



# FRAMERIES



# THE HAUNTED TOWN

# INTRODUCTION

Frameries is a small, post-industrial town in Walonie, near Mons. Despite its rich history, it's rarely visited by tourists.

By creating this trip, we wanted to draw attention to this place again and remind everyone of the days of its glory.



# WHY GHOSTS?

Frameries doesn't have as many tourist attractions as other cities around it, but it's possible to find this town in the legends about the region. Some of those stories are really scary.

Also, because Frameries doesn't have as many citizens as before, you can spot empty buildings and closed shops in there, which makes the area a bit spooky.



# THE TARGET GROUP

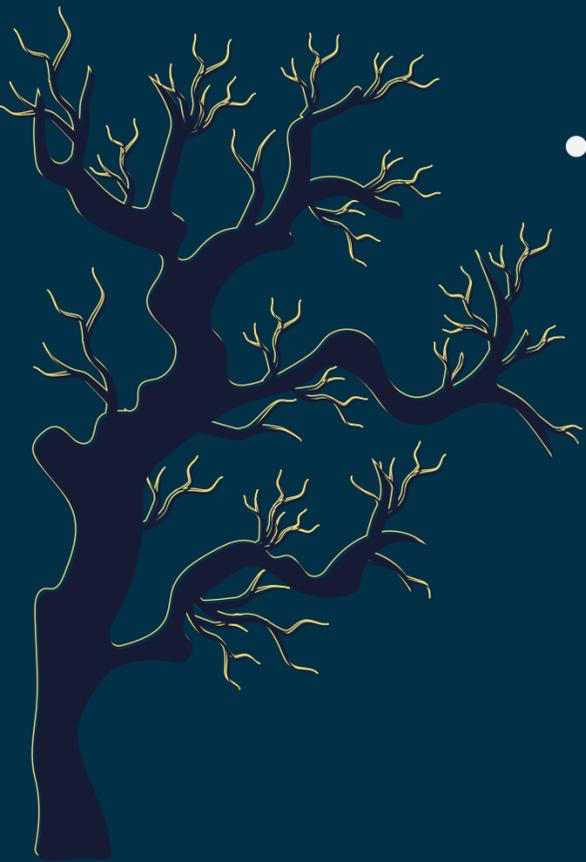
- Teenagers – the tour is engaging and organised as a game with several tasks, so it's not boring for young participants.
- Families with children – it might not be the best idea for the youngest children to participate in the tour alone. Therefore, we recommend that the tour be carried out with an adult chaperone.
- Adults – the tour is appropriate for teenagers, but it is not too childish, so the grown-up participants also can have fun.

**PLEASE NOTE:** The content of the tour is entirely in English.



# STRUCTURE OF THE TOUR

- The participants are invited to find certain spots in the city and complete tasks using the Actionbound app.
- With every task they get a fragment of the legend of Marotte, the girl whose ghost guides them through the game.
- In the end they help the spirit of Marotte find her sister. They also get a professional ghosthunter badge.

