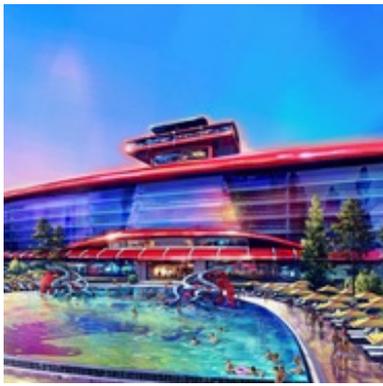


COMMERCE

Ferrari broadens lifestyle pursuits with Spain theme park, first hotel

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By JOE MCCARTHY

Italian automaker Ferrari announced plans for a Ferrari Land theme park to be built in conjunction with PortAventura Entertainment, Barcelona, along with the brand's first hotel.

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The theme park calls for an investment of \$139.5 million and is slated to open in 2016. Since Ferrari is in the business of acquiring consumers but also breeding enthusiasts, the new park may help the brand captivate people at a young age.

"Ferrari is a brand targeted at the upper end of the market," said Al Ries, founder and chairman of [Ries & Ries](#), a Roswell, GA-based marketing strategy consultancy.

"A 1967 Ferrari has just been auctioned for the unheard of price of \$27.5 million," he said. "The Ferrari brand is not going to be helped by an amusement park with rides costing a few dollars."

Mr. Ries is not affiliated with Ferrari, but agreed to comment as an industry expert.

[Ferrari](#) did not respond by press deadline.

Fun and cheer

Ferrari Land will be contained within the larger PortAventura resort and theme park.

PortAventura signed a licensing agreement with Ferrari to build the branded park.

The prancing horse theme park will house the usual assortment of rides and games, with a focus on cars, within its 75,000-square meter perimeter.

The highest and fastest vertical accelerator in Europe will be constructed on the grounds, a ride known for its terrifyingly abrupt descent.



Simulated view of Ferrari Land

Ferrari already has another **branded theme park located in Dubai**.

What makes the Barcelona venture particularly interesting is the construction of the brand's first hotel. The hotel will have 250 rooms, several restaurants and a driving simulator.



Simulated view of Ferrari Land's hotel

Considering that luxury travel spending dwarfs other sectors, the move signals Ferrari's attempt to flesh out its lifestyle pursuits. Ferrari was recently deemed the most powerful brand in the world by Brand Finance, so it will likely be regarded with respect in other arenas (**see story**).

Shifting boundaries

Now that Ferrari has entered the hospitality business, it will be interesting to see if and when future properties go up.

Many other luxury brands have leveraged their brand image to tap into the thriving travel

business.

For instance, LVMH Moët Hennessy Louis Vuitton's acquisition of Hotel Saint-Barth Isle de France bolstered the luxury conglomerate's presence in the travel and hospitality sphere.

The conglomerate plans to transfer products and services from its other companies such as wines and spirits that may enhance the property's allure. Continually growing in multiple luxury sectors likely enables the company to gather pioneering strategies and refine existing ones by testing them in different arenas ([see story](#)).

Also, Italian jeweler Bulgari's hotel and resorts in Milan anticipated an influx of fashion-forward guests during the city's annual Fashion Week with a special offer.

By organizing a special offer dedicated to all things fashion, Bulgari highlighted its associations to the fashion world. Guests who may have been unfamiliar with the jeweler's lifestyle or unaware of its hotel properties were introduced through exclusive experiences likely to create repeat guests ([see story](#)).

Some brand ventures certainly make more sense for luxury brands than others.

"As far as the promoters of the theme park are concerned, they could do just as well with a much-less-expensive auto brand like Porsche or Mercedes," Mr. Ries said.

Final Take

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