The Formentera Office of Tourism is pleased to present a photographic treasure hunt of local landmarks and a family gymkhana in which two fictional children's characters highlight part of the island's heritage and history. According to Alejandra Ferrer, Consell de Formentera vice-president and councillor of tourism, the initiatives are about "offering experiences to our visitors, whether they come alone, with friends or family". The two initiatives offer detailed information on featured monuments. The first encourages interested parties to participate by taking souvenir snapshots which can later be printed out at the Tourist Information Point in La Savina. The second offers participating families a book for the little ones.

Photographic treasure hunt
The treasure hunt covers ten points of cultural and scenic interest on Formentera. Each one is equipped with a special stand where visitors can place their mobile phones and take a souvenir selfie with an ideally framed shot. Photos can then be shared on social media by tagging Formentera Tourism @visitformentera. Sharing entitles participants to print two souvenir photographs free of charge at the Tourist Information Point of La Savina.



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"The initiative has the added benefit of promoting the island so that we get photographs on social media that show Formentera at its best", said Ferrer. The creative minds behind the initiative prepared for the project by studying the most suitable locations, including a panoramic view of La Savina port, Plaça de la Constitució in Sant Francesc, La Mola lighthouse and more.

Family gymkhana
With a parallel gymkhana made specially for families, two fictional children's characters, Trobi and Tana, lead participants on a tour of some of Formentera's heritage and history. The

gymkhana spotlights ten points of interest, some of which coincide with those featured in the photo route. At each stop visitors will find a QR code that they can scan to learn about the featured landmark in question. Families that scan the QR code at six of the ten points can visit a Tourist Information Point and pick up their own copy of "Explore Formentera with Trobi" (*Explor a Formentera amb Trobi*
), in which Tana, a local lizard, shows visiting Trobi some of the island's charms.

Information on the two routes is available at Tourist Information Points, on the Formentera Office of Tourism website (www.formentera.es) and by scanning QR codes at photo stands.

Photographic treasure hunt: https://turs.photo/qr/formentera/?turs=frm01#section-blog
Family gymkhana: https://gymkhana-formentera.trobatea.com/inicio

6 September 2022
Communications Office
Consell de Formentera