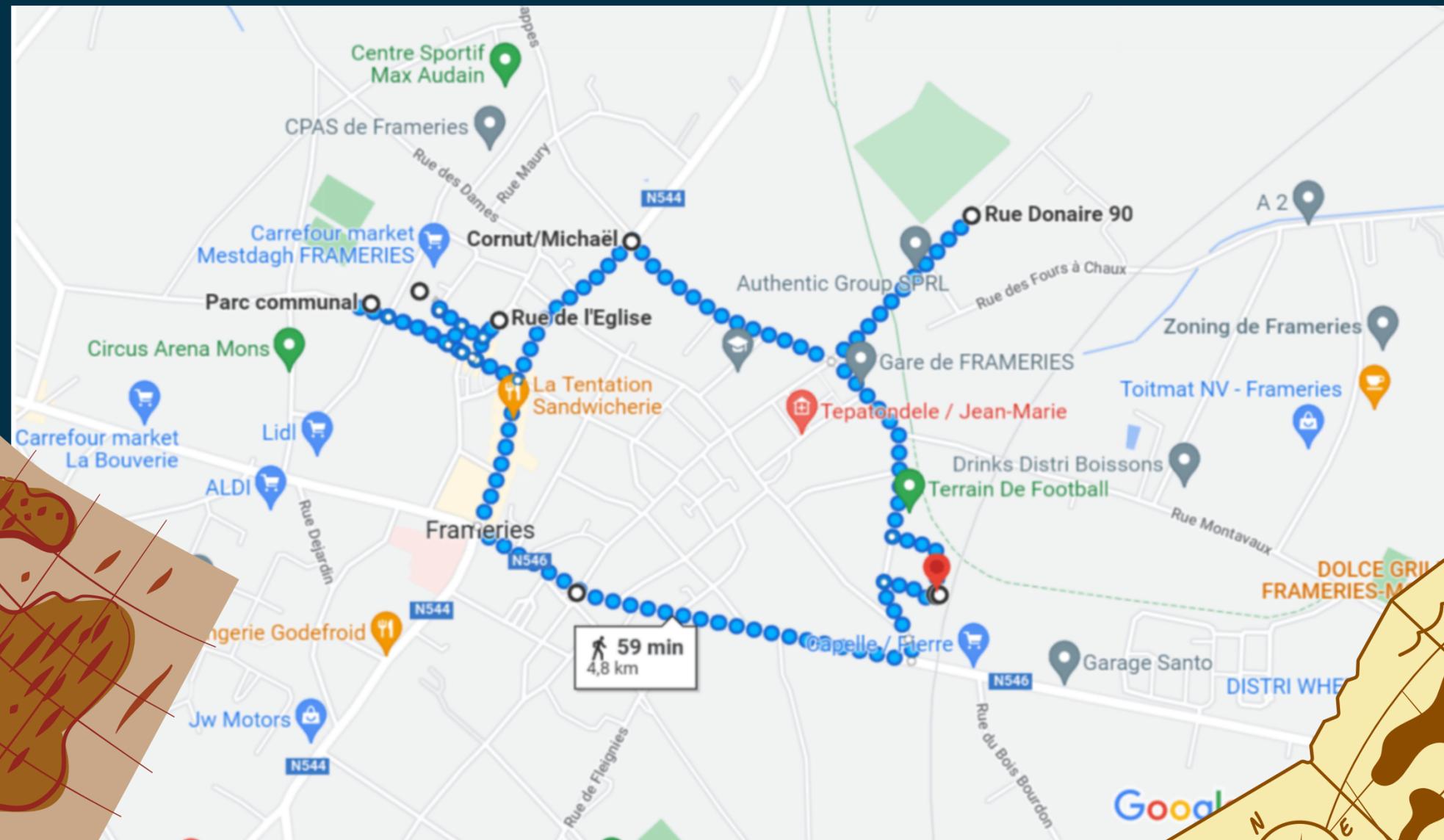


# STRUCTURE OF THE TOUR

- The tour takes a little more than an hour to complete by foot.
- It can take less time if it is done by bike – about half an hour.



