

# GOOD PRACTICE

## TERRA AVENTURA



**tèrra aventura**  
GeoCaching Nouvelle-Aquitaine



RÉGION  
**Nouvelle-  
Aquitaine**  
Comité Régional du  
Tourisme

**Interreg**  
Atlantic Area  
POST



Co-funded by  
the European Union

# GOOD PRACTICE TERRA AVENTURA

The project takes place **across the Nouvelle-Aquitaine Region** in France.

Began in 2011 in one local district : Limousin

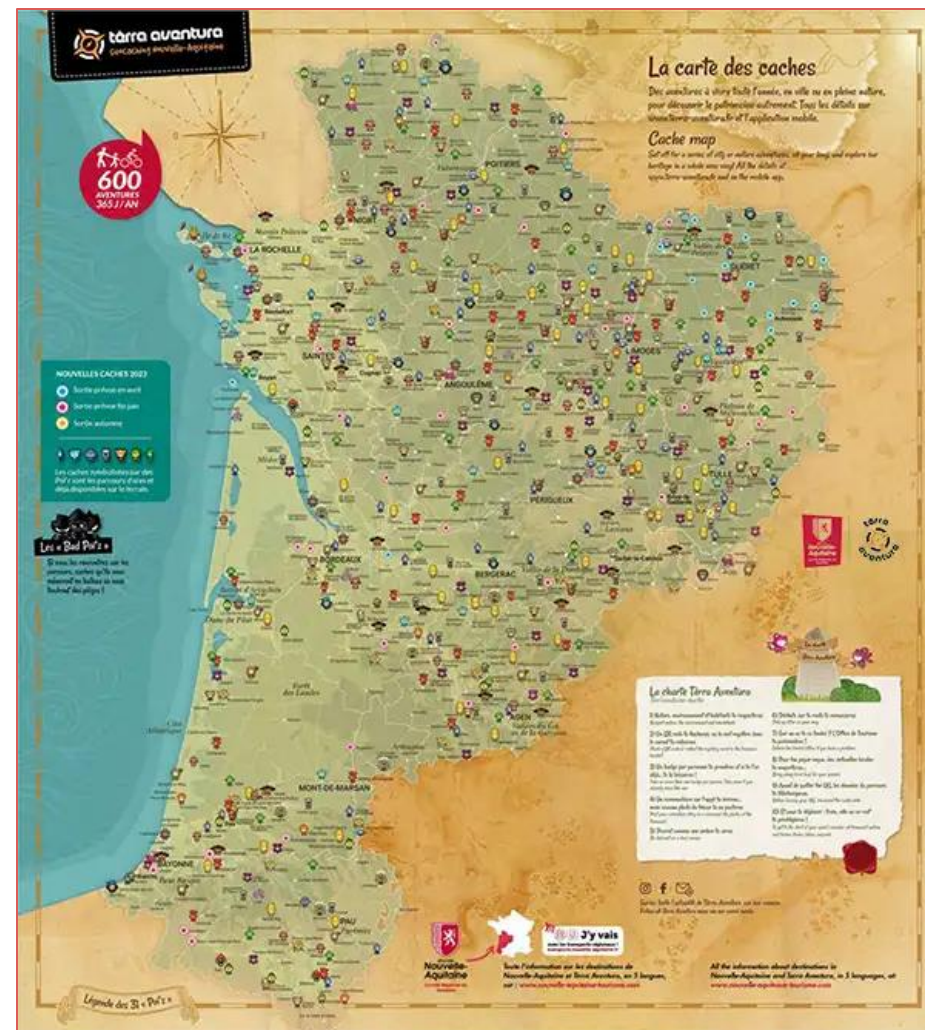
The project has been **created by the Regional Council of Nouvelle-Aquitaine**.

It is **coordinated by the Nouvelle-Aquitaine's Regional Tourism Board**, the organization dedicated to observing, promoting and developing tourism in New Aquitaine.



# GOOD PRACTICE TERRA AVENTURA

Terra Aventura is a big **GPS treasure hunt** across Nouvelle-Aquitaine. **More than 600 Terra Aventura trails** are spread all over the region, **especially in hinterland destinations**.



# GOOD PRACTICE TERRA AVENTURA

Terra Aventura is a big **GPS treasure hunt** across Nouvelle-Aquitaine. **More than 600 Terra Aventura trails** are spread all over the region.

