

Today the Formentera Office of Tourism unveiled augmented virtual reality (VR) videos on Ca Na Costa, a megalithic sepulchre, and the history of the island's salt flats, part of an effort to use 3D virtual reconstruction to safeguard and share part of local history.

"The aim of this initiative", which Alejandra Ferrer, vice president and councillor of tourism, pointed out would be deployed in other heritage and historical sites, "is to transport visitors to another era, recreating the environment. With the help of mobile technology, we will be able to see in the present what life was like in the past". She called it "yet another tool to attract visitors in the off season and offer a range of activities that bring participants closer to our roots".

The initiative has benefited from the collaboration of the island's heritage office and historian Santiago Colomar, who have helped by contributing historical information. "These videos bring our history closer to residents and visitors and underscore this part of our heritage", said Colomar. In that regard, Colomar hopes that the initiative will continue in order to "uncover more stories of our past".

Carlos Bernús, who heads Formentera's Office of Tourism Marketing, explained that the videos will be promoted on the local tourism website , Tourist Information Points and promotional events. They can also be found on the Formentera Office of Tourism's YouTube channel in Catalan, Spanish and English.

11 October 2022
Communications Office
Consell de Formentera