# STRUCTURE OF THE TOUR



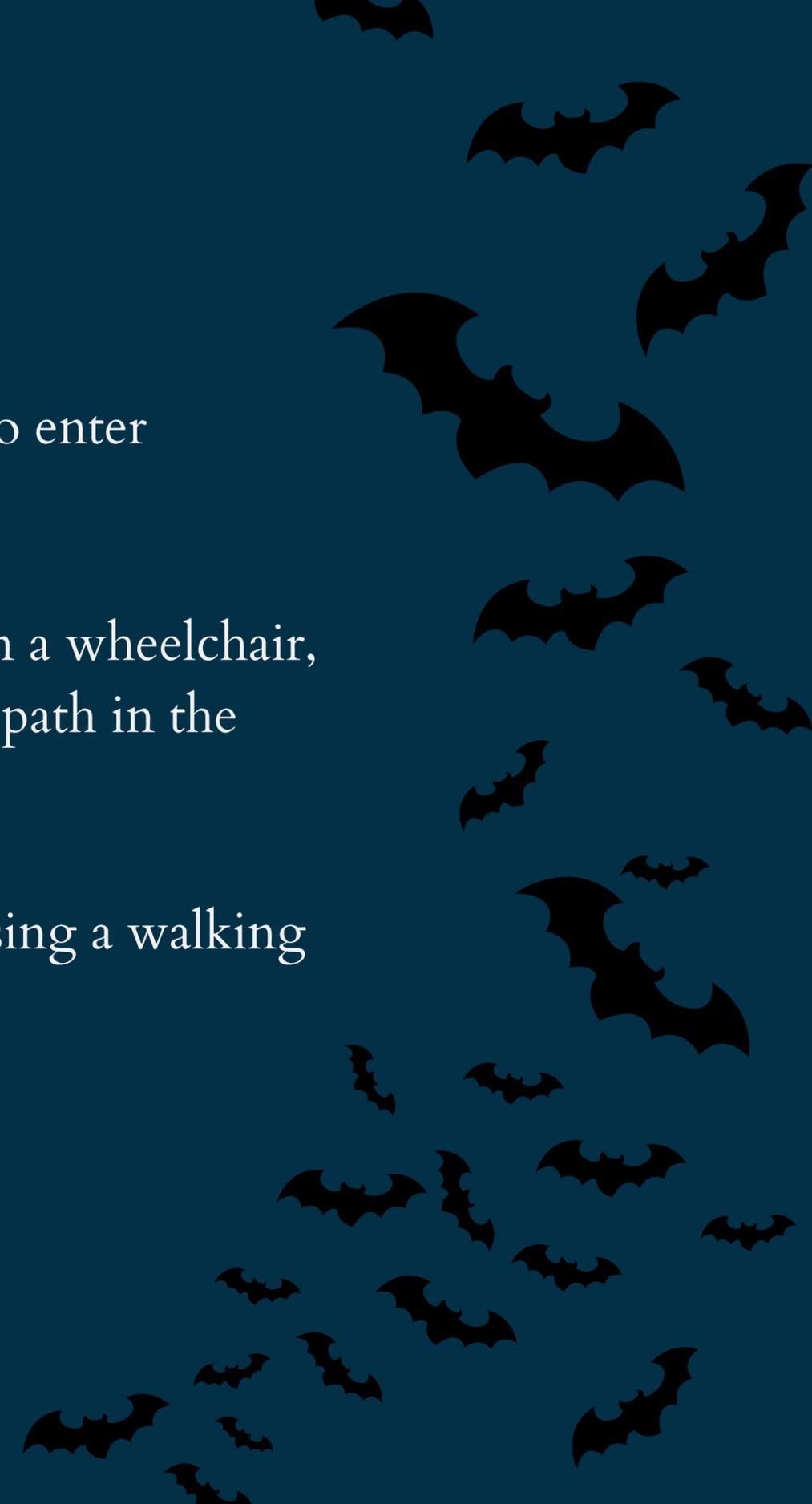
# SUSTAINABILITY

- The tour draws tourists from more crowded places in the region to the town that usually doesn't get much attention.
- All you need to complete the tour is a mobile phone with the app. Participants do not have to print or buy anything.
- The trip can be easily done by walking or cycling. It starts and ends at the train station, so it's comfortable for people who use public transport.



# ACCESSIBILITY

- The tour doesn't require participants to climb the stairs or to enter inaccessible buildings.
- Only one task on the list might be challenging for people in a wheelchair, because it requires getting off a sidewalk and stepping on a path in the forest. This task is additional and completely voluntary.
- Other than this one path, the tour is possible to complete using a walking aid or, if necessary, a car.



# INNOVATIVE APPROACH

- Thanks to Actionbound the tourist is not a passive listener or reader of a guidebook, but an active participant of a game.
- The tour benefits from storytelling and gamification techniques to make the experience engaging.



# PRACTICAL EXAMPLES

How does the trip look like?

To enter the game participants have to scan the QR code or open the link.



# PRACTICAL EXAMPLES

A squirrel is one of Frameries' symbols.

The one on the photo stands in front of the City Hall.

Can you find another, different squirrel?

