



# Annual Report Corporate Responsibility 2015



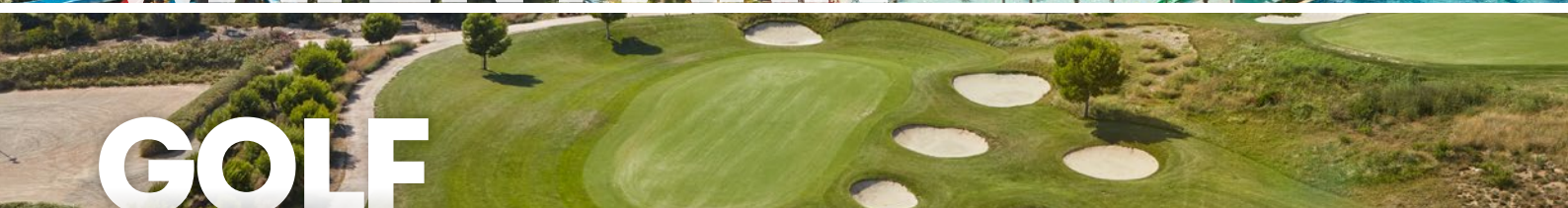
**THEME PARK**



**HOTELS**



**WATER PARK**



**GOLF**



**BEACH CLUB**



**CONVENTION CENTRE**





CORPORATE  
RESPONSIBILITY ANNUAL  
REPORT 2015 FOR THE  
PORTAVENTURA GROUP



# INDEX

6  
Presentation

10  
Highlights 2015

14  
PortAventura  
group, 20 years  
of success

24  
Corporate  
responsibility as  
a central axis of  
business strategy

34  
Social  
commitments

68  
Environmental  
commitments

82  
Economic  
commitments

94  
About the report

96  
GRI G4  
Content index

112  
Global Compact  
table of contents



# PRESENTATION

# Letter from the president

In accordance with our commitment to provide information, not only regarding our economic results, but also our progress in environmental matters, in relation to our stakeholders and in social activities, we present the *PortAventura World Corporate Responsibility Report*. For another year, we have renewed the commitment we acquired through the Global Compact to implement the principles encompassed by this international initiative in our group. This report is an indication of our desire to expand good practices that are in accordance with our activities and that contribute to the sustainability of PortAventura World.

We act with the desire to achieve our goals in a responsible way because we consider it necessary in order to promote a sustainable long-term business model, focusing our efforts on what really adds value to PortAventura World and our stakeholders. In this sense, corporate responsibility is the perfect catalyst.

Although we spend a great deal of time developing corporate responsibility actions, we want to maximize the results that we intend to generate. The lines of action in this sphere are aligned with the principles of the Global Compact of the United Nations and the Sustainable Development Goals most closely related to our activity. In the medium and long term, we are focused on involving visitors in our commitment to corporate responsibility, promoting a happy and dedicated multicultural team that is aligned with the values and objectives of the company, promoting healthy habits among employees and ensuring their safety, encouraging professional development through easy access to training, disseminating corporate responsibility values across the organisational culture, innovation in incorporating good environmental practices in facilities and services, generation of positive synergies with the local community, maximising the social impact of the PortAventura Foundation and promoting responsible management of the supply chain based on social and environmental criteria.

Staying true to our desire for continuous improvement, in 2016 a Corporate Responsibility Committee will be established as a transversal body responsible for centralising the identification of opportunities and monitoring measures taken in relation to the lines of action described above.

In 2015 we celebrated the twentieth anniversary of the opening of the park, and the overall result has been nothing but positive, especially considering the spectacular evolution of PortAventura World over these years. What started out as Spain's first theme park has grown to now become one of the largest holiday resorts in Europe, allowing us to satisfy the leisure requirements of visitors, whether they are staying for one day, a few days, or even an extended period of time. And let's not forget our corporate clients who hold meetings and conventions in the PortAventura World Convention Centre. Our clients have expressed their satisfaction with a rating of more than 4 out of 5 points, both for the park and for the Convention Centre, with 89% of visitors confirming that they would return to the park.

This evolution has been possible thanks to commitment to innovation in all areas: rides, hotels and Convention Centre. We have also created an incredible synergy during this process with the surrounding environment, the Costa Dorada. A thriving tourist destination that PortAventura World has been able to capitalise, attracting the interest of visitors from all over Europe.

However innovation alone hasn't made PortAventura World the success it is today: professionalism, people skills and the attitude of every member of our human resources team has also proved the key to success, generating visits from new guests and providing added value to the experience of our clients.

2015 was also an important year due to the conversion of Hotel Gold River's building Mansión de Lucy into the resort's first 5-star hotel. Mansión de Lucy is also our fifth hotel. At the same time, Hotel Gold River was extended with the addition of the building The Callaghan's, hosting 78 new deluxe rooms. Both cases were the result of a solid investment plan undertaken during the last five years in order to continue to develop PortAventura World as a unique resort in Europe, with around four million annual visitors, 33% of which are international, and the best range of products and services. The development of the resort's hotel accommodation further strengthens PortAventura World's strategy to position itself as the best family leisure destination in Europe for everyone.



*We act with the will to achieve our goals in a responsible way because we consider it necessary to promote a sustainable business model in the long term*

Alongside the business development of PortAventura World and in order to channel and foster the company's social activities, we are continuing to support the PortAventura Foundation, whose main objective is to improve the quality of life of children and young people with disabilities, at risk of social exclusion, and those with diseases. In relation to this, construction of the paediatric ICU made possible by a partnership agreement with the Hospital Sant Joan de Déu continues to advance.

Following our strategy for growth and innovation, the Ferrari Land project is just one example of our desire to implement a long-term plan backed by prestigious and internationally acclaimed brands, with the objective of increasing the number of visitors and turn PortAventura World into a global holiday destination. The large-scale projects that we are currently working on, such as Ferrari Land, demonstrate that the 20th Anniversary was only the beginning of an era that will reach a long way into the future.

**Sergio Feder**  
President of the Executive Committee



# HIGHLIGHTS 2015



PortAventura World celebrates its 20<sup>th</sup> Anniversary

Cirque du Soleil presents the Amaluna show at PortAventura World

PortAventura Convention Centre was the venue for the biggest training event in the history of SEAT

Hotel Mansión de Lucy: the first five-star hotel at the Resort

New building, The Callaghan's, at Hotel Gold River

PORTAVENTURA WORLD GROUP



3.9

Million resort visits (PortAventura Park y PortAventura Caribe Aquatic Park)<sup>1</sup>



962

Thousands overnight stays in hotels

- 303,554 Hotel PortAventura
- 184,874 Hotel El Paso
- 217,951 Hotel Caribe
- 242,013 Hotel Gold River
- 13,904 Hotel Mansión de Lucy



81,352

Guests at the Convention Centre

<sup>1</sup> Includes Cirque du Soleil audience.

CUSTOMERS



4.2

Overall evaluation of a day in the park (score out of 5)



33%

International visits to the Resort

HUMAN RESOURCES



2,746

Employees in August



1,439

Own staff at 31 December



75%

Permanent employees



65%

Female employees

SUPPLIERS



1,053

Number of suppliers



86%

National suppliers

PORTAVENTURA FOUNDATION



1.3

Millions of euros Total income used for purposes of the Foundation

ENVIRONMENT



723.46

Tons Waste generated per million visitors



9.0

MWh Energy consumption (electricity and natural gas) per 1,000 visitors/overnight stays



82.3

m<sup>3</sup> Water consumption for human use per 1,000 visitors at PortAventura Park and PortAventura Caribe Aquatic Park



3.3

t CO<sub>2</sub> eq. Greenhouse gas emissions per 1,000 customers

FINANCES



191

Millions of euros Equivalent invoicing



# PORTAVENTURA GROUP, 20 YEARS OF SUCCESS



# 20 years providing excitement and emotion

PortAventura World, which opened in 1995, is now an international Resort and family holiday destination, located between Salou and Vila-seca (Tarragona).

Its 20-year history is primarily based on innovation and continual evolution: new record-breaking attractions, five hotels with more than 2,000 rooms and a state-of-the-art convention centre with capacity for 4,000 attendees.

The leisure range available at PortAventura World also includes the chance to enjoy three golf courses, one of which was designed by Greg Norman, and a beach club, with direct access to the beach, situated in the vicinity of the Resort.

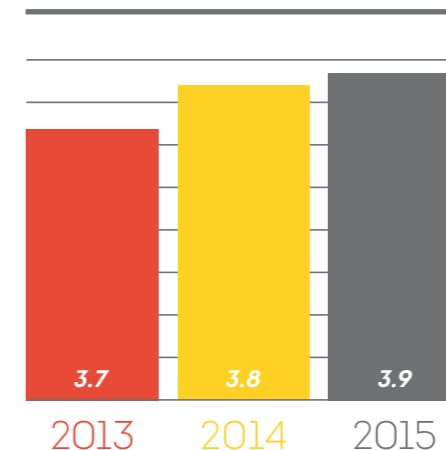


PortAventura Park	PortAventura Caribe Aquatic Park	Hotels and accommodation	PortAventura Convention Centre
Approximately 4 million visitors each year		Nearly 1 million overnight stays in 2015	More than 81,000 participants in 2015

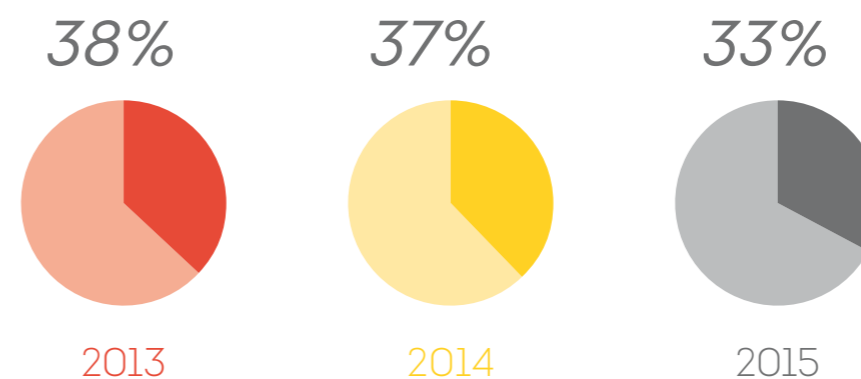


**+3.2% Visitors at PortAventura Park compared to 2014**  
**+3.3% Rooms occupied compared to 2014**

Park visits in millions<sup>1</sup>

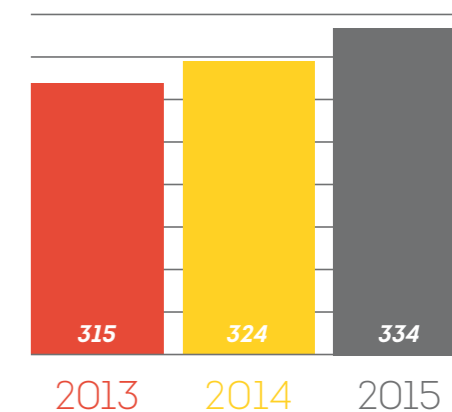


International visits to PortAventura World



1. Includes Cirque du Soleil audience.

Rooms occupied in thousands



# 2015 excellence awards

*PortAventura Park received the Travellers' Choice 2015, the highest award given by TripAdvisor*



### Best theme park

**European Community  
worldofparks.eu.**

Best theme park in Europe for PortAventura Park and Celebration as the best show at a European theme park.



### Best attraction

**The Worldwide Attractions Awards.**  
Best attraction award for Shambhala.



### Star Awards

**Kirmes & Parks Magazine.**  
Best Europe steel coaster for Shambhala.



### Travellers' Choice 2015 Certificate of excellence

**TripAdvisor®.**  
Certificate of excellence for PortAventura Park and PortAventura Caribe Aquatic Park.



### Proven Quality

**Thomas Cook Proven Quality Seal.**  
Resort hotels receive this certificate as a result of excellent comments from customers and an above-average reputation for service, hospitality, cleanliness and quality-price relationship.



### Gold Award for hotels

**Travelife.**  
Gold Award for hotels: PortAventura, Caribe, El Paso, Gold River and Mansión de Lucy.



### Corporate responsibility

**Corresponsables.**  
Award for the 10th Anniversary of the PortAventura corporate social responsibility strategy.



### Environmental quality

**Environmental quality guarantee standard from the Regional Government of Catalonia.**  
Awarded to Hotel Mansión de Lucy; acknowledgement for Hotel El Paso and Hotel PortAventura for having held the standard in the hotel establishment category for more than 10 years.

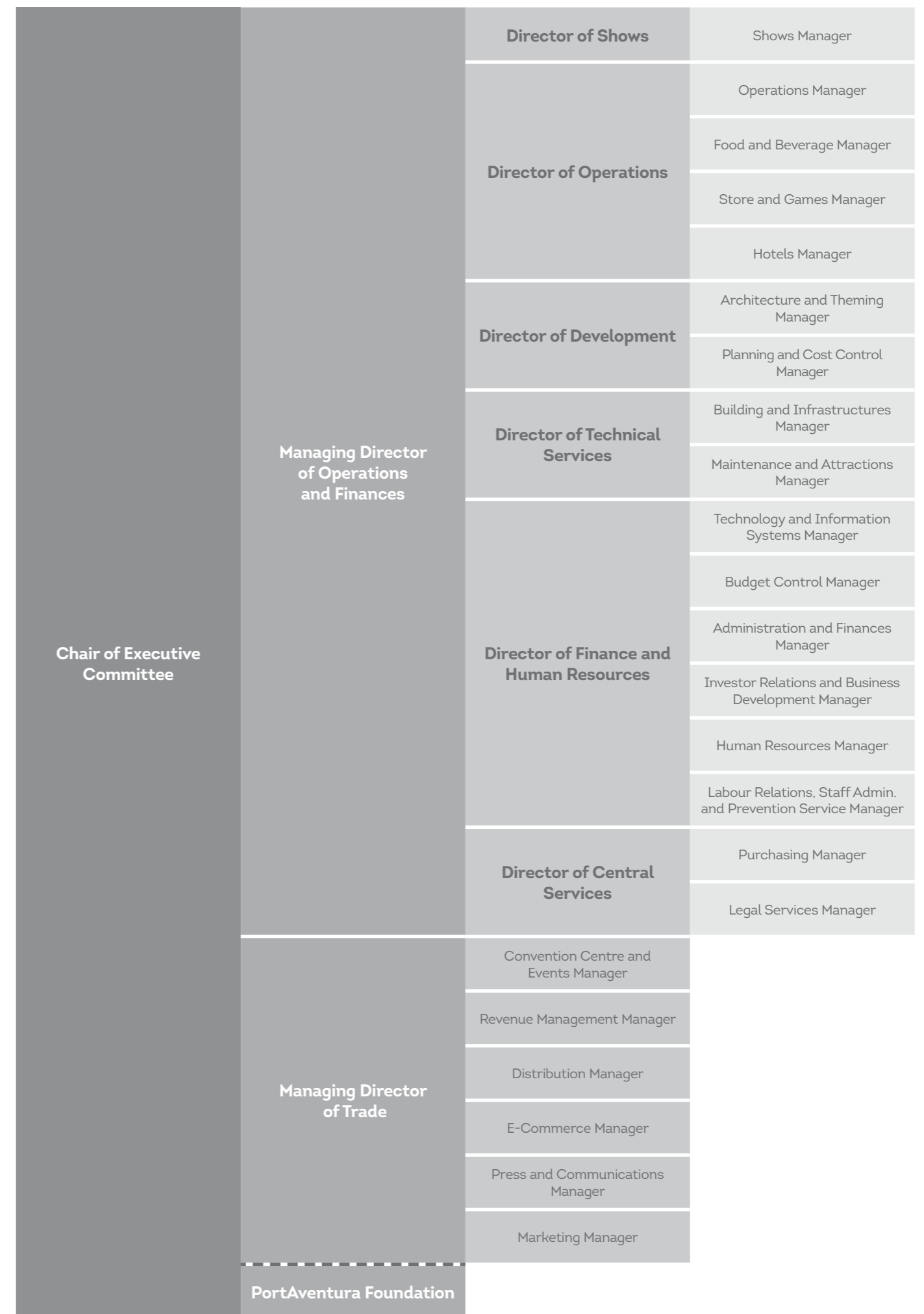


# Professionalism and ethics in the corporate governance model

The Code of Ethics and Professional Conduct lays down the principles of action that govern the behaviour and decisions of all employees, managers and directors. These principles are developed in detail in policies and internal operating rules.

