



# MEDIA RELEASE

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## TOURISM MALAYSIA COLLABORATES WITH WINNING MOVES TO BRING KUALA LUMPUR TO THE ICONIC BOARD GAME

**KUALA LUMPUR, 24 MARCH 2025** - Tourism Malaysia is thrilled to announce the exciting collaboration with Winning Moves, in producing the special edition of MONOPOLY: Kuala Lumpur Edition board game into homes around the world.

The MONOPOLY: Kuala Lumpur Edition is set to release at the end of 2025 in conjunction with the Visit Malaysia 2026 (VM2026) campaign. The launch of these special edition boards will be featuring Malaysia's iconic attractions that showcases a unique way for tourists to connect with the country's rich heritage which will focusing on the capital city of Malaysia – Kuala Lumpur.

YBhg Datuk Manoharan Periasamy, Director General of Tourism Malaysia said: "We're excited to partner with Monopoly to bring a piece of Kuala Lumpur to life through this interactive board game. Hence, this collaboration allows us to reach a wider audience and inspire future travelers by sharing the beauty and adventure of Kuala Lumpur in a completely new way."

This initiative not only ignites curiosity about Kuala Lumpur's diverse landscapes, lively culture and dynamic communities but also motivates more visitors to explore the city. By promoting Kuala Lumpur through this collaboration, this is seen as a significant step forward in achieving the goals of Visit Malaysia 2026 (VM2026).

Ms Jennifer Lau, the Partnerships Manager at Winning Moves emphasises that the Kuala Lumpur edition will not only be highlighting the city's landmarks but also celebrates its unique identity and vibrant energy. She said, "We're excited to work with local stakeholders to make this edition a true reflection of the city."

Businesses and organizations interested in being featured are welcome to reach out to Winning Moves and all are invited to contribute suggestions by emailing [kualalumpur@winningmoves.co.uk](mailto:kualalumpur@winningmoves.co.uk).

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### **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](#).

For enquiries, please contact:

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