Red List and on national conservation lists with habitats in areas affected by Company operations, broken down by extinction risk level.	57		✓
Emissions	EDG		54		✓
	G4-EN15	Management approach	54		✓
	G4-EN16	Direct greenhouse gas emissions (GHG) (Scope 1).	54		✓
	G4-EN17	Indirect greenhouse gas emissions (GHG) (Scope 1).	54		✓
Effluents and wastes	EDG	Other indirect greenhouse gas emissions (GHG) (Scope 3).	55-56		✓
	G4-EN23	Management approach	55-56		✓
Products and services	EDG	Wastes generated	50-53		✓
	G4-EN27	Management approach	50-51, 53-54		✓
Environmental evaluation of suppliers	EDG	Mitigation of environmental impacts of products and services.	72		✓
		Management approach	Not available.	Available from 2015.	✓



Material aspects	Indicators	Description	Page or direct response	Omissions	External verification
Social performance - Employment					
Employment	EDG	Management approach	30-32		✓
	G4-LA2	Social benefits for employees.	32		✓
Relations between workers and management	EDG	Management approach	In 2014 PortAventura applied the 2011-2014 collective agreement which was signed between PortAventura, comprising the companies Port Aventura Entertainment S.A., Port Aventura Viajes S.A. and the Corporate Board of Port Aventura Entertainment S.A., and the UGT trade union faction within the Port Aventura Group.		✓
	G4-LA4	Minimum notice period(s) regarding organisational changes.	PortAventura is governed by the procedures established in the Workers' Statute.		✓
Health and safety at work	EDG	Management approach	36		✓
	G4-LA5	Workers represented in health and safety committees.	36		✓
	G4-LA6	Rates of absenteeism, occupational diseases, lost days, and number of work-related fatalities.	37 There have been no work-related fatalities.		✓
Training and education	EDG	Management approach	35		✓
	G4-LA10	Programmes for skills management and lifelong learning that support the employability of employees.	35		✓
Diversity and equal opportunities	EDG	Management approach	33-34		✓
	G4-LA12	Composition of governance bodies and workforce.	32-34		✓
Evaluation of suppliers' working practices	EDG	Management approach	72		✓
		New suppliers screened using labour practices criteria.	Not available.	Available from 2015.	✓

Material aspects	Indicators	Description	Page or direct response	Omissions	External verification
Social performance - Human rights					
No discrimination	EDG	Management approach	33		✓
	G4-HR3	Incidents of discrimination and corrective actions taken.	PortAventura has no recorded incidents of discrimination.		✓
Evaluation of suppliers in the area of human rights	EDG	Management approach	72		✓
		New suppliers screened using human rights criteria.	Not available.	Available from 2015.	✓
Social performance - Society					
Local communities	EDG	Management approach	76-81		✓
	G4-SO1	Implemented local community impact assessments, and development programmes.	77-81		✓
Anti-corruption	EDG	Management approach	20		✓
		Communication and training on anti-corruption policies and procedures.	All governing body members and employees have been informed about the <i>Code of Ethics and Professional Conduct</i> and the respective policies and procedures to fight corruption. No specific anti-corruption training has been given.		✓
Social performance - Product responsibility					
Health and safety of customers	EDG	Management approach	42-43		✓
	G4-PR1	Product and service categories for which health and safety impacts are assessed.	42		✓
Labelling of products and services	EDG	Management approach	42-44		✓
	G4-PR5	Results of surveys measuring customer satisfaction.	45		✓
Customer privacy	EDG	Management approach	45		✓
		Complaints regarding breaches of customer privacy and losses of customer data.	45		✓



Material aspects	Description	Page or direct response	Omissions	External verification
Other non-GRI matters				
Raising awareness of good environmental practices	Management approach	58		✓
	Information provision and promoting environmental awareness aimed at customers and employees.	58		✓
Innovation in design and improvement of attractions and facilities	Management approach	65		✓
	New attractions and events.	65		✓
Merchandising safety	Management approach	43		✓
	Rules and standards referred to ensure the safety of merchandising products.	43		✓
Food safety and promotion of healthy eating habits*	Management approach	43		✓
	Number of hygiene and sanitation audits (internal and external) carried out throughout the year.	43		✓
	Number of supplier audits (internal and external) carried out throughout the year.	43		✓
Architectural accessibility	Management approach	44		✓
	Actions taken throughout the year to improve architectural accessibility.	44		✓



# Global Compact Table of Contents







LINKS TO THE TEN PRINCIPLES OF THE GLOBAL COMPACT (2000)

Principles of the United Nations Global Compact	Pages or direct response	GRI Guideline (G4)
Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights, within their sphere of influence.	20, 25, 76-81	Subcategory Human Rights: all aspects. Subcategory Society: local communities
Principle 2: Businesses should make sure that they are not complicit in human rights abuses.	20, 25	Subcategory Human Rights: all aspects.
Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	32	G4-11 Subcategory Fair labour practices: relations between workers and management. Subcategory Human Rights: freedom of association and collective bargaining.
Principle 4: Businesses should uphold the elimination of all forms of forced and compulsory labour.	20, 25	Subcategory Human Rights: forced labour.
Principle 5: Businesses should uphold the effective abolition of child labour.	20, 25	Subcategory Human Rights: child labour.
Principle 6: Businesses should uphold the elimination of discrimination in respect of employment and occupation.	30-37	G4-10 Subcategory Fair labour practices: all aspects. Subcategory Human Rights: No discrimination.
Principle 7: Businesses should support a precautionary approach to environmental challenges.	48-58	Category Environment: all aspects.
Principle 8: Businesses should undertake initiatives to promote greater environmental responsibility.	48-58	Category Environment: all aspects.
Principle 9: Businesses should encourage the development and diffusion of environmentally friendly technologies.	48-58	Category Environment: all aspects.
Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.	20	Subcategory Society: Anti-corruption and public policy.



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