The most noteworthy aspect of being a sustainable business is our ability to generate value under the umbrella of ethics.

*The Board of Directors is the highest governing body of PortAventura World and has an Internal Control Committee and a Management Committee*



# Growing through strategic alliances

PortAventura World actively participates in sectorial organisations, public institutions and the tertiary social, medical and care sector, among others, as part of its firm commitment to promote economic and social development.

## PortAventura World

- Association for Management Progress (APD) – Collaborating member
- Barcelona Tourism
- Barcelona Convention Bureau (BCB)
- Barcelona Marketing Club
- Catalonia Convention Bureau (CCB)
- Catalan Tourist Board (ACT) – Collaborating business
- Club EMAS Catalonia – Member
- Costa Dorada Convention Bureau
- Costa Dorada Tourism Studies Foundation – Trustee
- Green Meeting Industry Council (GMIC)
- Hotel and Tourism Business Federation of Tarragona (FEHT) – Member
- International Association of Amusement Parks and Attractions (IAAPA) – Member
- ICIL (Catalan Logistics Institute) Foundation – Member
- International Association of Convention Centres (AIPC)
- Josep Carreras Private Foundation – Trustee
- MPI Spain Chapter
- Salou-Cambrils-La Pineda Hotel Association – Partner
- Spanish Association of Amusement Parks and Attractions (AEPA) – Member
- Spanish Confederation of Hotels and Tourist Accommodation (CEHAT) – Member
- Spanish Association of Purchasing, Contracting and Procurement Professionals (AERCE) – Member
- Tarragona Chamber of Commerce – Premium member
- Tarragona Convention Bureau (TCB)
- United Nations Global Compact Network Spain – Member signatory





# CORPORATE RESPONSIBILITY AS A CENTRAL AXIS OF BUSINESS STRATEGY



## SOCIAL COMMITMENT

## ENVIRONMENTAL COMMITMENT

## ECONOMIC COMMITMENT



AN EXCEPTIONAL TEAM FOR AN EXCELLENT SERVICE

MEMORABLE EXPERIENCES FOR CUSTOMERS

PORTAVENTURA FOUNDATION, CONTRIBUTING TO THE WELFARE OF SOCIETY

RESPECT FOR THE ENVIRONMENT AS A BASIC MANAGEMENT PRINCIPLE

A PROFITABLE BUSINESS

AN EXPANSION STRATEGY TO GENERATE VALUE

SHARING VALUES WITH SUPPLIERS



**OUR CORPORATE RESPONSIBILITY**  
A COMMITMENT TO ALL AND FOR ALL

## THE TEN PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT

### HUMAN RIGHTS

1

Businesses should support and respect the protection of internationally proclaimed human rights.

2

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

3

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

4

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

5

Businesses should uphold the effective abolition of child labour.

6

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

7

Businesses should support a precautionary approach to environmental challenges.

8

Businesses should undertake initiatives to promote greater environmental responsibility.

9

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

10

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



lavioia 2015

# Corporate responsibility, a long-term commitment

The strategic perspective of PortAventura World on corporate responsibility is oriented towards fostering initiatives that create value for its stakeholders. This perspective takes shape through social commitments, which include the human team, customers/visitors and social action, in addition to environmental commitments, which encompass good practices in accordance with our main impacts on the natural environment. It also includes economic commitments, which comprise everything from innovation and good corporate governance to economic performance and contribution to local development.

As part of its commitment to corporate responsibility, it has integrated the United Nations Sustainable Development Goals for Organisations, and works to comply with the goals that are most closely related to, and achievable through, its activity type. In this regard, it promotes World Tourism Organisation sustainable tourism and is a signatory of the Global Compact, with an advanced level. It also considers it essential for the tourism sector to share responsibilities as far as achieving the United Nations Sustainable Development Goals (SDG) is concerned. These are therefore the basic principles that comprise the pillars of the company's corporate responsibility strategy.

In order to manage corporate responsibility, the different management and operational areas set specific goals within the framework of social, environmental and economic commitment. These are coordinated by the Corporate Responsibility Area, so they can be integrated into existing management systems and the continuous improvement process. The Corporate Responsibility area is managed by Central Services, which serves all areas of the company.

*In 2008, PortAventura World joined the United Nations Global Compact and currently has an advanced level, which is the highest level of reporting quality*



# Creating the PortAventura World Corporate Responsibility Committee is a 2016 objective

## Corporate responsibility goals oriented towards stakeholders

		Short term	Middle term	Long term
<b>For our customers</b>	Create the Convention Centre Sustainable Events Manual.	●		
	Develop actions to reduce food waste at hotels.	●	●	●
	Publicise the corporate responsibility commitment through internal hotel channels.	●		
<b>For employees</b>	Develop the PortAventura e-Health program.	●	●	●
	Implement the new training platform.	●		
<b>For suppliers</b>	Approve suppliers based on environmental and social criteria (Supplier Portal).	●		
	Hold an annual day event for suppliers, "Dialogue with suppliers".	●	●	●
	Implement a supplier evaluation system.			●
<b>For society</b>	Increase employee participation in the Teaming Project.	●	●	●
	Increase the number of participants in annual fundraising events.	●	●	●
	Seek new sponsors for the PortAventura Foundation.	●	●	●
<b>For the environment</b>	Reduce our solid urban waste (SUW).	●	●	●
	Optimise annual energy and water consumption per visitor/overnight stay.	●	●	●





## Transparency in stakeholder relations

One of the main corporate responsibility goals of the Resort is to provide value for all stakeholders by actively listening to their needs and concerns, based on a multichannel relationship.



### SHAREHOLDERS

Generate value and profitability for shareholders through responsible, sustainable management.



### SOCIETY

Reinforce and improve quality-of-life in society, as a result of responsible behaviour and close collaboration with social organisations.



### CUSTOMERS

Prioritise service quality through innovation, to respond to the expectations and needs of customers and visitors, in a safe environment that provides healthy entertainment.



### SUPPLIERS AND CONTRACTORS

Foster the responsible management of all companies as regards their supply chain.



### EMPLOYEES

Invest in employees and offer them a good place to work, while fostering equality and diversity.

## Our reason for being

### Mission

"To be the best international Resort destination and a European benchmark, providing families and young people with unforgettable experiences in a unique setting characterised by adventure, excitement and imagination."

### Corporate values

- Passion for the customer
- Quality
- Excellence
- Social commitment
- Respect for the environment
- Dedication
- Teamwork and cohesion
- Family fun
- Safety

# Materiality, key topics in the report

In order to identify significant aspects to report in relation to the performance of PortAventura World in the economic, social and environmental spheres, for the 2014 edition of the report, a materiality analysis was performed, which integrates the company's priorities with those of its stakeholders. This process took place in order to focus content on what was important, following

the Sustainability Reporting Guidelines of the Global Reporting Initiative (GRI), version G4. Given that no significant operational changes took place at PortAventura World during 2015, the results of the materiality analysis performed in the preceding edition of the report are considered to be valid and in force.

## Materiality matrix

		Material aspects and issues				
Significance for stakeholders		Low	Medium	High	High	
High	<ul style="list-style-type: none"> <li>■ Effluents and waste</li> </ul>	<ul style="list-style-type: none"> <li>■ Indirect economic consequences</li> <li>■ Diversity and equal opportunities</li> <li>■ Non-discrimination</li> <li>■ Labelling of products and services</li> </ul>	<ul style="list-style-type: none"> <li>■ Environmental evaluation of suppliers</li> <li>■ Employment</li> <li>■ Relationships between workers and management</li> <li>■ Health and safety in the workplace</li> <li>■ Supplier evaluation in relation to labour practices</li> <li>■ Supplier evaluation in the area of human rights</li> <li>■ Fight against corruption</li> <li>■ Customer health and safety</li> <li>■ Design innovation and improving attractions and facilities*</li> </ul>	<ul style="list-style-type: none"> <li>■ Procurement practices</li> <li>■ Promotion of the cultural and natural heritage of the area</li> <li>■ Architectural accessibility</li> </ul>	<ul style="list-style-type: none"> <li>■ Materials</li> <li>■ Biodiversity</li> <li>■ Emissions</li> <li>■ Products and services</li> <li>■ Local communities</li> <li>■ Merchandising safety</li> </ul>	<ul style="list-style-type: none"> <li>■ Economic performance</li> <li>■ Energy</li> <li>■ Water</li> <li>■ Training and education</li> <li>■ Customer privacy</li> <li>■ Food safety and promoting healthy eating habits*</li> </ul>
Medium						
Low	<ul style="list-style-type: none"> <li>■ General</li> </ul>		<ul style="list-style-type: none"> <li>■ Compliance with animal welfare regulations*</li> <li>■ Raising awareness of good environmental practices*</li> <li>■ Communicating with the customer and complaints mechanisms*</li> </ul>			

- Environment
- Economic aspects
- Labour practices
- Human rights
- Society
- Product responsibility

\* Other issues (not corresponding to the GRI G4 Guidelines)



# SOCIAL COMMITMENTS



# An exceptional team for an excellent service

## Committed to your well-being

The most important element in the success of PortAventura World is its employees, because their behaviour, attitude and professionalism when they interact with customers are key factors.

PortAventura World is celebrating its 20<sup>th</sup> Anniversary with its employees through different activities, including a special event for the 184 people who have worked at the company since it first opened. On this occasion they were all presented with a commemorative book that explains the company's journey throughout its 20-year history.

Further celebratory activities included a draw for the whole staff to win 20 pairs of tickets for Amaluna, a selfies competition, special entry prices and a draw to win various stays and trips, including a trip to New York.



## Some testimonials



*"I joined this project in 1993 and was a member of the team that built the park. I began as a receptionist, but within a couple of weeks they moved me to the Building Management team. A little after the Park opened, I became secretary of the Maintenance Department and, in 2004, after training in Corporate Responsibility, I took on my current position. I am currently very happy in my work and evaluate my job very positively. The truth is that these years have flown by."*

**Anna Sabaté,**  
Senior Corporate  
Responsibility Technician



*"I sent my CV to PortAventura, they gave me a job and I stayed. I found the project very attractive: a large company dedicated to leisure. I have fond memories of the first season because it was very special. Over the last 20 years, as a member of the Operations area, I've worked everywhere in the Park, except in Admissions. I would evaluate these 20 years positively. Nowadays, you don't feel the same excitement as in that first year, obviously, because now it's part of your day-to-day."*

**Margarita López,**  
Attractions Specialist



*"I remember that on my first day I was extremely nervous, but more than that, very excited. You felt like you were experiencing the opening of something very important, at a European level; although it was also like going into the unknown, because there was very little to compare it to, to be able to envisage how everything would work out. The first day we were all anxiously awaiting the arrival of the first customer. When you experience the commencement of a project with so many expectations, all your emotions come to the surface."*

**Juan Carlos Edo,**  
Show Production Manager



## A customer and visitor services team

The workforce changes depending on the season, with a higher number of workers during the peak tourist period, which is mainly from May to August and in October, due to the Halloween festivities.



2,746  
Employees  
in August



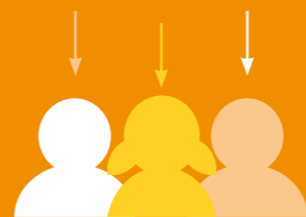
1,727  
Average employees

31



1,439  
Own staff

As at 31 Dec



3,428  
External staff



64%  
Operations  
staff



75%  
Permanent  
employees



83%  
Full-time  
employees



98%  
Employees  
covered by their  
own collective  
agreement

## New collective agreement to improve working conditions

In 2015, a new collective agreement was signed for the 2015-2019 period, which introduces improvements in relation to remuneration, stability, conciliation and contracts:

- The service provision guarantee of 6 months and 20 days was increased to 7 months.
- Salary increase 2015, IPC + 0.7%.
- From 2016, for professional groups B, C, E, F and G (which do not currently have variable remuneration), it is agreed that they can receive an annual non-consolidated productivity bonus, which is conditional upon exceeding the annual EBITDA.
- Increased bonuses.
- Office workers (office staff) with regular working hours, will have intensive working hours in the month of August, from 8 a.m. to 3 p.m.
- Language bonus.
- Workers who voluntarily opt not to take holiday in the months of July and August can decide when they wish to take up to 75% of their holidays (the time when the remaining 25% will be taken will be decided by the company).

- Menu price frozen at €2.50 for five years.
- Conversion of 150 temporary contracts to discontinuous permanent contracts (100 in 2015 and 50 in 2016).
- Increase in the number of days for certain types of leave: leave related to death (Article 15.2.A) and B)), serious illness (Article 15.2.C) and D)) and birth will change from two to three days. Furthermore, leave for serious illness (Article 15.2.C) and D)) can be taken within seven days following the event that gives rise to it.
- Leave of absence: in the case of leave of absence to look after a child under three years old, elderly people or due to gender violence, the period during which the position will be kept is increased to three years.
- Accident insurance policy cover is extended.



### Numerous advantages for employees

Different advantages and benefits are added to the remuneration model for all employees: group accident insurance, advantageous conditions for entry to the Resort (free entry to the park,

free parking, availability of season passes, and discounts on ticket packages for PortAventura Park, the water park and hotels, shops, restaurants and service rentals). New additions include:

#### New web platform: *PortAventura Guide*.

Includes all corporate information and advantages, with more than 400 advertisers. The contents will be renewed and extended periodically, to include new offers and provide greater accessibility, through a dedicated app.

#### New service space for employees.

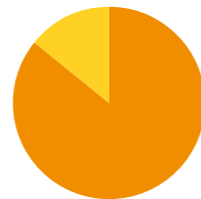
Includes a fitness training room, an outlet store selling PortAventura products and an employee service counter.

### Commitment to future professionals

PortAventura World fosters student recruitment by promoting measures such as weekend and holiday contracts and offering specific posts for under 18s (16-18 years old). Also aimed at this group, grants are available for employees enrolled at Rovira i Virgili University, students are offered internships and leave is granted for exams.

To assist incorporation into the world of work, PortAventura World has collaboration agreements in place with more than 30 training centres, including the Juan XIII High School Dual Program and various work experience programs. We also attend different recruitment fairs in the region.

**International**  
13 (14%)  
**National**  
78 (86%)



Students on work experience in 2015



### Respect for equality, diversity and multiculturalism

Gender equality is a commitment inherent in people management. It is put into effect and materialises through tools such as the Equal Opportunities Plan, the protocol against bullying in the workplace, the use of non-sexist language and inclusion of the gender perspective in psychosocial risk evaluations.

PortAventura World is home to people with different nationalities, which is why integrating cultures has always been one of the challenges of human resource management. To facilitate the integration of these new employees, we work with immigrant employment associations, and offer an accommodation service, and Spanish and Catalan language classes.

