

VR World reports a twofold increase in 2022 corporate events and team building

Hybrid work environment turns VR World into a hotspot to meet, showcase and celebrate



New York City, New York Nov 14, 2022 ([Issuewire.com](https://www.issuewire.com)) - Frequently referred to as Metaverse IRL, [VR World® NYC](#), the largest and longest-operating mixed reality club in North and South America, announced a 200% increase in its revenue from corporate clients.

Founded in 2017, [VR WORLD® NYC](#) pioneered immersive entertainment with over 30 virtual reality single and multiplayer experiences in a club-like setting across three floors plus a full bar.

The changing office environment with many employers supporting a hybrid work week created new demand for location-based entertainment business from corporate clients looking to bring their teams together for workshops, corporate events, and team-building activities.

VR World's business strategy relies on multiple revenue streams including daily admissions, corporate events, nightlife, and F&B operations. While New York City, retail, in particular, is taking a long road to recovery, the company has seen a healthy pick up in business from names like Deloitte, CrowdStrike, Inditex, Blackstone, Google, Bloomberg, Goldman Sachs, and multiple other Fortune 500 clients.

Leo Tsimmer, CEO and Co-Founder, said: "The other significant trend comes from the guests who

identify VR World as a unique destination for date nights and friend groups. Both help mitigate the ongoing recovery and loss of retail foot traffic. Virtual reality is revolutionizing how humanity experiences the world. While the metaverse can feel somewhat raw and plutonian, VR World fuses the new virtual worlds with physical reality to produce a new kind of entertainment offering the cutting-edge medium with a human touch. The recent uptick in the events and groups department signifies an ever-growing appeal of VR World's metaverse IRL format with GenZ and Millennials."

To learn more, visit VR World on social media [@vrworldnyc](#) and online at [vrworldnyc.com](#)
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Media Contact

VR World NYC

press@vrworldnyc.com

10 East 34 Street, New York, NY 10016

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