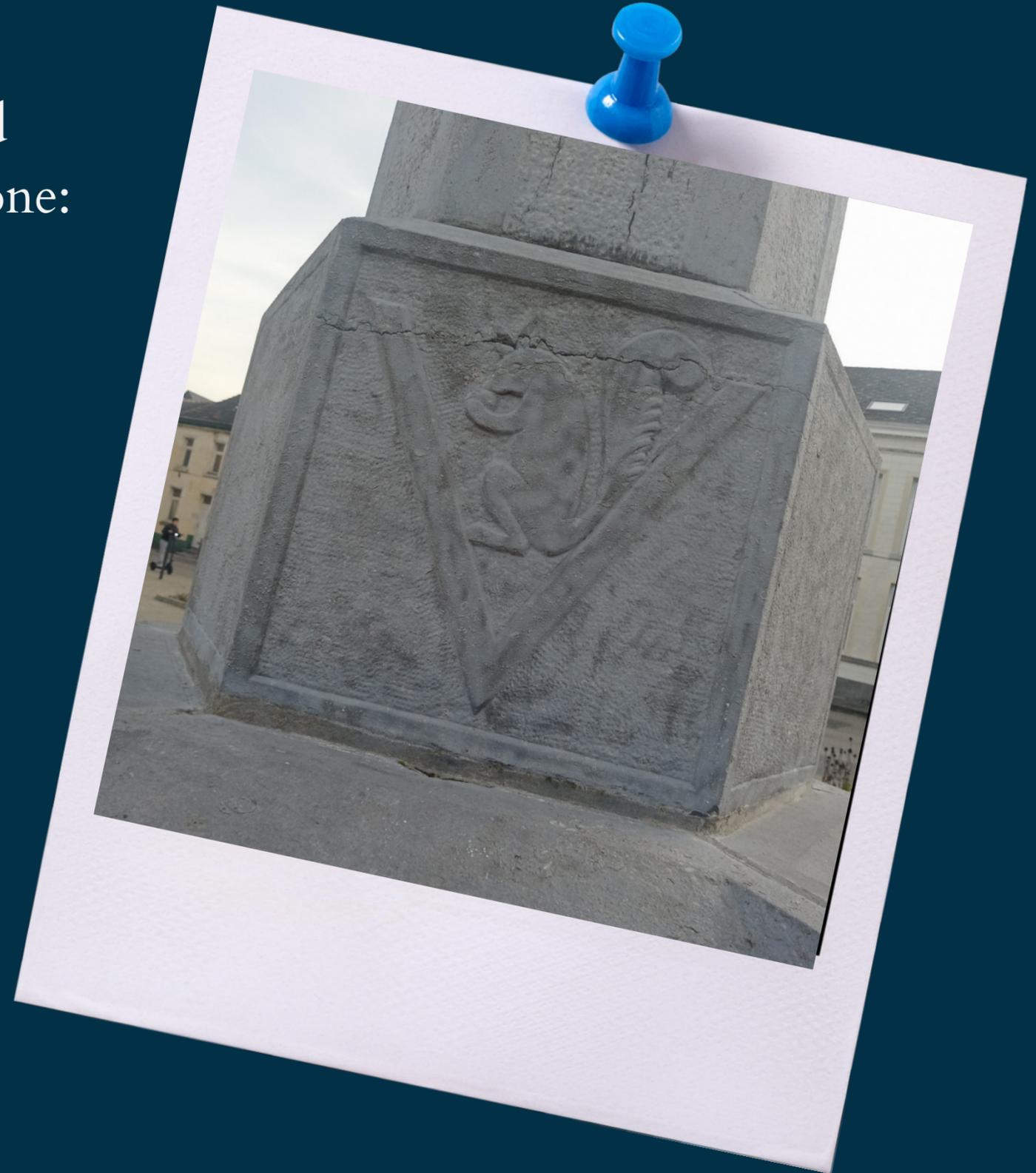
It's carved in stone in front of the church.

Picture: [frameries.be](http://frameries.be)



# PRACTICAL EXAMPLES

To complete this task the participant has to find the second squirrel and make a photo like this one:



# PRACTICAL EXAMPLES

As a reward the participant gets to read a fragment of the legend.