## 33 Different nationalities



65%  
Women on the workforce



45%  
Women in executive and area management positions



65%  
Women in supervisory, technical and administrative positions



66%  
Women in operations



58%  
Employees aged between 26 and 45 years old

## *Promoting integration in the workplace of people with disabilities and those in risk of social exclusion*

PortAventura World is committed to go beyond what is established in the legal framework for integrating people with disabilities and those in risk of social exclusion into its workforce. Based on this goal, it makes jobs available in attractions, admissions and parking, cleaning, restaurants, shops, administration and kitchens, among other areas. When selecting staff, through an individual process based on skills assessment interviews, we collaborate with social organisations such as the Down Tarragona Association, CPEE Sant Rafael (Tarragona), ECOM Foundation, ASJTET Regional Program Centre (Support for Youths that are Wards or Ex-Wards of Court in Tarragona), and the Maragda and Heura Programs run by Baix Camp Regional Council. This group receives specially adapted training

courses, and monitoring takes place through interviews with the supervisor/tutor. To supplement this direct recruitment, PortAventura World purchases goods and services from special employment centres in the region, to fulfil its commitment in this regard.

People with special needs represent 2.16% of the workforce (this figure refers to employees hired directly).

For workplace integration, PortAventura World has established a collaboration agreement with Vila-seca and Salou Local Council and the Training and Work organisation for reinsertion of groups in risk of exclusion.



## Training and professional development opportunities

Training and development are basic elements for people and the business. PortAventura World continues driving initiatives to improve and innovate in these areas.

### Continuous training as a key part of professional development

Strengthening our human capital through training and professional development makes it possible to foster talent and people leadership, reinforcing employees' skills and abilities in different areas. Training is tailored to different professional profiles and offers the necessary knowledge to ensure they correctly perform their daily activities.

The Training Plan encompasses the training needs identified each year. It is structured into three blocks:

- **Corporate training (compulsory):** given to all employees, in accordance with their place of work; includes concepts developed by the Group.
- **Environment, health and safety training (compulsory):** given to all employees, in accordance with their place of work, pursuant to Spanish Law 31/1995 on Occupational Risk Prevention, and to comply with action principle four of the Group Environmental Policy.
- **Development training:** aimed at improving the personal and/or technical skills of participants, and designed and taught using in-house or external resources.



**14.13%**  
Workforce benefiting from a variable remuneration system based on achieving individual and group goals



**3,002**  
Employees have received some type of training during the year



**28,595**  
Total training hours



**9.53**  
Average training hours per employee

### Performance evaluation and merit recognition

PortAventura World awards employee commitment and motivation through initiatives such as the Best Unit Award, aimed at level B managers of Sales areas (shops, games and restaurants), who achieve quarterly productivity goals and guest satisfaction (GSAT), and the Employee of the Quarter Award, given to employees who excel at their jobs and work in other areas of the units that win the Best Unit Award. The latter also

includes the areas of Shows, Operations and Hotel Receptions that achieve quarterly Guest Satisfaction (GSAT) goals. Employees are also offered quality cards (250 cards awarded in 2015), which acknowledge their efforts. These cards consist of two invitations, with two entry tickets to the park, one night in a hotel at the Resort or €30 in discount coupons.

Average training hours per employee, by gender and employee category (h/employed)

2015			
Male	Area managers and executives	41.89	10.03
	Supervisors, technicians and administrative workers	10.35	
	Operations staff	7.79	
Female	Area managers and executives	36.09	9.26
	Supervisors, technicians and administrative workers	13.35	
	Operations staff	6.51	



## Continuous improvement of safety in the workplace

The commitment of PortAventura World to its employees' safety is explained in the Occupational risk prevention policy and in the General health and safety regulations. (G4-LA5) There is also a Health and Safety Committee, a joint, collaborative body comprising seven prevention officers and seven company representatives appointed by PortAventura Management. The Committee promotes initiatives and programs to improve health in the workplace.

Occupational risk prevention takes place at PortAventura World in order to ensure a high level of Health and Safety in the workplace. Once again this year, as a result of efforts by all employees, we have managed to reduce the number of accidents.

Different monitoring and control measures were applied during 2015, supplemented by preventive actions, in order to promote an environment of safety and well-being in every position of employment. To achieve this goal, there have been a total of 117 emergency drills, 103 risk assessments, 138 technical reports (noise, thermal and light-related stress), 21 fire prevention workshops and 233 courses on occupational risk prevention. In addition to this, the medical service has performed 1,357 medical examinations, 1,116 medical consultations, and 4 vaccinations, and addressed 299 exemption queries.

Regarding external staff performing any type of activity at the facilities, PortAventura World has tools and processes to ensure people's safety.

14.33

Frequency index

2,407

Incident index

0.41

Severity index

3.25%

Rate of absenteeism

## Fostering healthy habits among employees

PortAventura World is firmly committed to sustainable development goal number 3: "ensure healthy lives and promote well-being for all at all ages", in this case, with regard to its employees. In 2016, the **PortAventura e-Health** program will be created, which will be based on the Fifty-Fifty program, developed by the SHE

Foundation and promoted by reputed cardiologist Dr Valentin Fuster, in order to improve the general health of employees between 25 and 50 years of age, by helping them correct unhealthy habits and take control of the main cardiovascular risk factors.

**Fifty-Fifty, a pioneering health program in the business world. PortAventura World is the first organisation to implement it.**

50/50

**Fifty-Fifty Programme**

The programme is innovative in its use of peer support to achieve set goals involving changing habits. It takes place through training and motivational workshops, and all participants in the programme receive 10 training hours, aimed at promoting healthy habits. The 45 employees selected were monitored using the *Fuster-BEWAT score*, which measures habits related to health and biological parameters. It has also worked as a motivational tool.

The results have been very satisfactory, not only as regards improving habits that affect health, such as reducing the accident and professional illness rate, but also in relation to collateral

improvements, such as increasing the job motivation and satisfaction of employees, which translates into a better working environment and corporate image. All this leads to an enhanced sense of pride in belonging to the company.

In 2015, several workshops took place to foster healthy habits among employees: preventing cholesterol; diet to combat cholesterol, high blood pressure and uric acid; weight-loss diet; benefits of physical exercise and publication of habits that affect posture in *Acció Magazine*.



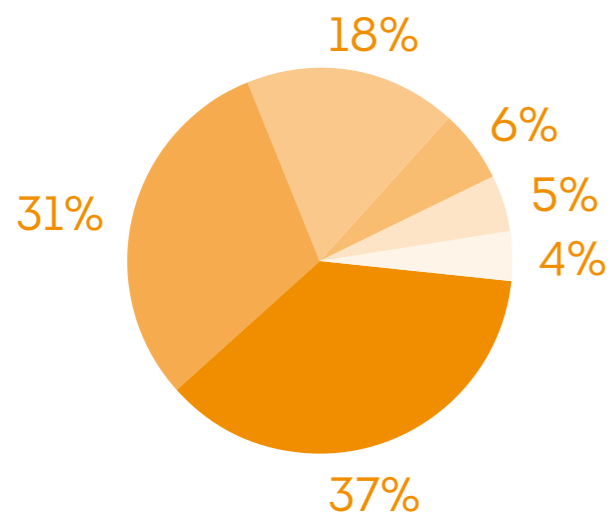


# Memorable experiences for customers

## National and international customers

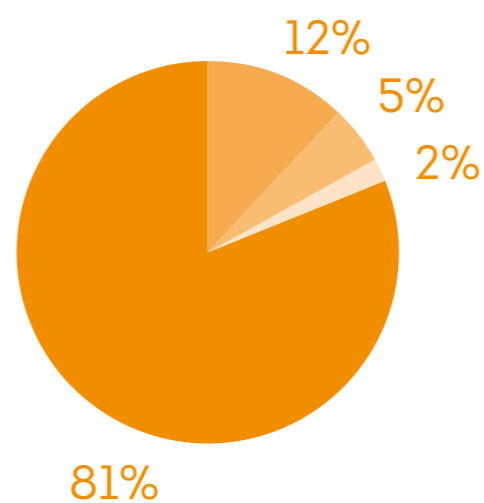
During its twenty-year history, PortAventura World has gone from being just a theme park to becoming a comprehensive tourist destination for families from all over Europe. This has been achieved through innovation and the continuous evolution of PortAventura World and, above all, as a result of the attitude and professionalism experienced by customers.

The extensive range presently available at PortAventura World enables it to satisfy the leisure needs of day customers, those who stay for a few days, and of customers looking for a destination to enjoy a longer stay, in addition to business customers, through the Convention Centre.



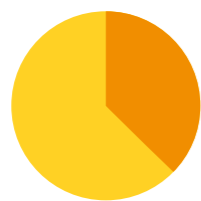
Origin of visits to PortAventura World (2015)

Catalonia	Rest of Spain
UK / Ireland	France
Russia / Ukraine	Others

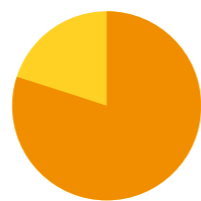


PortAventura World customer profile (2015)

Families	School
Friends	Rest



33% International visitors to PortAventura World



81% Family visitors to PortAventura World



*The convention centre completes the PortAventura World service range*

Although PortAventura World has been holding events for many years, it is since the Convention Centre opened, in late 2009, that this business unit has been consolidated within the company. The Business & Events Area offers products and services aimed at businesses and agencies from the MICE (meetings, incentives, conferences and exhibitions) sector, with expectations and needs

that are very different to the holiday customer. Events are held where leisure and business are merged, in order to achieve our customers' objectives. With all the available services, products and spaces (convention centre, park, hotels, etc.), PortAventura Business & Events is able to offer a tailored, 360° solution.

***In 2015, the Convention Centre was the venue for the largest training event in the history of car manufacturer SEAT, for the launch of the new SEAT Ibiza, with more than 4,500 participants***

Other prominent events for 2015 were those organised for companies such as: Gaes, Dow Chemical, IBM, HP, T-Systems, Master Blenders, Mondelez, Kids & Us, Basf, p, Novartis, Boehringer, Desigual, Sanitas, Deloitte, Bausch & Lomb, UN Inter-Agency Games.

B&E offers corporate clients the option to get involved in numerous teambuilding activities, which feature highlights such as Healthy Day, aimed at promoting a healthy lifestyle and consisting of outdoor sports and games, ideal for the health-conscious and those who love being active. Other activities include improving degraded green areas or renovating facilities for disadvantaged groups.

Companies are increasingly aware of the importance of becoming part of the social actions undertaken by the company. In 2015 a large multinational raised a large amount of money amongst attendees at their event, which was donated to the PortAventura Foundation and the employment integration project carried out by the Down Tarragona Association.



**81,352**  
Attendees at the  
Convention Centre  
(+26% compared to 2014)



**184**  
Events held at  
PortAventura World  
(+20% compared to 2014)



## Multichannel communications to be close to the customer

In order to be close to the customer, PortAventura World has established different channels for communication and dialogue, e.g. responsible publicity campaigns and direct service from all staff. Recently, PortAventura World has placed particular focus on reinforcing its presence on social networks. It is currently present on 150 websites, which makes it possible to gather a lot

of information about how PortAventura World is perceived. For instance, in high season, each month, it may receive more than 1,500 comments on websites, 350 queries and 150 complaints on social networks. There is a very good balance, with 85% of comments made online being positive.



Facebook

324,483  
fans



Twitter

57,032  
followers



Instagram

29,422  
followers



YouTube

9,593  
subscribers



Vkontakte

2,929  
fans

**TOTAL**

**423,459**

Followers

(+19,1% compared to 2014)

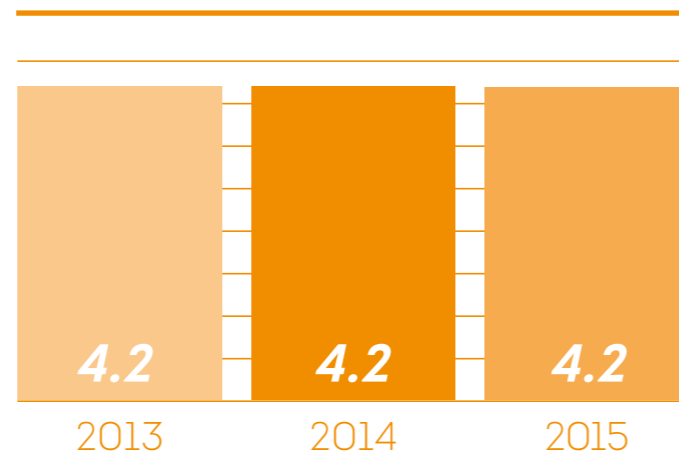


## Focus on service for customer satisfaction

Since its early days, PortAventura World has worked towards a common goal: to create and offer customers unique, varied experiences, which is how the company defines its vision. With a clear customer focus, it seeks to achieve total satisfaction for customers visiting the Resort, in addition to meeting their expectations.

The Family Tourism Destination certificate, awarded by the Catalonia Tourist Board, represents acknowledgement of this commitment to quality and its specialist service for families.

The purpose of the survey is to identify areas to improve and evaluate actions implemented, in order to provide a response that is entirely in line with the needs and expectations of customers. Furthermore, the results of these surveys are used internally by different areas of the company, since customer satisfaction is a strategic aspect for PortAventura World.



**Customer satisfaction**  
Overall evaluation of a day at the park (score out of 5)



**The area given the highest rating by visitors is rides, which scored 4.4 out of 5**



**96%**  
Customers would probably or very likely recommend PortAventura Park



**89%**  
Customers would probably or very likely come back to PortAventura Park



**73%**  
Customers would probably or very likely return to the Resort hotels



**37%**  
Customers of Resort hotels whose experience has been better than they expected



**74%**  
Customers would probably or very likely organise another event at the PortAventura Convention Centre

## Top priority placed on facility and product safety

### Continuous improvement measures

PortAventura World implements strict measures regarding the safety of its facilities, food and beverage services and people's movements. It applies action protocols for incidents and emergencies, and monitoring and control systems in the parks, hotels, Convention Centre, activities outside the Resort and in its restaurants.

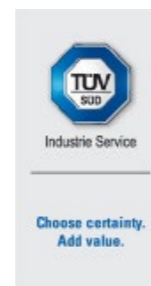
- All attractions are certified by TÜV SÜD before they are opened to the public. In 2015, corrections were made to the following attractions in accordance with EN13814: Furius Baco, Tutuki Splash, Hurakan Condor, El Diablo-Tren de la Mina, Stampida, Silver River Flume, Tomahawk and Grand Canyon Rapids.
- Every year, all attractions are inspected and certified by SGS, an independent body authorised by the government. A maintenance procedures manual is also available for each attraction, certified by the same organisation.
- Every day, before each attraction is opened, the corresponding maintenance checklist is applied, in accordance with manufacturer protocols and manuals.
- While the park is closed in the off-season, maintenance staff perform more exhaustive inspections, elements are disassembled, detailed checks are performed on critical components, and NDT tests are performed by independent inspection bodies in accordance with EN13814 standards, with the corresponding functional tests and annual certification. In 2015, attraction inspections were performed by SGS, except in the case of the largest attractions, which were inspected by TÜV SÜD (mentioned in point 1).
- When the park is closed in the off-season, inspections are performed on all attractions in accordance with industrial regulations:
  - RAP (Spanish Pressure Equipment Regulations) (Bureau Veritas ECA);
  - REBT (Spanish Low Voltage Directive) (Bureau Veritas ECA);
  - UNE-60-620 (Spanish Gas Installations Regulations) (Bureau Veritas ECA);
  - Annually, in accordance with the RAPO (Spanish Chemical Product Storage Regulations) (Bureau Veritas ECA), Angkor and water park;
  - Anti-fall protection (lifelines) in accordance with Spanish standard UNE-EN 795 (officially approved external companies)

• When the park is closed in the off-season, major interventions, repairs and reforms are performed in accordance with EN13814. The following activities took place in 2015:

- Remodelling of Track Stampida Phase I (Great Coasters International Inc.);
- New trains and lap-bar monitoring system Tomahawk (Great Coasters International Inc.);
- Cable retention system on Hurakan Condor.
- The corresponding official inspection for water parks is also carried out in the water park (TÜV Rheinland Iberica ICIT).
- An external security advisor is available.
- Inspections are carried out by local fire chiefs and by officials for public health and building maintenance.