Treasure hunters can find the trails with a **100% free app**. The app allows the user to find the starting point of trails, to visualize its position from one step to the other. The narrative thread features tiny creatures called 'Poiz', who ask treasure hunters to carry out an investigation by **solving riddles** based on the cultural and natural heritage that they can see on the monuments, houses, or landscape that surrounds them.



Waterside

## Zéidon

He is probably the coolest, most laidback Poiz. He is named after his godly ancestor and he comes from the Millevaches plateau. He can be found in each of Limousin's bodies of water. He is much more « Peace & Love » than « Fast & Furious » and he'd do just about anything to avoid a conflict. He loves being found in his hiding places and being pinned on a t-shirt or a baseball cap, where he can watch the world from above.

<b>Likes</b>	<b>Dislikes</b>
Ponds, lakes, swimming, wells... in other words, water!	Being wrung out then put to dry, teardrops

# GOOD PRACTICE TERRA AVENTURA

Terra Aventura is a big **GPS treasure hunt** across Nouvelle-Aquitaine. **More than 600 Terra Aventura trails** are spread all over the region.

Treasure hunters can find the trails with a **100% free app**. The app allows the user to find the starting point of trails, to visualize its position from one step to the other. The narrative thread features tiny creatures called 'Poïz', who ask treasure hunters to carry out an investigation by **solving riddles** based on the cultural and natural heritage that they can see on the monuments, houses, or landscape that surrounds them.

At the end of the search, treasure hunters have to find caches where Poïz are living and where **they can find badges**. The goal is **to have a collection of them**.



*This reward is meant to encourage children to engage in these activities, a motivation for them to walk and play for a few hours.*

# GOOD PRACTICE

## TERRA AVENTURA

Terra Aventura is a big **GPS treasure hunt** across Nouvelle-Aquitaine. **More than 600 Terra Aventura trails** are spread all over the region.

Treasure hunters can find the trails with **a 100% free app**. The app allows the user to find the starting point of trails, to visualize its position from one step to the other. The narrative thread features tiny creatures called 'Poïz', who ask treasure hunters to carry out an investigation by **solving riddles** based on the cultural and natural heritage that they can see on the monuments, houses, or landscape that surrounds them.

At the end of the search, treasure hunters have to find caches where Poïz are living and where **they can find badges**. The goal is **to have a collection of them**.

Trails are **designed and financed by the local municipalities** and the Regional Tourism Board.



*Terra Aventura: trails across mountains...*



*... and cities!*

# GOOD PRACTICE TERRA AVENTURA

The main objective was **to develop tourism** in the entire regional area, **especially in rural areas**, through a tourism product for families: **the geocaching**.

The aim is to **distribute visitors flows more evenly** across the region by improving attractiveness of all districts.



# GOOD PRACTICE TERRA AVENTURA

**Number of followers in Facebook**  
more than 54 000 (2024)

**Number of followers in Instagram**  
more than 10900 (2024)

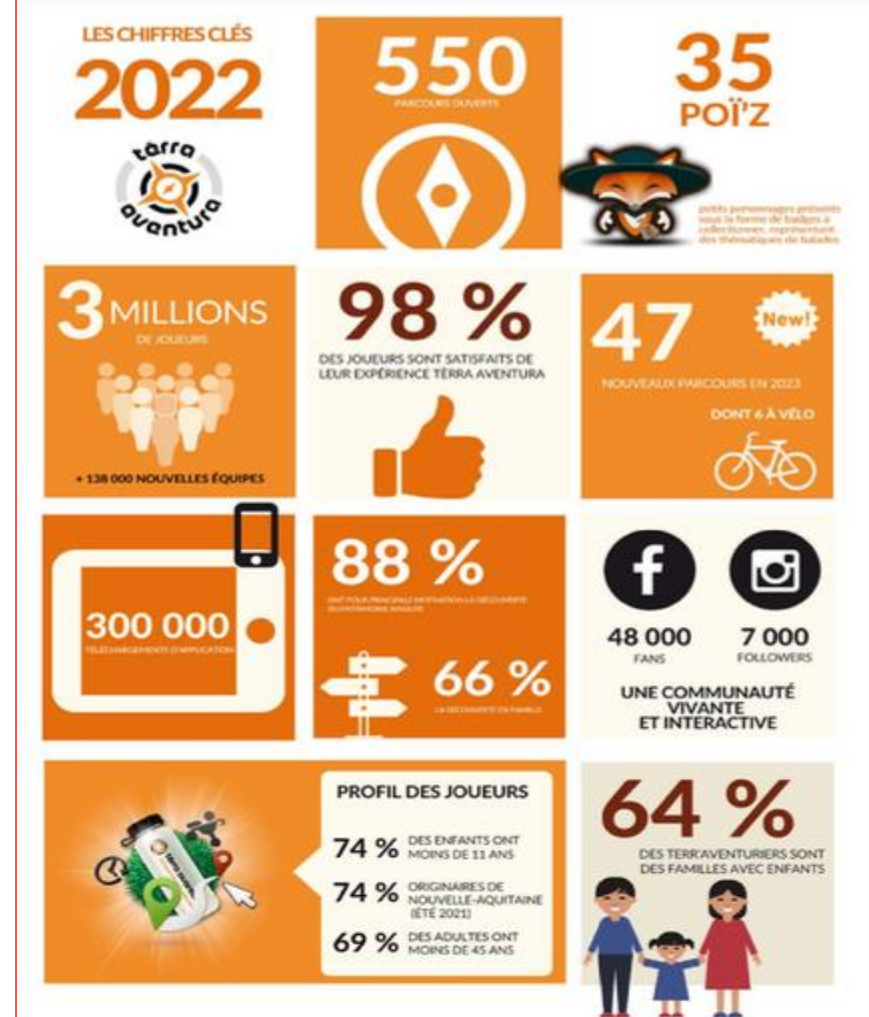
**Number of users each year**  
3 000 000 users (2022)

