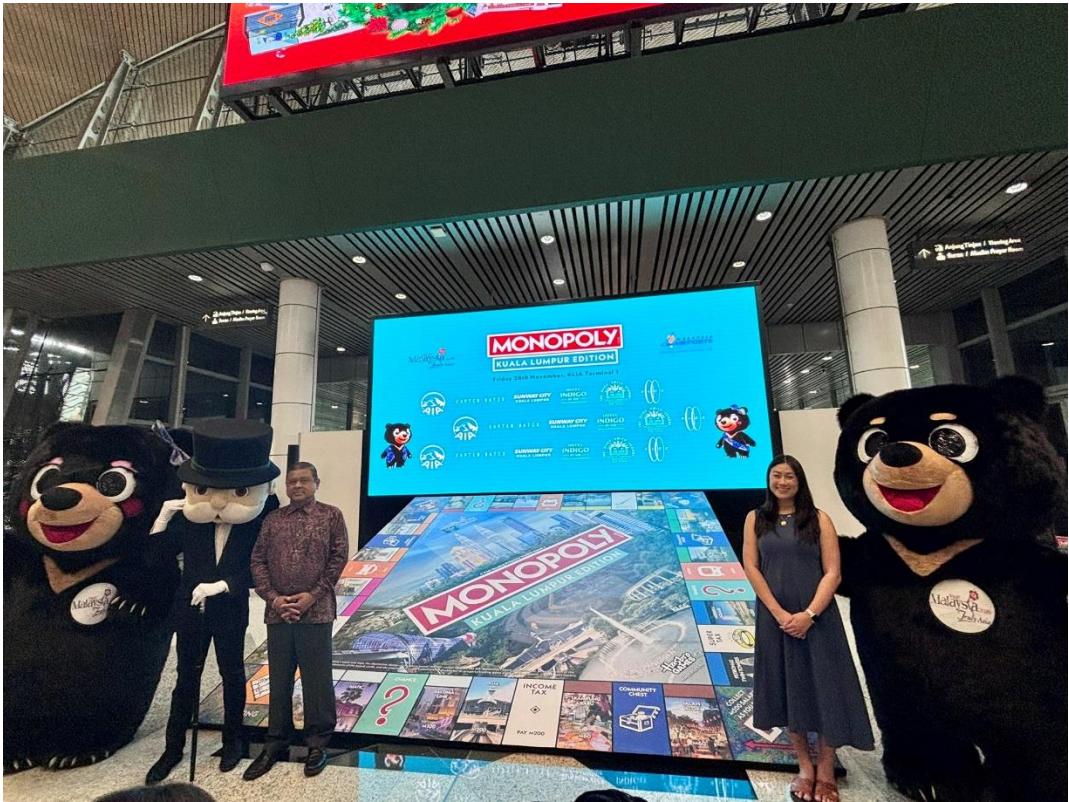


## MONOPOLY: KUALA LUMPUR EDITION OFFICIALLY LAUNCHES AT KLIA TO KICKSTART VISIT MALAYSIA 2026



Official Launch of the Monopoly Board Game – Kuala Lumpur Edition

**KUALA LUMPUR, 28 NOVEMBER 2025** - The world's favourite board game, MONOPOLY, has launched the Kuala Lumpur Edition, a celebration of Malaysia's capital city and its most iconic landmarks, neighbourhoods, and cultural touchstones. The launch event at KL International Airport (KLIA) marks one of the first milestones of the Visit Malaysia 2026 campaign, positioning the city as a must-visit destination for travelers from around the world.

Developed by Winning Moves under license from Hasbro, a leading games, IP and toy company, the new edition features Kuala Lumpur's most beloved sites. Players can

now buy, sell, and trade their way through the **Petronas Twin Towers, Merdeka Square, Bukit Bintang, Kampung Baru, Chinatown, Jalan Alor**, and more – each square capturing a unique part of the city’s culture and history.

YBhg. Datuk Manoharan Periasamy, Director General of Tourism Malaysia said, “We are thrilled to collaborate with Winning Moves on the launch of MONOPOLY: Kuala Lumpur Edition in conjunction with Visit Malaysia 2026 (VM2026). This edition showcases Kuala Lumpur’s vibrant landmarks and attractions, offering both Malaysians alongside international travellers to experience the capital city in fun and engaging ways while inspiring them to further explore the beauty as well as diversity of Malaysia.”

The board also brings together some of Kuala Lumpur’s most recognisable names and partners, creating a true reflection of the city. **Hotel Indigo Kuala Lumpur on the Park** makes its mark as a symbol of the city’s hospitality scene, while **Sunway City Kuala Lumpur** reinforces its place as a hub for lifestyle, retail, and education. **KLCC** takes center stage through the world-famous Petronas Twin Towers and the green heart of **KLCC Park**, while **Kapten Batik**, a proudly Malaysian fashion brand, showcases the creative spirit of local businesses. **Alice Smith School**, one of the city’s most historic international schools, reminds players of Kuala Lumpur’s educational legacy, while **KLIA** itself is not only featured on the board but also serves as the host of the launch. In celebration, **Malaysia Airports**, the operator of **KLIA**, is introducing an exclusive, limited-edition travel-sized MONOPOLY: Kuala Lumpur Edition, designed for globetrotters to take a piece of the city with them.

