

Case Study: Macombopoly!

Key metrics:



6000+ scans



2500+ games played



1.47 hours of average playtime



60 culture/history stops in Macomb



25 participating local businesses



Players from Canada, China, England, Egypt and almost every US state.



Press: Thrillist, Atlas Obscura, CBS, WGNRadio, MSN + more



CHALLENGE

Visit Forgottonia, the local CVB for Macomb, Illinois, needed to draw tourists and locals to the area, to celebrate the town's rich culture and history, which included the original inventor of Monopoly, while promoting local businesses.

SOLUTION

An edu-tainment style app-guided game, where the town square is a board, players create a team with locally-themed tokens, and each stop tells the story of Macomb. Players compete against each other to top the leaderboard while visiting public art, local businesses, historical sites, and more!

RESULTS



"It seems almost too incredible to be true..."

JOCK HEDBLADE

Executive Director

Visit Unforgettable Forgottonia

Macomb Area Convention and Visitors Bureau



"Omg! Yes it's such a buzz and everyone loves it. We're getting some notoriety! Thanks for helping our little town rebrand itself. ❤️"

-Debbie R., former Macomb resident

SAVANNAH BALLARD
Marketing and Downtown Development Director, City of Macomb



"...over 500,000 people have visited our downtown square with over 60% of them living 30 or more miles away. The map shows we have had people from all 50 states visit just in the past few months." --



Deana Ritner

★★★★★ 5.0

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this was awesome. the game made the visit more fun.