**Number of app's downloaded**  
300 000 (2022)

## Type of users

- 64 % are families with children (2022)
- 74 % inhabitants of Nouvelle-Aquitaine (2022)

## LES CHIFFRES CLÉS





# GOOD PRACTICE TERRA AVENTURA

That project is relevant for polycentric tourism because **it improves attractiveness of rural destinations and inland territories.**

Many of them, which never had tourist activity before Terra Aventura, can welcome **several thousand visitors in their villages by designing a trail.**

The app also created **new reasons for tourists** staying on crowded areas **to spend (at least) one day discovering inland areas.**

Year	Number of trails	Number of players
2015	4	3764
2016	15	14088
2017	36	55 560
2018	50	172 988
2019	60	470 140
2020	69	230 340
2021	74	560 792
2022	80	628 036

*Data for Charente + Charente-Maritime*

# GOOD PRACTICE TERRA AVENTURA

## 4 – Indicators concerning the practice

**Number of followers in Facebook**  
more than 54 000 (2024)

**Number of followers in Instagram**  
more than 10900 (2024)

**Number of users each year**  
3 000 000 users (2022)

**Number of app's downloaded**  
300 000 (2022)

### **Type of users**

- 64 % are families with children (2022)
- 74 % inhabitants of Nouvelle-Aquitaine (2022)

## 5 – Budget & Funding

**The tourist office** finances the creation of the trail, the equipment and its maintenance.

**The District Tourism Board** funds part of the promotion, gamification and storytelling.

**The Regional Tourism Board** invests in the technological development of the application and website, as well as the promotion and implementation of the overall strategy.

At the beginning, 100 000 €, now 1 000 000 euros / year with an economical model with partnerships.

Economical impact estimated : 35 000 000 euros / year.

# GOOD PRACTICE TERRA AVENTURA

## 8 – More information available at

### Terra Aventura website

<https://www.terra-aventura.fr/en>

### Instagram (only in French)

[https://www.instagram.com/terraaventura\\_lespoiz/](https://www.instagram.com/terraaventura_lespoiz/)

### Facebook (only in French)

<https://www.facebook.com/terraaventura>

### 2024 terra aventura press kit

<https://www.terra-aventura.fr/sites/default/files/pdf/Dossier%20Presse%20Terra%20Aventura%202024.pdf>

**THE INCREDIBLE  
TREASURE HUNT!**

825 171  
Registered Teams

3 990 880  
Caches found

How to play ?    Subscribe



POST

# GOOD PRACTICE TERRA AVENTURA

## 8 – More information available at

### Terra Aventura website

<https://www.terra-aventura.fr/en>

### Instagram (only in French)

[https://www.instagram.com/terraaventura\\_lespoiz/](https://www.instagram.com/terraaventura_lespoiz/)

### Facebook (only in French)

<https://www.facebook.com/terraaventura>

### 2024 terra aventura press kit

<https://www.terra-aventura.fr/sites/default/files/pdf/Dossier%20Presse%20Terra%20Aventura%202024.pdf>

## 9 – Additional information

### Presentation of the project on video (in English):

<https://youtu.be/GMVfcqgBGT0>