Adding to the excitement, **Malaysia Airports** is also launching a special festive collaboration titled “Christmas with MONOPOLY: Don’t Pass GO on the Festive Magic.” The campaign will light up **KLIA** and other international airports (IATA code: PEN, LGK, BKI and KCH) this December with a full month of celebrations featuring enchanting activities, captivating performances and a festive Christmas pop up store.

Travellers can be rewarded instantly by spending a minimum of RM800 in up to two receipts at participating outlets in **KLIA Terminal 1 and 2** to take home the exclusive travel-sized MONOPOLY Kuala Lumpur Edition board game.

“This collaboration brings together two icons, **KLIA** as Malaysia’s main gateway and **MONOPOLY** as a timeless game that celebrates exploration, strategy and connection. Through this collaboration, we are not only celebrating the festive season but also creating a lively sense of place at our airports, where travellers can immerse themselves in the joy and charm of Kuala Lumpur during this magical time of year,”

said Hani Ezra Hussin, Senior General Manager of Commercial Services, Malaysia Airports.

AIA Malaysia also joins as a proud partner in this edition, with its brand featured on both the MONOPOLY money and Chance cards to encourage living a healthy life. The other Chance and Community Chest cards in this edition are also creatively suited to Kuala Lumpur, with one of the cards donating to the preservation of historical landmarks in KL and another earning you a shopping spree around the city! This creative integration ensures a uniquely Malaysian twist to the classic MONOPOLY experience.

“At AIA, our purpose is to help people live Healthier, Longer, Better Lives. Just like in MONOPOLY, where every decision shapes your future, we believe that making the right choices today—about health, protection, and financial security—can create a stronger tomorrow. This collaboration is a fun and meaningful way to remind Malaysians that the most valuable investment they can make is in their own well-being,” said Heng Zee Wang, AIA Malaysia’s Chief Executive Officer.

“MONOPOLY is a game about building dreams through places and community, and this edition tells the story of Kuala Lumpur in a way that is both playful and deeply meaningful,” said Jennifer Lau, Partnerships Manager at Winning Moves. “From the historic **Sultan Abdul Samad Building** to the vibrant energy of **Bukit Bintang**, every square is a snapshot of what makes this city so unique. Launching at KLIA also sets the stage perfectly as Malaysia prepares to welcome the world for **Visit Malaysia 2026**.”

The **MONOPOLY: Kuala Lumpur Edition** will now be available for sale at leading toy stores and retailers throughout Malaysia including Toys R Us, BookXcess Bookstore, MPH Bookstore, Kinokuniya Bookstore, Tsutaya Bookstore, Twigs, York House Toy Store, Jet Set Toy Store (KLIA), and Foreva Kids Toy Store. The **travel-sized edition** will be exclusively available through Malaysia Airports with more details on their website.

END

### **Tourism Malaysia**

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene.

The next Visit Malaysia, set to take place in 2026 will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

## **MONOPOLY**

2025 marks 90 years of MONOPOLY in the market, and Hasbro is celebrating its iconic legacy all year long. As the world's favorite family game brand, with over one billion players in 114 countries, MONOPOLY is more than just a game – it's a global phenomenon. Known for its timeless fun, strategy, and friendly competition, MONOPOLY invites consumers across generations to step into a world where opulence and villainy collide, and all is fair in the race for riches. With a growing list of 300+ culturally relevant editions and new ways to play – from in-person experiences to digital platforms, casino games and more – there's truly a MONOPOLY for everyone.

## **Hasbro**

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit <https://corporate.hasbro.com> or @Hasbro on LinkedIn.

## Winning Moves

Winning Moves is a leading world games company, which since 1992 has owned and produced TOP TRUMPS, producing and selling the 'Cool, Card, Cult' game in more than 30 countries across the world. Winning Moves also produces, with Hasbro, official versions of MONOPOLY based on cities and towns across the world, including in the UK, across Europe, the US, the Middle-East, Africa, the Far East, Australasia and many more places. Winning Moves as well owns and produces PASS THE PIGS, WADDINGTONS NUMBER 1 PLAYING CARDS and a host of other leading games, toy and card Brands.

For enquiries, please contact:

**Masrina Mohd Bakri**

Senior Assistant Director

Package Development Division

[masrina@tourism.gov.my](mailto:masrina@tourism.gov.my)

Tel: +603 8891 8544

**Norshariza Mohd Saad**

Deputy Director

Corporate Communications Division

[norshariza@tourism.gov.my](mailto:norshariza@tourism.gov.my)

Tel: +603 8891 8775