The Safety Committee, which meets quarterly, is responsible for managing safety risks.

In order to ensure the safety of park visitors, another essential aspect is providing clear, concise information, to ensure the attractions are used properly, such as the use restrictions located at the entrance to each attraction. All visitors are required to observe the operating rules of PortAventura Park and PortAventura Caribe Aquatic Park.



## Internal traceability system to ensure food safety

PortAventura World performs three types of audits to assess the extent to which food safety systems are being implemented and identify any possible deviations in their application, in addition to opportunities to improve.

- Health and hygiene audits are used to monitor and assess the degree of implementation of the hazard analysis and critical control points (HACCP) system. There are internal audits (performed by PortAventura Quality Control staff) and external audits (by auditors specialising in the food and beverage sector), in accordance with an annual plan established at the beginning of the season, and performed every month or every two months.

- Microbiological analyses are carried out on dishes prepared at the different service points.
- Supplier audits are performed when repeat nonconformities are detected, or when it is suspected that something may not be operating in accordance with current health and hygiene regulations. If minimum results are not obtained in the audit, the supplier is removed from the approved supplier list. These audits may be performed by internal PortAventura World staff or an external auditor.

### Health and hygiene audits

64

External audits on food and beverage facilities

214

Internal Audits

### Supplier Audits

2

External Audits

## Attention to specific food needs and promoting healthy eating habits

- Special menu for people with coeliac disease.
- Brain Food, a healthy menu for event participants.
- Vegetarian options.
- Pre-prepared fruit and juices available at many food and beverage points.

A guide is also available for people with allergies and intolerances that explains how PortAventura World operates in this regard and where they should go. The hotels have a form that is sent to the customer when they make their booking, so they can give advance notice of any allergies. A similar form is also available for restaurant reservations, in addition to a further specific form for bringing food into the park, since some people with complex allergies genuinely need to be able to bring in their own food.

## Merchandising safety guarantee

PortAventura World ensures children's safety beyond current toy legislation, i.e. CE mark and labelling. These controls are applied to all articles for children, whether or not they are toys (they are not compulsory on items that are not toys), which means these products are subject to the following tests:

Toy safety tests in accordance with European standard EN-71 (Parts 1-13):

- EN 71 - part 1 Mechanical and physical properties
- EN 71 - part 2 Flammability
- EN 71 - part 3 Migration of certain elements

PortAventura World receives advice from the AIJU (Technological Institute for Children's Products & Leisure, which specialises in toys, is located in Spain and operates in China).



# PortAventura Foundation, contributing to the welfare of society

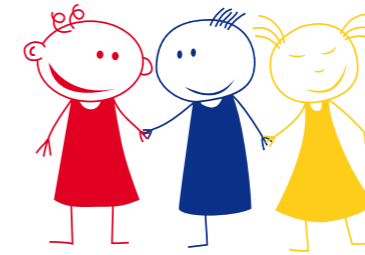
Since 2011, the PortAventura Foundation has been channelling the global commitment of PortAventura World to social action and allocating funds raised to children and young people experiencing:

- Disease
- Disability
- Social exclusion

Furthermore, the Foundation organises three annual fundraising events:

- Charity dinner
- Charity race
- Golf tournament

PortAventura World is the main source of revenue for the PortAventura Foundation, and this is supplemented with further revenue from sponsors and fundraising activities.



€918 thousand  
Contribution of PortAventura  
to the Foundation

€1.3 million  
Total income used for  
purposes of the Foundation\*

Investment in social action				
		2013	2014	2015
<b>Total contribution (thousands of euros)</b>		<b>750</b>	<b>717</b>	<b>1,160</b>
<b>Non-cash donations</b>	Amount (thousands of euros)	623	547	503
	Beneficiaries	250	175	188
<b>Cash donations</b>	Amount (thousands of euros)	127	170	657
	Beneficiaries	11	8	11

Distribution of aid (financial and non-financial), by beneficiary (thousands of euros)		2015
<b>Disease</b>		904
<b>Disability</b>		106
<b>Social exclusion</b>		150

\* Includes cash and non-cash aid plus charges applied to charity events.

## Assistance for children and young people with diseases

*Heart Day. PortAventura Foundation, SHE Foundation and AACIC - CorAvant (3rd edition)*

Under the slogan "Feel the excitement, working together for the hearts of our children and young people", (Emocionate, juntos por el corazón de nuestros niños y jóvenes) this day aimed to provide children and young people in Catalonia with the necessary skills and values to act positively in relation to their health throughout their lives, raise awareness of congenital heart diseases and raise funds to improve the quality of life of those affected.

*Posa't la Gorra. PortAventura Foundation and The Catalan Association of Families and Friends of Children with Cancer (AFANOC) (13th edition)*

Once again this year, the money raised from this big celebration of childhood went towards maintaining Casa dels Xuklis, a residence that provides accommodation for families who have to move to Barcelona for their children to be able to receive oncology treatment, and to ensure AFANOC can offer its services to all of these families. For this event, AFANOC organised publicity and awareness activities based on the realities facing families of affected children.

*Gluten-Free Day. Catalan Coeliac Association (8th edition)*

A festive event held at PortAventura Park aimed at members of the Association and their families and friends. During the course of the day, attendees were able to enjoy gluten-free menus and foods, and activities were organised to provide information and raise awareness in society about coeliac disease.

*Petits Valentins. PortAventura Foundation (1st edition)*

This fun event was held for the first time to pay homage to the brave children at Sant Joan de Déu hospital, who courageously and bravely confront the situation life has cast their way. During the day, funds were raised by selling 2,000 charity entry tickets destined for Social Projects by this leading paediatric hospital.

*Teaming 2015*

Through this initiative, PortAventura World offers its employees the opportunity to voluntarily contribute one euro of their salary to charity projects of their choosing. The PortAventura Foundation adds two Euros for every Euro donated by employees. In 2015, the beneficiaries were the Catalan Association of Family and Friends of Children affected by Cancer (AFANOC) and the Spanish Alliance of VHL (von Hippel-Lindau) Families.

*Christmas visit to hospitalised children in the area*

Woody, Santa Claus and a magic fairy made their traditional Christmas visit to Joan XXIII Hospital, Tarragona, and Sant Joan de Reus Hospital, to bring some Christmas cheer to the children on the paediatric ward.

### *New chapters in the collaboration between the PortAventura Foundation and Sant Joan de Déu Hospital*

In 2015 the first stone was laid for the future paediatric ICU scheduled to open in 2017 and other areas of the partnership agreement have been implemented with the aim of improving hospital stays to create a more pleasant experience for children.

- **Construction of play areas** to make the children's recovery a more cheerful process. From 2015 the Sesame Street characters, stars of our sixth themed area, can also be found around the hospital with the installation of indoor figures for children to pose next to for a photo. In 2016 two new spaces will surround two of the hospital buildings, creating a play area divided into five parts: Mediterrània, Polynèsia, China, Mèxic and Far West, the themed areas of PortAventura Park. This project is still in the design phase.
- **Regular visits by PortAventura Park characters** to children in hospital. Woody Woodpecker and Sesame Street characters like Elmo, Grover and the Cookie Monster have visited the children in their rooms.
- **Welcome Pack**, which consists of a box containing souvenir bracelets, a small game and two tickets for PortAventura Park given to children discharged from the hospital (subject to approval by the healthcare staff).

Building of the new Intensive Care Unit is based on three fundamental goals: to improve the stay of hospitalised children and their families, to equip the unit with further state-of-the-art technology, and to improve the space of the professionals who work at the hospital. The new paediatric ICU will be extended from the 381 m<sup>2</sup> currently available, to 1,440 m<sup>2</sup>. As a result, patients, families and workers will be able to enjoy a hospital environment with conditions that will make this a global state-of-the-art child healthcare unit and a benchmark in Europe.

At 3 million euros, it is the largest private donation the hospital has ever received for refurbishment and new equipment.





## Assistance for children and young people with disabilities

*Fent Amics. PortAventura Foundation and Down Catalonia (7th edition)*

Nearly 5,300 people took part in the charity party that offered participants a day to enjoy the park with family and friends, and to raise funds for the benefit of the seven organisations that comprise Down Catalonia.

### *Agafa't al 21*

In the wake of the positive collaboration that commenced in 2012, the Down Tarragona Association and PortAventura Foundation agreed to continue with the Agafa't al 21 project in 2015. The new agreement will allow the PortAventura Foundation to contribute to financing this project during the 2015-2016 school year. Agafa't al 21 is a service to support social work to help integrate people with Down Syndrome and other intellectual disabilities into the mainstream workplace, and to offer them continuous training. This project is based on the "occupation with support" methodology.

Specifically, as a result of the support provided by this project, 43 people have been included in different companies working in Camp de Tarragona. The project envisages insertion into a position of work, initially accompanied by an on-the-job trainer.

### *Pàdel amb tu*

The PortAventura Foundation and Pàdel amb Tu (Paddle tennis with you) Association have signed a collaboration agreement aimed at combating discrimination and promoting inclusion of groups at risk of exclusion through sport. The project is aimed at young people at risk of exclusion and people with disabilities. The project combines lessons for beginners in paddle tennis and adapted paddle tennis for people with mobility problems, with other activities involving group dynamics, circus workshops, psychomotor skills, work related to health and eating habits. This is a pioneering project in Spain.

## Assistance for children and young people at risk of social exclusion

### *Donation of free tickets*

These are sent directly to centres for children and adolescents up to 18 years old, encompassed by the network of primary care social services, foundations and associations, mainly regional, which have support programmes for children and young people with serious diseases.

**12,841**  
Beneficiaries since 2011

*Somriu per la Infància. PortAventura Foundation and Federation of Child and Adolescent Care and Education Entities (FEDAIA)*

More than 4,500 children took part in this massive celebration, through activities organised by the entities that comprise FEDAIA and the attractions and shows offered at PortAventura Park. The purpose of the day was to raise awareness in society about the situation of many children and young people in risk of exclusion, and it concluded with a concert by Xiula and Teràpia de Shock.

### *Food Kit, municipality of Vila-seca*

The PortAventura Foundation and the Volunteer Association of Vila-seca extended their cooperation (in place since December 2012) until December 2016, through which the Foundation finances the purchase of staple food kits, which will be donated to families at risk of social exclusion in Vila-seca.

*Casa Sant Josep Foundation charity project: Casa d'infants (Children's House)*

The purpose of this project is to launch a service to develop the skills of children and adolescents and avoid them becoming institutionalised. The project is aimed at children from 4 to 18 years old who are in a situation of risk or neglect and for their families. Preference is given to those with a middle-to-high chance of recovery.



## Our own fundraising activities



2,000  
Runners

*Charity race. PortAventura Foundation (4th edition)*

Held at the grounds of PortAventura Park, this event brings adult, adolescent and child runners together. Funds were donated to the Down Tarragona Association, specifically, to the Agafa't al 21 project, which focuses on training for the inclusion of young people with Down syndrome in the workplace. Various sponsors and volunteers also collaborated in the race, including a group of employees from PortAventura World.



€82,000  
Donation

*Charity dinner. PortAventura Foundation (5th edition)*

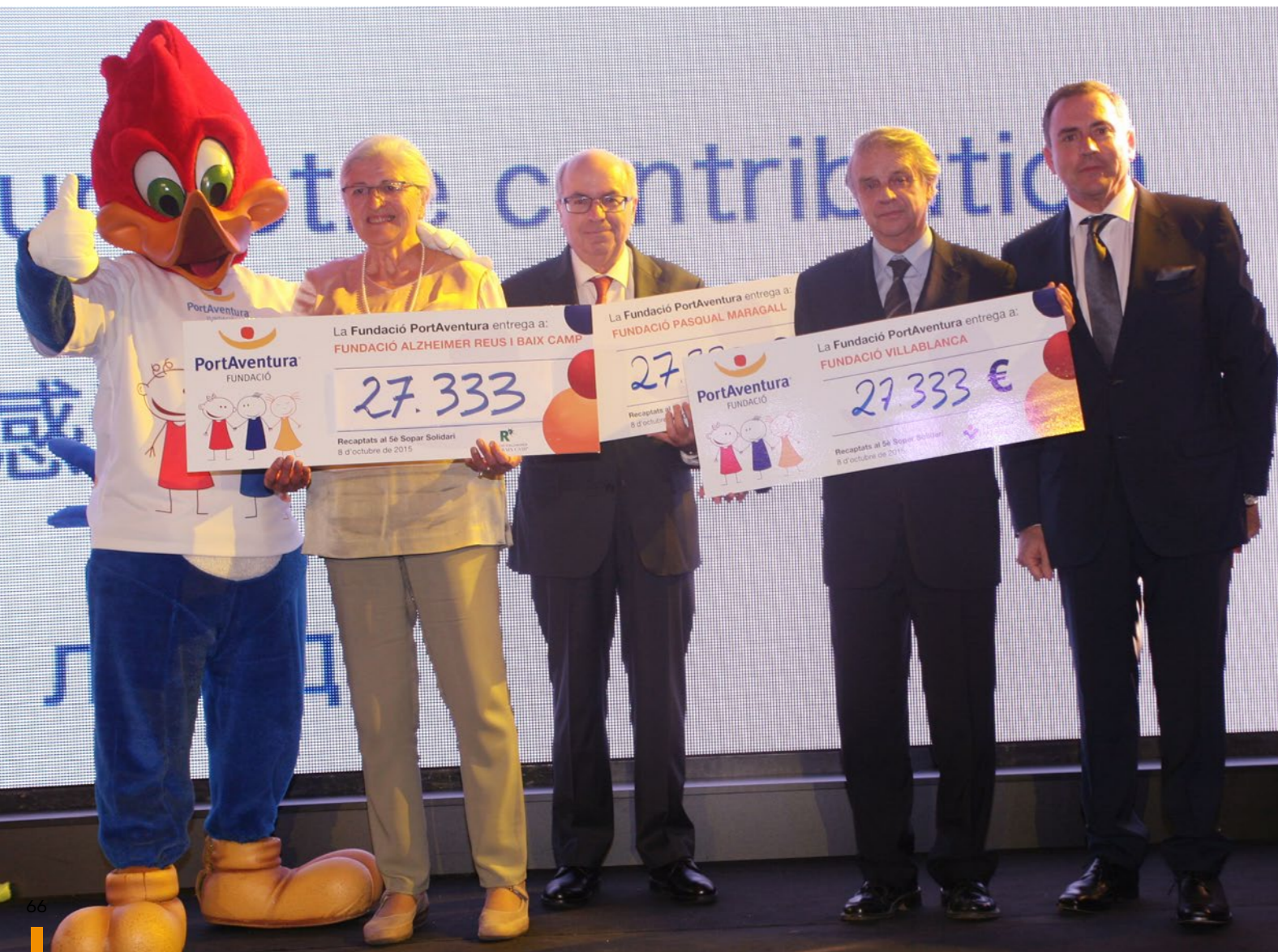
With the PortAventura Convention Centre as the venue for the event, the charity dinner raised a significant amount to be donated to the following organisations: Pasqual Maragall Foundation, Reus i Baix Camp Alzheimer's Association and the Pere Mata Group - Villablanca Foundation. The funds will be used to perform research involving young people of today, in order to prevent diseases tomorrow, with projects focusing on the fight against Alzheimer's.



