

[TravelTech Lab held an event with students who had taken part in the hackathons](#)

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On the 19th of July 2023, an exciting event took place at the TravelTech Lab where the leadership team of HBX Group came together with a group of talented students who had participated in hackathons organized by the lab over the past year. During the event, these students showcased their innovative ideas, focusing on solutions related to data-driven influencer marketing aimed at enhancing traveler experiences.

The highlight of the event was a panel discussion that took place between the HBX Group leadership team and the students. The discussion centered around the students' experiences during the hackathons and the collaborative process of working closely with industry professionals. The exchange of ideas and insights between the two groups was not only enlightening but also incredibly inspiring.

Witnessing the creativity and passion of these students as they tackled real-world challenges with enthusiasm was truly remarkable. The event highlighted the power of bringing together the next generation of innovators with industry experts, providing them with a platform to showcase their talents and unleash their imaginations. It was a testament to the magic that unfolds when bright minds are given a challenge, a time limit, and the support to push the boundaries of what is possible.

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