



TREASURE HUNT

Would you like to offer a special experience for families? Or perhaps to a group of travellers with a playful spirit? Organise an outdoor or indoor treasure hunt that inspires your guests to explore your nearby surroundings and to learn about the local cultures. Weave the event together with a story that consists of tales or myths. The treasure can be a cultural item that sparks conversations about local traditions.

Whether you live in a city, a town, or the great outdoors, a treasure hunt forms an engaging and fun activity for your guests!

GROUP SIZE: 2-6 guests

DURATION: 1-3 hours

AVAILABILITY: all year round

FOR WHOM: Guests seeking playful and active cultural experiences, interested in local cultures. Guests seeking meaningful experiences, and the possibility of slowing down. Families with children, groups of friends, colleagues

WHAT IS NEEDED FOR THE PRODUCT



- Maps or other kinds of guides with clues. You can also use photos or landmarks that guide your guests.
- Instructions and/or rules
- Locations without dangerous places, traffic, or the risk of disturbing others (humans or animals)
- Guide who engages the guests with storytelling
- Treasure: food, beverages, handicrafts, photographs, stories, books, coins, toys, postcards, beautiful stones or shells, beautiful places in nature, 'secret' places in the woods
- Good, waterproof box (with a key/ smart lock as in some Airbnb homes) to store the treasure in
- The product could be digitised (e.g. by using the Geocaching application)

EXTRA SERVICES



- Treasure hunts could be combined with a picnic or lunch
- Treasure hunts could be combined with a search for the Northern Lights
- The event could be prolonged by 'hiding' several treasures
- Treasure hunts could be customised to suit birthday parties or bachelor/ette parties
- Hunting the treasure could be done on toboggans, kick sledges, skates, skis, snowshoes, paddle boards or canoes —or with a dog trained in searching for human objects
- Geocaching, where the participants use a global positioning system (GPS), receiver, or other navigational techniques
- Hiding your own treasure for future guests
- It may be possible to tailor-make the activity to the guests' needs and capabilities

TO BEAR IN MIND



- Make sure that you plan enough time for the activity
- Include clues with knowledge and stories about local culture
- Choose the location with care: a limited area works well
- Security issues: is getting lost a possibility? Are there lakes, ponds, or other areas with water that could be dangerous for the younger participants? Is there traffic that needs to be taken into consideration?
- Good lightning and reflectors in case the treasure hunt takes place in the dark
- Consider how participants can contact the guide in case they get lost
- Consider how long and far the participants can walk
- Respect your human and animal neighbours who are not included in the event. Take a moment to discuss respectful behaviour and the harmful effects of trespassing
- Choose only culturally sensitive items, and handle those with respect
- Will all the participants find a treasure? Or is there only one treasure to be found? Consider the age of the participants

EXAMPLES OF MARKETING CHANNELS



- Webpage
- Social media pages
- Intermediaries (e.g., Airbnb, Doerz, travel agencies, tour operators, hotels, destination marketing organisations)

INSPIRATION



- [Näkkälä Adventures, Enontekiö, Lapland](#)