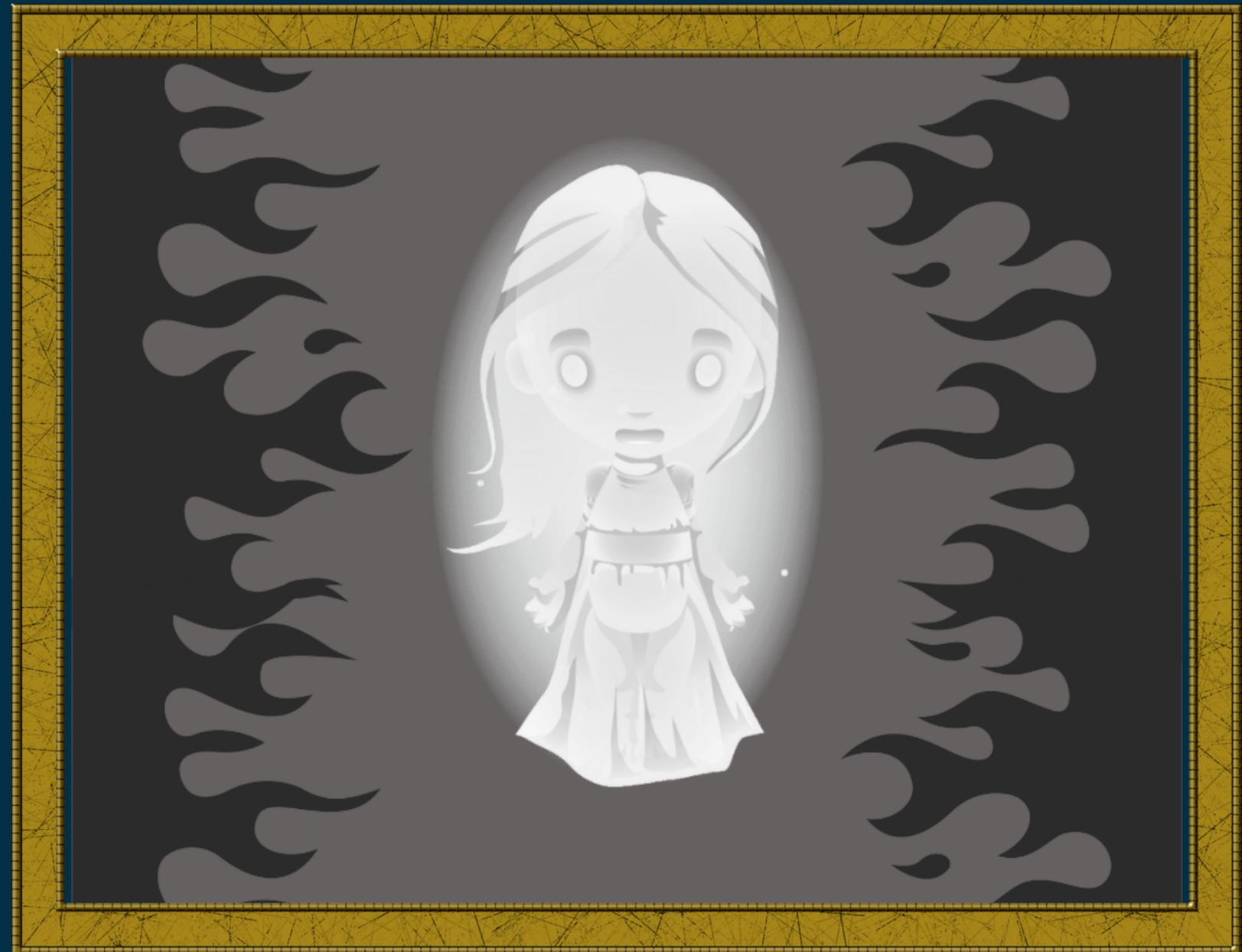
Good job, o nosey tourist!

Now let us hear the beginning of my story:

*A long, long time ago, since it was still the time of the monks, there were two young orphans in the hamlet, beautiful as no one had ever seen and wise as no one had ever seen.*

You are smart, so you probably already guessed one of the girls was me and the monks were Knights of the Temple, who lived here for a long time. That is all I will tell you for now. Let's go and complete the next mission to find out more about me and my fabulous sister.

\*Text from "Frameries dans le passé", Florent Ruelle, Union des imprimeries (S.A.), Frameries - 1927



# GOALS OF THE GAME

This way the participant gets to know the real places and buildings in Frameries and the legends about them by taking part in an online game.