€20,000  
Donation

*Golf tournament. PortAventura Foundation (1st edition)*

Held at the Lumine Golf Club, more than 75 participants took part, exceeding all expectations. The event raised 20,000 euros for the charity project Casa d'infants (Children's House), run by the Casa Sant Josep Foundation.





# ENVIRONMENTAL COMMITMENTS



# Respect for the environment as a basic management principle

For more detailed information on the environmental performance of PortAventura World, consult the 2015 Environmental Declaration online at [www.portaventuraworld.com](http://www.portaventuraworld.com).

## Fully systematised environmental management

PortAventura World includes environmental protection in its strategy and conduct, through the Environmental policy and its General environmental practices, and has the following certificates and rewards:

- Since 2001, it has been registered with EMAS (Eco Management and Audit Scheme), and since 2008, it has been a member of Club EMAS, Catalonia. (G4-15).
- Since 2003, environmental management standard for hotels, awarded by the Department of Environment and Housing of the Regional Government of Catalonia.
- Since 2007, ISO14001 certification.
- Since 2009, Travelife sustainability system: sustainable tourism in hotels.

The PortAventura World environmental management bodies work across the entire company:

- Management Committee, directors and area managers, who make decisions regarding environmental management of the Resort, following the advice of the Environmental Management System (EMS) representative.
- Environmental Management System (EMS) representative, a director who liaises with the Management Committee.
- Environmental Committee or the Green Team, comprises one member from each PortAventura World department; this person is responsible for leading environmental initiatives, enforcing management systems and implemented regulations, monitoring results achieved and setting new goals. This committee meets every two months.



Since 2001



Since 2003



Since 2007



Since 2009

Environmental audits are the essential monitoring tool.

11

Internal audits of the environmental management system

3

External audits to ensure legal compliance and for certification in accordance with ISO 14001:2004 and EMAS III



## PortAventura Business&Events

PortAventura Business & Events, as a member of the GMIC (Green Meeting Industry Council), employs responsible, sustainable events management. The facilities at the Convention Centre, hotels and theme park are prepared to reduce CO<sub>2</sub> emissions and to prevent, minimise and recycle waste.

Other measures include using recycled and reusable materials, low-consumption lighting and digital documents. Furthermore, indigenous species have been planted in the environment and Brain Food menus are offered, with organic and local products, to ensure sustainable events take place at PortAventura World.

### Main environmental impact



WATER consumption

ENERGY consumption

MATERIAL consumption



WASTE generation

WASTEWATER generation



Atmospheric EMISSIONS



Effect on BIODIVERSITY

## Continuous improvement for greater efficiency and to optimise resources

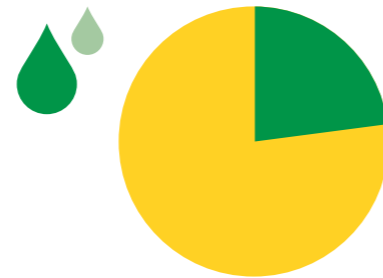
### Water, an essential resource

Water is an essential resource for the functioning and theme of the Resort and, consequently, one of the main challenges is to reduce its consumption by using measures such as controlling potential leaks, impermeability tests, automatic watering in the parks and plumbing equipment with saving systems.

#### MAIN ACTIONS FOR IMPROVEMENT 2015

- Installation of new meters to increase control over drinking water consumption.
- Installation of a grille at the base of the piglet fountain, in the SésamoAventura area, to take full advantage of recreational water.
- Connection of the special water effect for the three elephants on the Angkor attraction to the channel of the attraction itself, to save drinking water.

The Resort has a water network that separates wastewater from rainwater, to take advantage of some of the rain. PortAventura Park's main lake collects almost all of the rainfall in the park.



**23%**  
Decrease in recreational and swimming pool water consumption per 1,000 visitors at PortAventura Park and PortAventura Caribe Aquatic Park compared to 2014

Annual water consumption by source and use (m <sup>3</sup> )				
	2013	2014	2015	
Water coming from the municipal mains supply	Water for human consumption (used in restaurants, toilets, for personal hygiene, cleaning etc.)	418,864	440,618	492,730
	Water for recreation and for swimming	301,788	318,663	291,055
	Water for irrigation <sup>1</sup>	4,552	521	2,610
Wastewater coming from the Wastewater Treatment Plant (WWTP)	Water reclaimed from the WWTP for irrigation <sup>2</sup>	254,400	192,880	187,363
<b>Total</b>	<b>979,604</b>	<b>952,682</b>	<b>973,758</b>	

The data are taken from direct meter readings.

<sup>1</sup> If the water coming from the WWTP is not suitable for watering parks and gardens, either due to microbiological pollution or salt concentration levels, alternative consumption sources have to be used to ensure survival of the plants. In this event, consumption depends entirely on the quality of the water sent by the Vila-seca (Salou) WWTP.

<sup>2</sup> 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 (Salou).

Annual consumption for water used for recreation and bathing (m <sup>3</sup> for every 1,000 visitors/overnight stays and year)			
	2013	2014	2015
PortAventura Park / PortAventura Caribe Aquatic Park	52.01	52.61	40.40
Hotels	120.00	134.33	137.03



## Energy efficiency, a priority

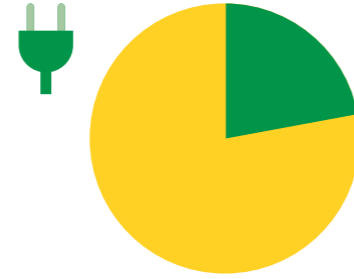
Electricity (80%) and natural gas (17%) are the main types of energy consumed at the Resort.

PortAventura World has a system of energy management that is controlled from a central computer. This system centralises programmable logic controllers (PLC), responsible for controlling the main energy consumers distributed around the facilities of the park, hotels and Convention Centre.

Energy efficiency measures include the low-consumption lighting system, use of a centralised energy management system in the park, hotels and Convention Centre, and computerised monitoring of electricity consumers all over the Resort. The hotels have resources to save electricity (connection key in order to have energy in the room, disconnection of air conditioning on opening the window, and others).

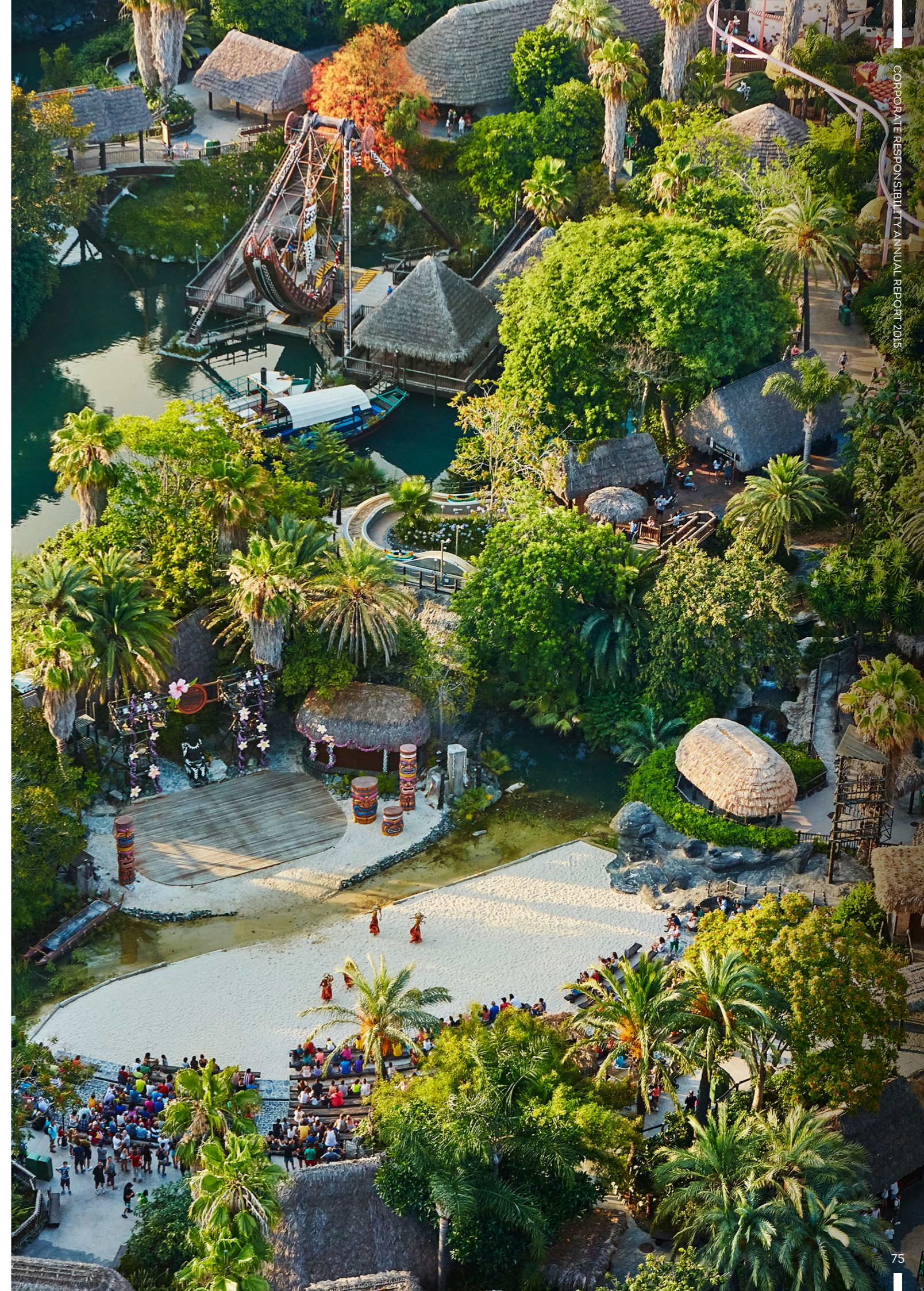
### MAIN ACTIONS FOR IMPROVEMENT 2015

- Analysis of consumption in restaurants.
- Installation at Hotel PortAventura of a new machinery room to produce hot water, in order to achieve better gas consumption efficiency.
- Improved energy efficiency in the air conditioning system at the shop Chikitienda.



**22%**  
Decrease in electricity consumption  
per 1,000 guests at Convention  
Centre compared to 2014

Annual energy consumption (MWh per 1,000 visitors/overnight stays and year)				
	2013	2014	2015	
Electricity	PortAventura Park / PortAventura Caribe Aquatic Park	6.3	5.9	5.7
	Hotels	12.7	12.2	13.1
	Convention Centre	38.4	27.0	21.0
	<b>Total</b>	<b>7.4</b>	<b>7.5</b>	<b>7.4</b>
Natural gas	PortAventura Park / PortAventura Caribe Aquatic Park	0.7	0.5	0.5
	Hotels	4.6	5.8	6.2
	Convention Centre	0.5	0.3	0.3
	<b>Total</b>	<b>1.5</b>	<b>1.5</b>	<b>1.6</b>
<b>Total</b>	<b>9.3</b>	<b>9.0</b>	<b>9.0</b>	



## Waste minimisation and wastewater quality

### Waste: increased separation at origin

Year after year, PortAventura World increases its fractions of waste separated at origin, reaching 40 in 2015.

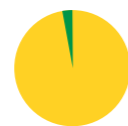
#### MAIN ACTIONS FOR IMPROVEMENT 2015

- Purchase of containers to improve waste separation outside hotels.
- Purchase of double segregated waste bins for the Polynesia area.
- Purchase of special containers to facilitate waste separation inside Hotel *El Paso*.

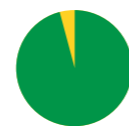
Amount of waste generated (t)			
	2013	2014	2015
Non-hazardous waste	3,131.58	3,446.84	3,556.84
Hazardous waste	17.85	24.77	48.93
<b>Total</b>	<b>3,149.43</b>	<b>3,471.61</b>	<b>3,605.77</b>



**723.46 Tn**  
Waste per million visitors



**-2%**  
Waste generated per million visitors compared to 2014



**93%**  
Recovered Waste

Although the percentage value of hazardous waste compared with non-hazardous waste has not changed, in 2015, there has been an increase in the total generation of hazardous waste compared to 2014.

This increase is owing to maintenance work and investments that took place in 2015, which increased hazardous waste generation, e.g. water containing traces of hydrocarbons.

### Wastewater quality control

In view of the activity type at PortAventura World, almost 100% of water used for human consumption becomes wastewater. In the case of water put to recreational use and for swimming, only a small percentage becomes wastewater, after the filters are washed.

All wastewater generated at the Resort is channelled via a drain network to the Wastewater Treatment Plant (WWTP) in Vila-seca (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 quality checks are carried out on wastewater, providing data that allows improvements to be made, if necessary.

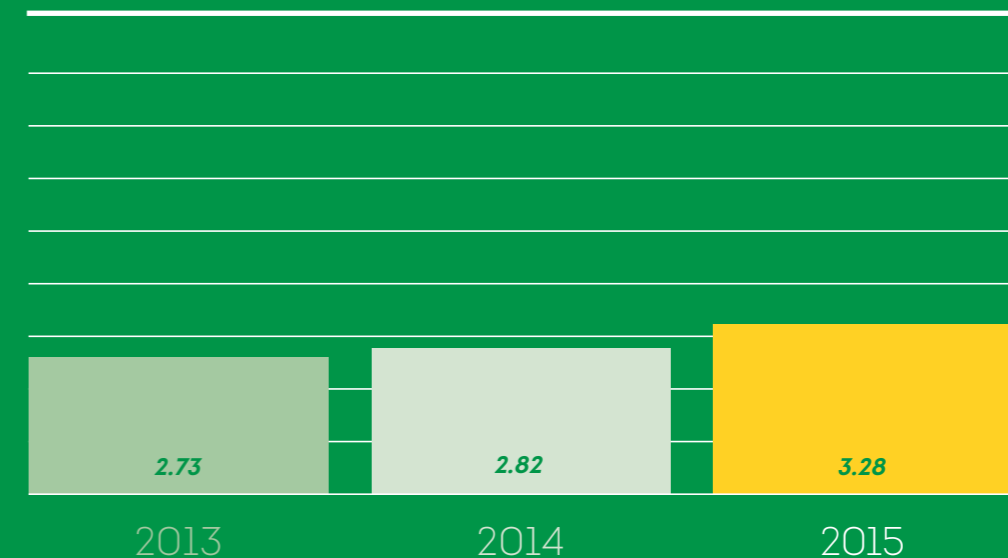
## Solutions to mitigate the carbon footprint

Although atmospheric emissions are not significant at PortAventura World and their effect on the environment is very low, every three years, pollutant emission measurements are taken for the diesel steam train engines, natural gas boilers for heating and/or hot water, 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 are managed by controlling consumption.

Since 2008, PortAventura World has been calculating the carbon footprint of its activities and estimating its greenhouse gas emissions, expressed in tonnes of CO<sub>2</sub>. For the second year in a row, CO<sub>2</sub> equivalent greenhouse gas emissions from fugitive emissions of fluoride gases and waste management (municipal fraction) have also been calculated. In 2015, the calculation also includes emissions from water consumption.



