

# Changi becomes world's first airport to enter the Roblox metaverse



*ChangiVerse* allows players to explore iconic landmarks of Changi Airport

[Changi Airport Group](#) (CAG) has unveiled *ChangiVerse*, an online experience that marks the airport's debut in the metaverse.

According to the company, "Changi Airport is the first airport to create a virtual world on [Roblox](#), a gaming platform that sees a monthly active user base of over 200 million across the globe. *ChangiVerse* aims to revolutionize the online airport experience, crossing physical barriers and time zones to allow fans of Changi, or those who have not had the chance to travel through the airport, to explore, interact, and engage with Changi in the digital space.

"Developed in collaboration with Accenture, this expansion of the Changi experience complements the physical realm by putting a playful twist on notable sights, such as Jewel Changi Airport, the distinctive Changi control tower, outdoor dinosaur display attraction Jurassic Mile, a plane hangar, and more."

Mini games on the platform emulate the airport experience, such as check-in and baggage claim. Players level up by accumulating experience points from the games, with each level unlocking access to special items or areas. The core game of *ChangiVerse* is the Changi Kart racing game, where the top racer each month from now till September 2023 stands to win a pair of Economy Class air tickets on Singapore Airlines. Singapore residents will be able to make a round trip to any destination with a direct flight serviced by the airline, while overseas winners will be rewarded with a trip to Singapore.

As they progress through the game, players can level up and unlock new areas and items, such as *ChangiVerse*-exclusive wearables for their digital avatar.

Hung Jean, Group Senior Vice President of CAG's Enterprise Digital Ecosystem & Business Division said, "With *ChangiVerse*, we want to strengthen Changi Airport's position as more than just a transport node, but a fun and magical destination where memories are created. With our customers becoming more digitally savvy and interacting in the digital space, *ChangiVerse* is also about engaging our customers and serving them better through innovation and experimentation, in line with our belief of customers being at the heart of everything we do."

Wee Wei Ng, Southeast Asia market unit lead for Accenture, added, "We are privileged to collaborate with CAG to drive digital-physical convergence through *ChangiVerse*. By combining digital and physical worlds, *ChangiVerse* can simulate the airport environment, creating immersive experiences that elevate human interactivity to new dimensions, enhance customer experiences, and drive innovation. We look forward to exploring new opportunities for CAG to leverage emerging technologies and differentiate themselves in the industry, as they continue to pioneer and provide revolutionary solutions for their customers in this exciting new era."