

Totemus treasure hunts



<https://totemus.be/>



Mons, Hainaut

The 1001 mysteries on the land of Borinage

Length
27km

Course type
Rural



POSSIBLE REWARDS

This hunt will make you win

● 70 totes



HOW TO PLAY ?

The hunt is 100% free !

To participate in our hunts, download our application on your smartphone and have fun!



Mons, Belgium

As a city with many historical buildings, Mons partakes less in 'chocolate and waffles' tourism and more in remembrance tourism.

Since adapting the slogan "Where technology meets culture" after being chosen as the European Capital of Culture in 2015, economic activities centre on both tourism and the high-tech industry.

City tours have dealt with COVID-19 by shifting the focus away from attracting foreign tourists towards offering innovative and sustainable experiences for local audiences.

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The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).



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About

In Totemus treasure hunts, participants solve puzzles by using observation: finding a date at the foot of a statue, counting the number of windows in a building, filling in the name of a street. Completing a tour awards participants with "toteez", virtual currency that can be exchanged for gifts and visits to amusement parks, museums, playgrounds, restaurants, etc.

How this city tour showcases peripherality

Totemus treasure hunts still stay true to the Creative Tourism aspects of the tourism industry characteristic of the region but with a twist: they **don't centre the tours on the classic UNESCO sites**, but on areas such as the **surrounding mining region**. In this way, they display that culture & creativity can be found in '**hidden gems**' outside of typical tourist attractions in the centre.

How this city tour showcases accessibility

All potential visitors can find information about the **level of difficulty and mobility** required for each tour, as well as **the ways that each tour can be accessed**. The tours are also **free of charge** (helping reach visitors with socioeconomic difficulties), and they also **don't include time limits** (which visitors with learning disorders might be sensitive to).

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 Peripherality	 Sustainability	 Accessibility	 Digital tools	 Storytelling	 Entrepreneurship
<p>The tours don't focus on the touristy areas (such as UNESCO sites), but on the mining region outside the city centre.</p>	<p>Most tours take place on foot or by bike. The tours financially compensate locals for proposing routes. Target audiences are locals so that they can (re)discover their regions.</p>	<p>You can find the level of difficulty and the ways each tour can be accessed on the website. The tours are free and not time-constrained.</p>	<p>The tours use geolocation and QR code scanning to solve puzzles. All participants must have a smartphone and internet connection.</p>	<p>The tours use historical events to relay stories and provide clues/riddles about Belgian people and events from the past.</p>	<p>All visitors who complete a tour can exchange their 'toteez' for free entries into tourist and cultural activities of Wallonia, promoting local entrepreneurship.</p>

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