Annual emissions of greenhouse gases (t CO<sub>2</sub> per 1,000 visitors/overnight stays and year)



Sources: In order to calculate estimated greenhouse gas emissions expressed in tonnes of CO<sub>2</sub>, energy consumption, fugitive emissions of fluorinated gases, emissions from waste management (municipal fraction) and emissions from water consumption have all been taken into account. March 2016 version of the "Practical guide to calculating greenhouse gas (GHG) emissions".

## Protection of species and conservation awareness

In November 2014, PortAventura World was granted a permit to extend the animal enclosures to create a 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 placing bird information boards in strategic locations, adapting the show script so that it is more educational and installing a television monitor with audiovisual material, to help educate visitors to PortAventura World about the biodiversity of the birds featured in the show.

### Number of species included in the IUCN Red List and national conservation lists with habitats in areas affected by the operations, categorized by level of extinction risk to the species

Common Name	Scientific Name	Family	Level of extinction of the species
Yellow-headed / Amazon parrot	<i>Amazona auropalliata</i>	Psittacidae	Vulnerable
Blue-and-yellow macaw	<i>Ara ararauna</i>	Psittacidae	Least concern
Red-and-green macaw	<i>Ara chloropterus</i>	Psittacidae	Least concern
Sun parakeet	<i>Aratinga solstitialis</i>	Psittacidae	Endangered
Black-crowned crane	<i>Balearica Pavoinea</i>	Gruidae	Vulnerable
Sulphur-crested cockatoo	<i>Cacatua galerita</i>	Cacatuidae	Least concern
Southern cassowary	<i>Casuarius casuarius</i>	Casuariidae	Vulnerable
Silvery-cheeked hornbill	<i>Bycanistes brevis</i>	Bucerotidae	Least concern
Laughing kookaburra	<i>Dacelo Novaeguineae</i>	Alcedinidae	Least concern
Eclectus parrot	<i>Eclectus roratus</i>	Psittacidae	Least concern
Galah	<i>Eolophus Roseicapilla</i>	Cacatuidae	Least concern
Marabou stork	<i>Leptoptilos crumeniferus</i>	Ciconiidae	Least concern
Harris's hawk	<i>Parabuteo unicinctus</i>	Accipitridae	Least concern
King vulture	<i>Sarcoramphus papa</i>	Cathartidae	Least concern
White-cheeked turaco	<i>Tauraco leucotis</i>	Musophagidae	Least concern







## Involvement of visitors and employees for environmental improvement

Good practices by visitors and employees are a key factor in improving the environmental behaviour of PortAventura World. To this end, actions have been promoted to provide information and raise awareness among these groups.

### Targeted at visitors

- Inclusion of environmental messages on tablecloths in self-service restaurants.
- Environmental education provided by the stars of the *Aves del Paraíso* show.
- External environmental communication promoted by designing and implementing an external communications plan, involving social networks, press releases, conferences, etc.
- Installation of two recharge points for electric vehicles in one of the PortAventura World car parks.
- Promotion through sustainable gifts, for attendees at events organised by PortAventura World.
- Purchase of special containers to facilitate waste separation inside Hotel El Paso.
- New waste identification labels on bins in the park, to improve waste separation performed by customers.

### Targeted at employees: 2015 Internal Environmental Awareness Communication Plan

- Publicity of launch of the Supplier Approval Platform.
- Dissemination of information on biodiversity at the Resort: *Aves del Paraíso* (Birds of Paradise).
- New internal signs on the incompatibility of storing hazardous substances.
- Internal communication of the 2014 annual Corporate Responsibility Report and Environmental Declaration.
- Dissemination of the management of waste oil from kitchens at PortAventura World, through internal magazine *Acció*.
- Publicity of new electric vehicle charging points available in the PortAventura Park car park.





# ECONOMIC COMMITMENTS



# An expansion strategy to generate value

## Sustained and sustainable economic growth strategy

PortAventura World has a responsible business model that enables it to provide a competitive and differential response to new market challenges. Maintaining the necessary profitability to guarantee the durability of the business and present it as an attractive investment are key elements of its dedication to sustainability. The company is controlled by Italian investment group Investindustrial (50.1%) and US investor KKR (49.9%). The strategic focus of the business considers economic development based on creating value.

The 2015 financial year was marked by improvements in the economic and financial environment at a national level, and variable behaviour in international markets. There was a new record of visits from the French market and a decrease from the Russian one. Nevertheless, the evolution of the PortAventura Group continued to be very favourable, as far as its main economic, financial and business indicators are concerned, compared to 2014.

**In 2015 turnover has exceeded 190 million euros**



Nearly **11,000** more rooms occupied than in 2014



**+3%** Number of visitors compared to 2014

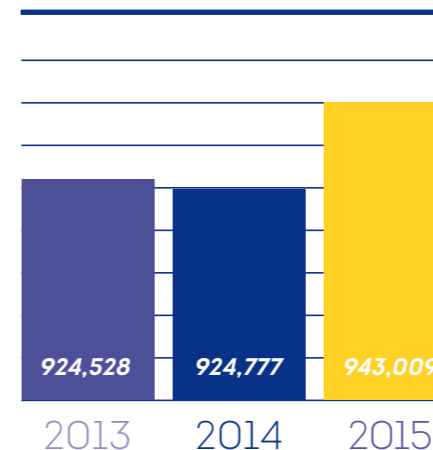


**+8%** Business events sales compared to 2014

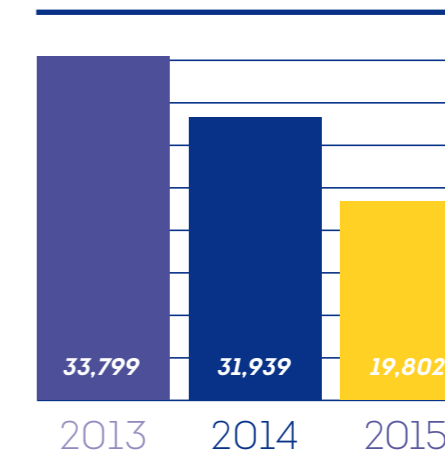
### Key figures (thousands of euros)

#### Balance sheet figures

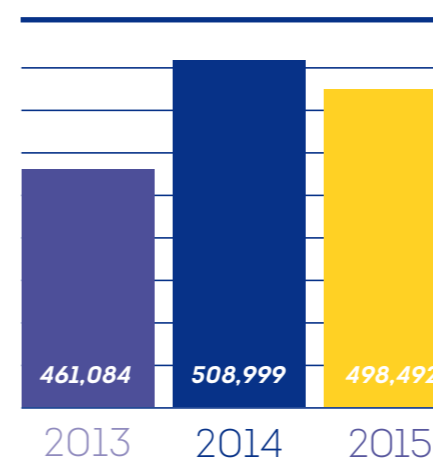
Non-current assets



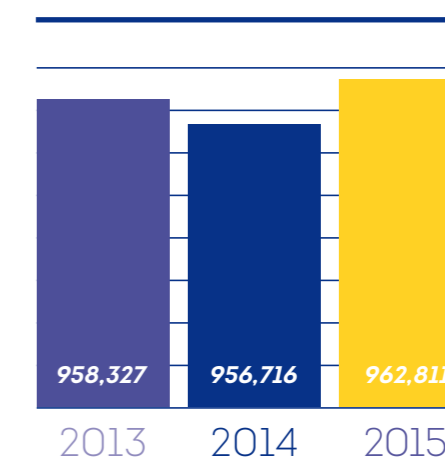
Current assets



Net assets and liabilities

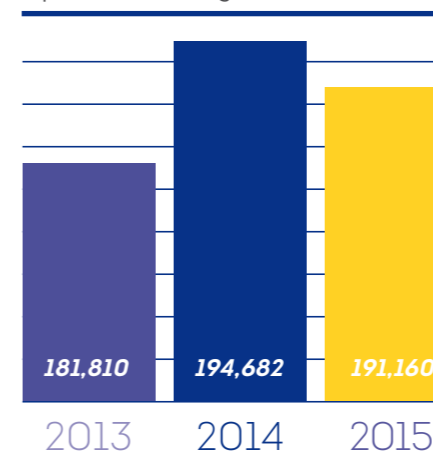


Current and non-current liabilities

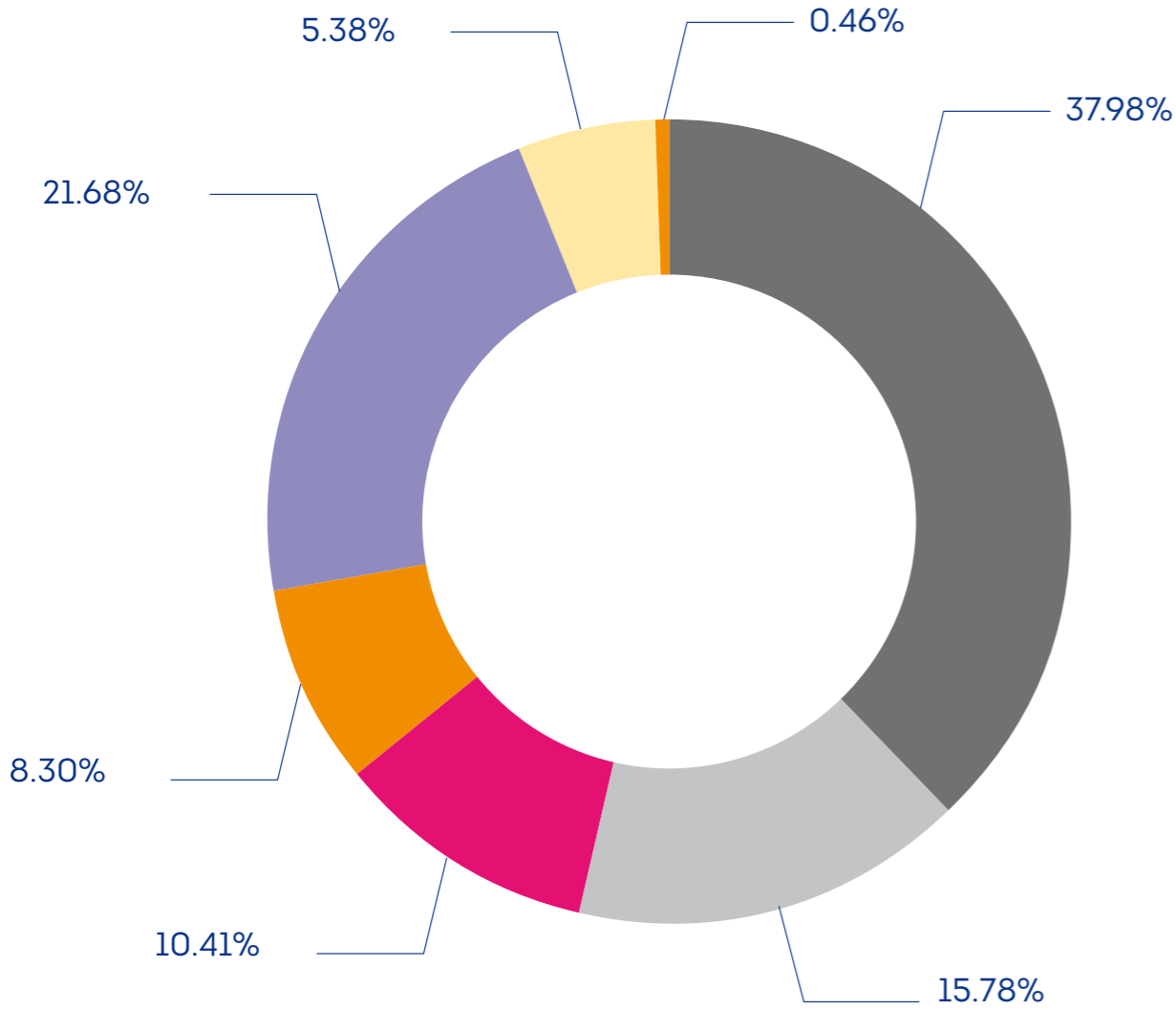


#### Profit and loss statement

Equivalent invoicing



Added value statement 2015



- Operating costs
- Financial expenses
- Amortization
- Reservations
- Wage costs
- Income tax
- Investment in social action

Source: Annual consolidated accounts 2015 Paesa Entertainment Holding, S.L.U. and dependent companies.



## Continuous innovation as a future strategy

PortAventura World's uninterrupted expansion strategy is based on developing new projects and attractions year after year.

The link forged between the Resort and well-known international brands aims to increase the number of visitors to five million per year, within two or three years.

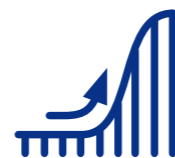
## Ferrari Land's first stone

German Ferrari Formula 1 driver Sebastian Vettel, four times world Formula 1 champion, laid the first stone of Ferrari Land, with the president of the Regional Government of Catalonia, Artur Mas, as well as the Team Principal of the Scuderia, Maurizio Arrivabene, and leading representatives from the Ferrari firm. This is one of the Resort's most ambitious projects, which is why these public figures were in attendance.

This new park, dedicated to Ferrari, will be the second one in the world dedicated to the Italian car manufacturer. It will occupy a space of 75,000 m<sup>2</sup> and will be home to several attractions. They will encompass the spirit of Ferrari and relate to Formula 1 and the origins of the company, in Maranello (Italy), with iconic buildings from this city belonging to the brand, in addition to famous examples of Italian architecture and Mediterranean culture. One of the main attractions at this park will be its vertical accelerator, at a height of 112 m, which will be the highest roller coaster in Europe.



60,000  
m<sup>2</sup> of surface



112  
metres of acceleration



# Sharing values with suppliers

## Responsible, efficient supply chain management

PortAventura World has a network of suppliers with very different categories and areas of activity, to enable it to ensure correct evolution of daily activities at the Resort. Products and services acquired are encompassed by the following categories: building, machinery and equipment, furniture and fittings, inde-

pendent professional services, information technology, marketing, advertising and public relations, maintenance, food and beverages, shows and events, supplies, textiles, merchandising and consumables.

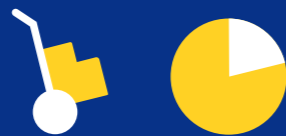
### Launch of the Supplier Portal

To coincide with its 20th Anniversary, PortAventura launched an ambitious project in the area of responsible purchasing, through a new Supplier Portal, which is accessed from the corporate website and which includes a platform to approve the suppliers that share its principles in relation to social and environmental commitment. From December 2015, it is compulsory to be an approved supplier in order to work with PortAventura World.

Suppliers are required to sign social and environmental forms and even a suppliers' code of ethics, which are essen-

tial in order to complete the approval process. Furthermore, they are asked to submit specific registration, tax, financial management, staff and environmental quality management documentation, which is evaluated by the corresponding PortAventura World departments.

The Supplier Portal will also be an agile, transparent channel of communication with all companies interested in maintaining or commencing commercial relations with PortAventura World, and a means of reinforcing company values and sharing its purchasing policy with stakeholders.



**21.36%**  
New suppliers assessed in 2015 in accordance with environmental, labour practice and human rights criteria.



### Partnerships with leading, well-known european brands

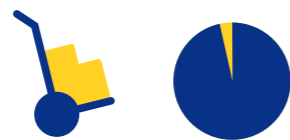
In 2015, PortAventura World worked with the following partners, to offer visitors the best products and services: official sponsors (Estrella Damm, Coca-Cola, Frigo, Veri and Fiat) and

official collaborators (Danone, Ferrero, Chupa Chups, Haribo, Cacaolat, Campofrio, Cutting's, Forno d'Asolo, Torres, Lavazza, Europcar, Adeslas and Codorniu).



