

# **HBX Group, Wayra And NYU SPS Look To Virtual Reality And Metaverse For Second TravelTech Lab Innovation Challenge**

Submitted by superadmincmshb on Tue, 27/02/2024 - 16:37

Madrid, October 24, 2023.- HBX Group, the leading B2B TravelTech ecosystem player, Wayra, Telefónica's leading open innovation programme, and the NYU School of Professional Studies (NYU SPS) Jonathan M. Tisch Center of Hospitality have joined forces to launch the second TravelTech Lab by HBX Group innovation challenge to redesign the future of travel.

Check it at

<https://discover.hotelbeds.com/news-room/press-release/hbx-group-wayra-and-nyu-sps-look-virtual-reality-and-metaverse>

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