## Main indicators related to suppliers

	2013	2014	2015
Number of suppliers	1,062	1,108	1,053
Volume of purchases from suppliers (millions of euros inc.VAT)	96.1	110.2	118.3
National suppliers (Spain)	83%	83%	86%
Amount billed to national suppliers (Spain inc. VAT)	91%	92%	91%



97%  
Suppliers from  
European countries

## Supplier distribution according to country of origin 2015

Spain	Europe	America	Africa, Asia and Oceania																																												
901	121	17	14																																												
	<table border="1"> <tbody> <tr><td>Germany</td><td>11</td></tr> <tr><td>Belgium</td><td>5</td></tr> <tr><td>Cyprus</td><td>1</td></tr> <tr><td>Finland</td><td>1</td></tr> <tr><td>France</td><td>22</td></tr> <tr><td>Holland</td><td>8</td></tr> <tr><td>United Kingdom</td><td>35</td></tr> <tr><td>Ireland</td><td>9</td></tr> <tr><td>Italy</td><td>19</td></tr> <tr><td>Liechtenstein</td><td>2</td></tr> <tr><td>Portugal</td><td>2</td></tr> <tr><td>Switzerland</td><td>6</td></tr> </tbody> </table>	Germany	11	Belgium	5	Cyprus	1	Finland	1	France	22	Holland	8	United Kingdom	35	Ireland	9	Italy	19	Liechtenstein	2	Portugal	2	Switzerland	6	<table border="1"> <tbody> <tr><td>Guatemala</td><td>1</td></tr> <tr><td>Mexico</td><td>1</td></tr> <tr><td>United States</td><td>14</td></tr> <tr><td>Canada</td><td>1</td></tr> </tbody> </table>	Guatemala	1	Mexico	1	United States	14	Canada	1	<table border="1"> <tbody> <tr><td>China</td><td>4</td></tr> <tr><td>Hong Kong</td><td>6</td></tr> <tr><td>India</td><td>0</td></tr> <tr><td>Indonesia</td><td>1</td></tr> <tr><td>New Zealand</td><td>1</td></tr> <tr><td>United Arab Emirates</td><td>2</td></tr> </tbody> </table>	China	4	Hong Kong	6	India	0	Indonesia	1	New Zealand	1	United Arab Emirates	2
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## Suppliers aligned with the corporate responsibility commitment

PortAventura World aims to consolidate trusting relationships with suppliers whose models of conduct are coherent with its corporate responsibility commitment, in order to instil good practices in the supply chain, from an ethical, social and environmental perspective.

To this end, in addition to the Supplier Portal, there are other tools that aim to ensure the correct operation and integrity of the purchase cycle:

- **CODE OF ETHICS FOR SUPPLIERS AND SUPPLYING CONTRACTORS.**

This includes aspects such as commitment to human rights, responsible labour practices, respect for the environment and reducing corruption. In contracts with suppliers, PortAventura World includes an ethics clause, which requires that contractors comply with the Code of Ethics. If the supplier breaches this Code, the contract may be terminated.

- **RESPONSIBLE PURCHASING PLAN.**

This plan seeks to optimise use of resources at the Resort and ensure that goods and services acquired meet the established quality, environment and risk prevention criteria. Purchasing processes encompass aspects such as: product manufacturing processes; the environmental impact of the selection of raw materials, production, distribution and recycling after use; and efficiency (lighting, air conditioning, cleaning processes, catering machinery and vehicles).

## Social audits on factories based in Asia

The purpose of these audits, performed by an external company (AsiaInspection), is to perform on-site inspections of the working conditions for employees working in the factories owned by suppliers (for both national and international companies).

In 2015, four new inspections have taken place at new factories, and audits of the factories involved in previous collaborations have been renewed.

## Social audits on factories based in Asia

	2013	2014	2015
Audits carried out	9 (7 China, 1 Indonesia, 1 Thailand)	19 (17 China, 1 India, 1 Taiwan)	4 (3 China, 1 India)
Average score (out of 10)	8.8	9.2	9.3



# ABOUT THE REPORT

## Scope and coverage

This is the eighth annual PortAventura World Corporate Responsibility Report. It encompasses the period from 1 January to 31 December 2015.

The report covers the activities of PAESA Entertainment Holding, S.L.U., the parent company of the PortAventura Group, which comprises the following subsidiaries: Port Aventura Entertainment, S.A.U. (operation of theme parks, hotel complexes and convention centres, as well as additional and complimentary services to the same), Port Aventura Viajes, S.A.U. (travel agent) and Hotel Caribe Resort, S.L. (hotel operation), in addition to the PortAventura Foundation, which is an independent entity. In this regard, 100% of 2015 turnover has been included in this report.

## Defining the content and drafting process

The following standards were taken into account when drafting the report: Sustainability Reporting Guidelines, version G4 of the Global Reporting Initiative, and additional related documents (specific sectorial 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 Sustainable Development Goals. The Stakeholder Engagement Standard, AA1000SES (2011), has also been taken into consideration.

Preparation of the report involved the direct participation of people from different management areas, who provided information related to the different aspects it includes. Coordination is carried out by the Corporate Responsibility Department.

## External verification

TÜV Rheinland was the external organisation selected to conduct the audit and review of the information contained in the report, in accordance with the G4 Guidelines, GRI. See certificate issued at the following QR:

<https://www.portaventuraworld.com/nosotros/responsabilidad-social>



For any queries related to the contents of this report, please contact the Corporate Responsibility Department (tel. +34 977 779 000).





# GRI G4 CONTENT INDEX

# General standard disclosures

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

Indicators	Description	Page or direct response	Omissions	Verification
<b>Strategy and analysis</b>				
G4-1	Statement from the most senior decision-maker of the organisation.	8-9		●
<b>Organisational profile</b>				
G4-3	Name of the organisation.	16, 95		●
G4-4	Primary brands, products and services.	16, 50, 71		●
G4-5	Location of organisation's headquarters.	Avda. Alcalde Pere Molas, km 2 43480, Vila-seca, Tarragona		●
G4-6	Number of countries where the organisation operates.	16		●
G4-7	Nature of ownership and legal form.	95		●
G4-8	Markets served.	48, 50		●
G4-9	Scale of the organisation.	12, 16-17, 38, 50, 84-85		●
G4-10	Total number of employees.	38		●
<b>Size of the workforce (on 31 December)</b>				
		<b>2013</b>	<b>2014</b>	<b>2015</b>
Own staff		1,285	1,448	1,439
Male		422	490	499
Female		863	958	940
External staff		2,665	2,860	3,428
<p>NB: The PortAventura Foundation, a separate entity from PortAventuraWorld, has one employee. It is a full-time managerial role subject to a permanent employment contract. The data presented in the following tables do not include the Foundation employee.</p>				

Indicators	Description	Page or direct response	Omissions	Verification
<b>Organisational profile</b>				
G4-10	Total number of employees.			●
<b>Workforce according to employment contract and working hours (on 31 December)</b>				
		<b>Contract</b>	<b>Working hours</b>	
2013	Male	308		386
	Female	684	Full-time	676
	Male	116		38
	Female	177	Part-time	185
2014	Male	336		443
	Female	723	Full-time	751
	Male	154		47
	Female	235	Part-time	207
2015	Male	351		452
	Female	732	Full-time	742
	Male	148		47
	Female	208	Part-time	198
<b>Workforce according to employment type (on 31 December)</b>				
		<b>2013</b>	<b>2014</b>	<b>2015</b>
Area managers and executives		29	33	33
Male		15	19	18
Female		14	14	15
Supervisors, technicians and administrative workers		467	480	482
Male		173	172	167
Female		294	308	315
Operations staff		789	935	924
Male		234	299	314
Female		555	636	610

Indicators	Description	Page or direct response	Omissions	Verification
<b>Organisational profile</b>				
G4-11	Percentage of total employees covered by collective bargaining agreements.	38		●
G4-12	Organisation's supply chain.	90-93		●
G4-13	Significant changes during the reporting period.	12, 88		●
G4-14	Implementation of the precautionary principle.	70-71		●
G4-15	Support for external initiatives.	28, 70		●
G4-16	Memberships of associations and organisations.	22		●
<b>Material aspects and boundaries</b>				
G4-17	Entities included in the financial statements.	95		●
G4-18	Definition of report content and aspect boundaries.	33 For the 2014 edition of the report, a materiality analysis was performed, to comply with the requirements of the G4 Guidelines, GRI. The process was led by the Corporate Responsibility Area and it benefited from the involvement of managers of organisational departments and specific areas related to the different stakeholders.  Process phases, according to the AA-1000SES Accountability Standard and considering the principles of the G4 Guidelines, GRI:  1. <b>Identification</b> To determine the topics of greatest general interest, significant aspects and issues for the sector in which PortAventuraWorld operates were identified. This exercise was performed by developing a sectorial benchmarking study, which included other theme parks and Resorts. This phase was completed with the analysis of reference standards developed by the Global Reporting Initiative and Governance & Accountability.  2. <b>Prioritisation</b> 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 evaluation, and customers, employees, suppliers and entities representing society took part in the external one. Based on the responses received, the results are considered to be representative of PortAventuraWorld's stakeholders. For the statistical analysis, the responses were weighted according to each group of stakeholders, to provide a more coherent and consistent overview of the reality of PortAventuraWorld, so that the weight of each group is directly proportional to its degree of importance to the Group. As a result of the process, priority aspects and issues for PortAventuraWorld and its stakeholders were identified. They are reflected in the materiality matrix, which classifies these issues in terms of their internal and external significance.  3. <b>Validation</b> To ensure that the materiality analysis provides a reasonable, balanced reflection of issues that are significant to the sustainable performance of PortAventuraWorld, a detailed analysis of the results obtained was performed, and it was deemed important to consider the following to be material aspects and matters: effluents and waste, architectural accessibility and raising awareness about good environmental practices.		●
G4-19	Material aspects.	33		●

Indicators	Description	Page or direct response	Omissions	Verification
<b>Material aspects and boundaries</b>				
G4-20	Reporting on the boundary of each material aspect within the organisation.	Material aspects and issues	Limit and boundary	●
G4-21	Reporting on each material aspect boundary outside the organisation.		Internal External PortAventura Park, PortAventura Caribe AquaticPark, hotels and Convention Centre	●
<b>Economy</b>				
	Economic performance		● ● ● ●	
	Indirect economic consequences		● ●	
<b>Environment</b>				
	Materials		● ●	
	Energy		●	
	Water		●	
	Biodiversity		●	
	Emissions		●	
	Effluents and waste		● ●	
	Products and services		● ●	
	Environmental evaluation of suppliers		● ●	
<b>Social - Labour practices and decent work</b>				
	Employment			
	Relations between workers and management			
	Health and safety at work			
	Training and education			
	Diversity and equal opportunities			
	Evaluation of suppliers' labour practices			<b>Factories based in Asia</b>
<b>Social - Human rights</b>				
	Non-discrimination		●	
	Evaluation of suppliers in the area of human rights		●	
<b>Social - Society</b>				
	Local communities		● ●	
	Fight against corruption		● ●	
<b>Social - Product responsibility</b>				
	Health and safety of customers		● ●	
	Labelling of products and services		● ●	
	Customer privacy		● ●	
	Design innovation and improving attractions and facilities*		● ●	
	Merchandising safety*		● ● ●	
	Food safety and promoting healthy eating habits*		● ● ●	
	Architectural accessibility		● ●	

Indicators	Description	Page or direct response	Omissions	Verification																		
<b>Material aspects and boundaries</b>																						
G4-22	Restatements of information from previous reports and the reasons for doing so.	With respect to the 2014 Corporate Responsibility Report, the following restatements of information have been produced: 2013 and 2014 data on irrigation water, 2014 data on reclaimed water for irrigation and 2014 data on the amount of waste generated.		●																		
G4-23	Significant changes from previous reporting periods in the scope and aspect boundaries.	There have been no significant changes to the scope and aspect boundaries with respect to the 2014 Corporate Responsibility Report.		●																		
<b>Stakeholder engagement</b>																						
G4-24	Stakeholder groups engaged by the organisation.	32		●																		
G4-25	Basis for identification of stakeholders.	PortAventura World has identified its stakeholders based on criteria such as: dependence (those who depend on its activities, products or services, and those on whom it depends to continue its activities), liability (commercial, legal, operational, social, etc.), proximity (those who are within the surrounding area), and influence (those who can have an impact on strategy or business).		●																		
G4-26	Stakeholder engagement.	<table border="1"> <thead> <tr> <th>Stakeholders</th> <th>Main channels of communication and dialogue</th> <th>Main issues identified</th> </tr> </thead> <tbody> <tr> <td><b>Shareholders</b></td> <td>Meetings of the Board of Directors, management meetings, corporate information published periodically.</td> <td>Facility and customer safety, profitability and profits, decision-making in relation to goals established, transparency and accountability, good corporate governance, competitiveness, development of current and future projects, competitive conditions, perception and reputation.</td> </tr> <tr> <td><b>Customers</b></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><b>Employees</b></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 employment contracts, counter and post box for HR queries, suggestions and complaints forms, employee contests and draws, new web platform: <i>PortAventura Guide</i>.</td> <td>Information: general, 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><b>Suppliers and contractors</b></td> <td>Purchasing managers. 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G4-27	Key topics and concerns raised through stakeholder engagement.			●																		

Indicators	Description	Page or direct response	Omissions	Verification
<b>Report profile</b>				
G4-28	Reporting period.	95		●
G4-29	Date of last report.	2014		●
G4-30	Reporting cycle.	Annual		●
G4-31	Contact point for questions regarding the report.	95		●
G4-32	"In accordance" option chosen by the organisation and its GRI Content Index.	98		●
G4-33	Organisation's policy and practices with regard to external assurance for the report.	95		●
<b>Governance</b>				
G4-34	The governance structure of the organisation.	20-21, 56, 70		●
<b>Ethics and integrity</b>				
G4-56	The organisation's values, principles, codes of conduct and similar.	20, 32		●

# Specific standard disclosures

Material aspects	Indicators	Description	Page or direct response	Omissions	Verification																			
<b>Economic performance</b>																								
<b>Economic performance</b>	DMA	Disclosures on Management Approach.	84-88		●																			
	G4-EC1	Direct economic value generated and distributed.	61, 86		●																			
<b>Indirect economic consequences</b>	DMA	Disclosures on Management Approach.	With nearly four million visitors each year, 962,296 overnight stays, 81,352 conference attendees, 1,053 suppliers and 191 M€ in invoicing in 2015, it is concluded that the Resort's activities generate economic value that has a direct impact on dynamics in the region, primarily the province of Tarragona and the Costa Dorada and their tourist offering. In expanding what the Resort offers, from theme park to holiday destination, PortAventura started working more closely with its immediate local environment, particularly with the municipalities of Salou, Vila-seca, Cambrils, Reus and Tarragona. The location of the Resort on the Mediterranean, the extensive culinary, cultural and natural offering of the region, and proximity to Barcelona, help provide the park with value that differentiates it from others.		●																			
	G4-EC8	Significant indirect economic impacts, including their extent.	PortAventura World 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, extension of the season and the creation of activity and employment in different sectors, the Resort has a direct impact on the region. Notable actions include restructuring and growth of the local infrastructure system (e.g. the road network) and tourist facilities (e.g. hotels available). More than 50 companies have been involved in the various phases of the Ferrari Land project and, once opened, it is expected to generate up to 150 jobs, directly and indirectly.		●																			
<b>Environmental performance</b>																								
<b>Materials</b>	DMA	Disclosures on Management Approach.	In addition to promoting the responsible consumption of materials, PortAventura World prioritises buying environmentally sustainable materials.		●																			
	G4-EN1	Materials used.	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="4" style="text-align: center;">Annual consumption of materials</th> </tr> <tr> <th></th> <th style="text-align: center;">2013</th> <th style="text-align: center;">2014</th> <th style="text-align: center;">2015</th> </tr> </thead> <tbody> <tr> <td>Chemical products for maintaining swimming pools, lakes and water effects (t)</td> <td style="text-align: center;">510.49</td> <td style="text-align: center;">478.25</td> <td style="text-align: center;">*770.68</td> </tr> <tr> <td>Lights (units)</td> <td style="text-align: center;">17,277</td> <td style="text-align: center;">16,915</td> <td style="text-align: center;">17,534</td> </tr> <tr> <td>Bags for selling products at Resort shops (kg)</td> <td style="text-align: center;">16,308</td> <td style="text-align: center;">10,741</td> <td style="text-align: center;">10,618</td> </tr> </tbody> </table>	Annual consumption of materials					2013	2014	2015	Chemical products for maintaining swimming pools, lakes and water effects (t)	510.49	478.25	*770.68	Lights (units)	17,277	16,915	17,534	Bags for selling products at Resort shops (kg)	16,308	10,741	10,618	
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*In 2015, consumption from Resort service suppliers is included for chemical products.																								
<b>Energy</b>	DMA	Disclosures on Management Approach.	74		●																			
	G4-EN5	Energy intensity.	74		●																			
<b>Water</b>	DMA	Disclosures on Management Approach.	72 Reducing the amount of water used for human consumption is largely influenced by the good consumption practices of park and hotel customers, as these are the main consumers. Water for recreational use and swimming is kept in a closed circuit, through filtering and treatment, which makes it possible to avoid increasing consumption at the Resort when new water attractions are commissioned. The use of water for irrigation is conditioned by the weather and, for this reason, PortAventuraWorld has its own weather station, capable of recording parameters that make it possible to control the exact distribution of water in the garden areas.		●																			
	G4-EN8	Total water withdrawal by source.	72		●																			

Material aspects	Indicators	Description	Page or direct response	Omissions	Verification
<b>Environmental performance</b>					
<b>Biodiversity</b>	DMA	Disclosures on Management Approach.	78		●
	G4-EN14	Number of species included on the IUCN Red List and on national conservation lists with habitats in areas affected by operations, by level of extinction risk.	78		●
<b>Emissions</b>	DMA	Disclosures on Management Approach.	77		●
	G4-EN18	Greenhouse gas (GHG) emissions intensity.	77		●
<b>Effluents and waste</b>	DMA	Disclosures on Management Approach.	76		●
	G4-EN23	Waste generated.	76		●
				<b>Waste management methods</b>	<b>2015</b>
				Management through a collection and transfer centre	2.04%
				Stabilisation	2.45%
				Composting	15.45%
				Paper and cardboard recycling	11.43%
				Metal and metal compound recycling and recovery	2.97%
				Glass recycling	2.13%
				Plastic recycling	51.29%
				Inert waste deposit	3.42%
				Use in construction	3.52%
				Wood recycling and reuse	3.55%
				Solvent regeneration	0.01%
				Food product recovery	0.75%
				Non-special waste deposit	0.23%
				Physicochemical and biological treatment	0.76%

Material aspects	Indicators	Description	Page or direct response	Omissions	Verification
<b>Environmental performance</b>					
<b>Products and services</b>	DMA	Disclosures on Management Approach.	72, 74, 76, 77		●
	G4-EN27	Mitigation of the environmental impacts of products and services.	Donations made by the PortAventura Foundation in 2015 have made it possible to reduce the amount of waste generated: customer lost property that is not reclaimed (175 boxes containing 5,961 objects), corporate clothes with logo (17 pallets with 3,907 garments), corporate clothes without logo (5 pallets with 1,428 garments), Hotel PortAventura beds with Tapiflex base (759 units), Hotel Caribe furniture (30 tables and 44 chairs), Hotel Gold River furniture (21 tables and 58 chairs) and Hotel PortAventura bedclothes (500 blankets + 500 quilts).		●
<b>Environmental evaluation of suppliers</b>	DMA	Disclosures on Management Approach.	90		●
	G4-EN32	New suppliers screened using environmental criteria.	90		●

Material aspects	Indicators	Description	Page or direct response	Omissions	Verification																																																																				
<b>Social performance - Labour practices</b>																																																																									
<b>Employment</b>	DMA	Disclosures on Management Approach.	36-40		●																																																																				
	G4-LA2	Company benefits for employees.	40		●																																																																				
<b>Relations between workers and management</b>	DMA	Disclosures on Management Approach.	A new collective agreement went into force in 2015 (2015-2019) entered into by the PortAventura Group (comprising at signing: Port Aventura Entertainment S.A.U., Port Aventura Viajes, S.A.U. and Hotel Caribe Resort, S.L.), the Port Aventura Entertainment S.A.U. Business Committee, and the CCOO (Workers' Commissions) and its union section in the PortAventura Group.		●																																																																				
	G4-LA4	Minimum notice period(s) regarding organisational changes.	The collective agreement (2015-2019) establishes notice periods for employees and the company. Given that, due to its nature, the intensity of the Group's activities is variable and unpredictable over the long term, notice of the working hours for each month is to be given to the members of staff affected by irregular working hours on the 25th of the preceding month, through publication of the corresponding timetable on the unit announcements board.		●																																																																				
<b>Occupational health and safety</b>	DMA	Disclosures on Management Approach.	46-47		●																																																																				
	G4-LA5	Workers represented on health and safety committees.	46 100% of PortAventura World employees are represented by the Health and Safety Committee.		●																																																																				
	G4-LA6	Rates of absenteeism, occupational diseases, lost days, and number of work-related fatalities.	46	No data separated by gender is available in the case of frequency, intensity or severity.	●																																																																				
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<b>Social performance - Labour practices</b>					
<b>Training and education</b>	DMA	Disclosures on Management Approach.	44-45		●
	G4-LA9	Average hours of training per year, per employee, by gender and employee category.	45		●
			<b>2013</b>	<b>2014</b>	<b>2015</b>
		Average hours of training per employee, by gender and employee category (h./employed)	6.98	8.51	9.53
		Male	7.41	8.97	10.03
		Area managers and executives	13.50	30.02	41.89
		Supervisors, technicians and administrative workers	5.53	9.50	10.35
		Operations staff	7.65	7.54	7.79
		Female	6.77	8.27	9.26
		Area managers and executive	7.45	28.04	36.09
		Supervisors, technicians and administrative workers	6.91	10.08	13.35
		Operations staff	6.67	6.87	6.51
	G4-LA10	Programmes for skills management and lifelong learning that support the continued employability of employees.	44		●
<b>Diversity and equal opportunity</b>	DMA	Disclosures on Management Approach.	41-42		●
	G4-LA12	Composition of corporate governance bodies and workforce.	41-42		●
			<b>2015</b>		
		<b>Distribution of the workforce by age and gender (on 31 December)</b>	≤ 25 years	26-35 years	36-45 years
			46-55 years	56-65 years	
		Male	119	124	162
			80	14	
		Female	173	224	326
			147	67	
		<b>Female staff by employee category (on 31 December)</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
		Area managers and executives	48%	42%	45%
		Supervisors, technicians and administrative workers	63%	64%	65%
		Operations staff	70%	68%	66%

Material aspects	Indicators	Description	Page or direct response	Omissions	Verification
<b>Social performance - Labour practices</b>					
<b>Diversity and equal opportunities</b>	G4-LA12	Composition of corporate governance bodies and workforce.			●
			<b>2015</b>		
		<b>Workforce by nationality</b>	Female	Male	Total
		Germany	1	3	4
		Algeria	1	1	2
		Argentina	2	1	3
		Belgium	1		1
		Bolivia		1	1
		Brazil	1		1
		Bulgaria	4		4
		Czech Republic		1	1
		Colombia	3	1	4
		Democratic Republic of Congo		1	1
		Croatia		1	1
		Cuba		1	1
		Dominican Republic	1		1
		Ecuador	1		1
		Slovenia		1	1
		Spain	862	445	1,307
		France	5	2	7
		Equatorial Guinea		5	5
		India	1		1
		Holland	1		1
		Italy	7	10	17
		Latvia	1		1
		Morocco	11	17	28
		Mexico		1	1
		Nigeria	1		1
		Peru	6		6
		Poland	2		2
		Portugal	2	2	4
		Romania	15	3	18
		Russia	7		7
		Senegal	2	1	3
		Ukraine	2		2
		Uruguay		1	1

- Spain
- Rest of Europe
- America
- Africa and Asia

<b>People with disabilities by employee category</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
Area managers and executives	1.0	1.0	1.0
Supervisors, technicians and administrative workers	5.6	3.8	2.25
Operations staff	32.7	26.5	27.83
Total	39.3	31.3	31.1
Percentage of employees with some type of disability	3.06%	2.16%	2.16%

Material aspects	Indicators	Description	Page or direct response	Omissions	Verification
<b>Social performance – Labour practices</b>					
<b>Evaluation of suppliers labour practices</b>	DMA	Disclosures on Management Approach.	90 The aspects of labour practices taken into account to evaluate suppliers are as follows: compliance with local health and safety regulations, availability of a third-party-certified occupational risk prevention system, availability of occupational risk prevention certificate and medical aptitude certificate for all employees, and existence of public liability insurance covering occupational risks and the corresponding receipt of payment.		●
	G4-LA14	New suppliers screened using labour practices criteria.	90		●
<b>Social performance – Human rights</b>					
<b>Non-discrimination</b>	DMA	Disclosures on Management Approach.	41		●
	G4-HR3	Incidents of discrimination and remediation actions taken.	PortAventura World has no recorded incidents of discrimination for 2015.		●
<b>Supplier evaluation in the area of human rights</b>	DMA	Disclosures on Management Approach.	90 The human rights aspects taken into account when evaluating suppliers are as follows: adherence to the United Nations Global Compact; support for freedom of association and effective recognition of the right to collective bargaining; compliance with local labour regulations, including workers' rights regarding contracting, working hours, salary, etc.; support for the protection and respect of internationally recognised basic human rights; respect for the rights of children to be protected against economic exploitation; support for the elimination of all types of forced labour or labour under duress and abuses of authority; respect for equal opportunities and rejection of discriminatory practices in the workplace; compliance with the legislation in force on workers' rights, and occupational health and/or safety; and extension of the commitment to human rights throughout the supply chain.		●
	G4-HR10	New suppliers screened based on human rights criteria.	90		●
<b>Social performance – Society</b>					
<b>Local communities</b>	DMA	Disclosures on Management Approach.	40, 42, 60-61		●
	G4-SO1	Development programmes and impact assessments with participation of the local community.	40, 42, 62-66		●
<b>Fight against corruption</b>	DMA	Disclosures on Management Approach.	The Code of Ethics and Professional Conduct addresses one of the general behavioural principles for professionals at PortAventura World: anti-corruption and fraud. It establishes that PortAventura World professionals: <ul style="list-style-type: none"> <li>• Must act in accordance with existing internal procedures to avoid situations of fraud, bribery, corruption and crimes against Public Finance and Social Security.</li> <li>• Must inform their managers in advance of all processes involving negotiation and contracting on behalf of PortAventura World and refrain from making any type of offer to authorities, agencies, public administration or any other institutions, and decline any possible offers of remuneration and report them internally.</li> <li>• Are required to internally report any breach of the Code of Ethics and of PortAventura World regulations on this matter.</li> </ul>		●
	G4-SO4	Communication and training on anti-corruption policies and procedures.	All members of the governing body and employees have been informed about the Code of Ethics and Professional Conduct and the respective policies and procedures to fight corruption. No specific anti-corruption training has been given.		●

Material aspects	Indicators	Description	Page or direct response	Omissions	Verification
<b>Social performance – Product responsibility</b>					
<b>Health and safety of customers</b>	DMA	Disclosures on Management Approach.	56, 58		●
	G4-PR1	Product and service categories for which health and safety impacts on customers are assessed.	56, 58		●
<b>Labelling of products and services</b>	DMA	Disclosures on Management Approach.	54-55		●
	G4-PR5	Results of surveys measuring customer satisfaction.	54-55		●
<b>Customer privacy</b>	DMA	Disclosures on Management Approach.	PortAventura World guarantees compliance with all specific, applicable legislation on personal data protection and confidentiality, pursuant to Spanish Organic Law 15/1999 of 13 December on Personal Data Protection (LOPD), based on managing personal data files pursuant to the LOPD.		●
	G4-PR8	Complaints regarding breaches of customer privacy and losses of customer data.	In 2015, there were no registered complaints concerning breaches of customer privacy or loss of their data.		●
<b>Other non-GRI matters</b>					
<b>Raising awareness of good environmental practices</b>		Disclosures on Management Approach.	81		●
		Actions aimed at customers and employees to provide environmental information and promote awareness.	81		●
<b>Design innovation and improving attractions and facilities</b>		Disclosures on Management Approach.	88		●
		New attractions and events.	88		●
<b>Merchandising safety</b>		Disclosures on Management Approach.	58		●
		Rules and standards applied to ensure the safety of merchandising products.	58		●
<b>Food safety and promoting healthy eating habits</b>		Disclosures on Management Approach.	58		●
		Number of health and hygiene audits (internal and external) carried out over the year.	58		●
<b>Architectural accessibility</b>		Disclosures on Management Approach.	Ensuring the comfort of its visitors is one of the goals of PortAventura World. It continuously works to incorporate improvements, to be a space free of architectural barriers. For people with reduced mobility, the facilities are adapted to include ramps in buildings and gardens, lifts in swimming pools, technical assistance at various attractions, adapted rooms in the hotels, reserved parking spaces, etc. The Guest Service Office provides the necessary information to organise visits to the park for this group, and provides an identification bracelet to allow special access to the attractions.		●





# 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)
<b>Principle 1:</b> Businesses should support and respect the protection of internationally proclaimed human rights, within their sphere of influence.	28, 41, 40, 42, 60-61, 90	<b>Sub-category - Human Rights:</b> all aspects <b>Sub-category - Society:</b> local communities.
<b>Principle 2:</b> Businesses should make sure that they are not complicit in human rights abuses.	28, 41, 40, 42, 60-61, 90	<b>Sub-category - Human Rights:</b> all aspects.
<b>Principle 3:</b> Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	38-39	G4-11 <b>Sub-category - Labour practices and decent work:</b> relationships between workers and management. <b>Sub-category - Human Rights:</b> freedom of association and collective bargaining.
<b>Principle 4:</b> Businesses should uphold the elimination of all forms of forced and compulsory labour.	90	<b>Sub-category - Human Rights:</b> forced labour.
<b>Principle 5:</b> Businesses should uphold the effective abolition of child labour.	90	<b>Sub-category - Human Rights:</b> child labour.
<b>Principle 6:</b> Businesses should uphold the elimination of discrimination in respect of employment and occupation.	36-41	G4-10 <b>Sub-category - Labour practices and decent work:</b> all aspects. <b>Sub-category - Human Rights:</b> non-discrimination.
<b>Principle 7:</b> Businesses should support a precautionary approach to environmental challenges.	70-81	<b>Category - Environment:</b> all aspects.
<b>Principle 8:</b> Businesses should undertake initiatives to promote greater environmental responsibility.	70-81	<b>Category - Environment:</b> all aspects.
<b>Principle 9:</b> Businesses should encourage the development and diffusion of environmentally friendly technologies.	70-81	<b>Category - Environment:</b> all aspects.
<b>Principle 10:</b> Businesses should work against corruption in all its forms, including extortion and bribery.	20	<b>Sub-category - Society:</b> fight against corruption and public policy.

