Grant Thornton

Hospitality, Retail & Travel Tech

Ones to Watch 2026

Celebrating 100 of the most exciting businesses in the hospitality, retail and travel tech industry across the UK

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Introduction

Introduction

Welcome to Grant Thornton's inaugural Hospitality, Retail & Travel Tech: Ones to Watch report. Here, we highlight and celebrate some of the most exciting businesses across the sector, recognising their contributions to the UK economy and the evolution of technology within consumer facing industries.

We've identified 100 companies as some of the ones to watch in the UK's hospitality, retail and travel technology landscape, including innovators enhancing customer experience, operational efficiency, and digital transformation within these fast moving sectors.

Sector snapshot: a recent history

The hospitality, retail and travel technology sectors have emerged from several years of disruption driven by inflationary pressures, labour shortages and rising operational complexity. These conditions have pushed operators to move away from disconnected point solutions and toward more consolidated digital infrastructures to help stabilise operations, create visibility and support better decision making.

In retail, this meant renewed focus on tools that improve margin control, stock accuracy and customer conversion, as well as more consistent approaches to digital merchandising and omnichannel execution.

Hospitality and travel have experienced similar structural pressures, often with even greater operational strain. Hospitality providers, grappling with persistent labour gaps and fragmented tech stacks, have prioritised systems that could streamline workflows across reservations, EPOS, staffing, menus and guest management.

Travel operators, meanwhile, have navigated volatile demand patterns and growing expectations for seamless digital journeys, driving investment in more reliable, realtime inventory, pricing and booking infrastructure.

Across all three sectors, the overarching shift has been toward more stable, connected and efficient technology foundations capable of supporting future growth and innovation.

What does the future hold?

The outlook for hospitality, retail and travel technology is highly positive, driven by accelerating AI adoption, rising demand for integrated platforms and continued investor interest across all three subsectors.

We expect venture and private equity firms to remain active with increased appetite as operators prioritise solutions that automate complexity, strengthen profitability and consolidate fragmented workflows, themes already reflected in the buildup of vertical SaaS platforms across the space.

The next wave of innovation will be shaped by agentic AI capable of executing tasks autonomously, small personal AI models embedded on consumer devices, and the growing requirement for structured, real-time data to stay visible in new discovery and booking channels. In hospitality, unified operational layers will become essential as labour pressures persist, while travel providers will need to adapt to AI-led trip planning and more dynamic pricing environments.

Taken together, these forces point to a sector entering a phase of sustained investment in technology, where value will concentrate around specialised, data rich platforms that enhance productivity, improve service delivery and underpin more resilient, scalable business models.

Thank you to all those who have contributed to this report. If you have any questions or would like to discuss any of the topics mentioned here, don't hesitate to get in touch.

Our methodology explained

Grant Thornton's Hospitality, Retail & Travel Tech: Ones to Watch 2026 list is compiled of companies that we have identified across the UK that have key attributes such as: strong product capability, meaningful innovation in their fields, and differentiated market offerings. We have identified the companies through publicly available information, market reports and sector events.

We have excluded companies that are listed, owned by listed businesses. We believe that the findings and analysis presented in this report provide a balanced snapshot of the sector and we look forward to providing further insights into more businesses as reports are prepared in future years.

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Current trends in hospitality, retail & travel tech

Current trends in hospitality, retail & travel tech

Key M&A takeaways from Hospitality, Retail & Travel Technology

M&A activity across retail, hospitality and travel technology continues to be driven by strategic consolidation, even as buyers apply greater discipline to valuations and execution.

- **Specialist insights command more of a premium**
  Vertical, specialist platforms are commanding acquisition premiums over broader stacks. As AI makes generic tooling cheaper to build, deep category expertise and proprietary data are being seen as harder to replicate and therefore drive premiums across hospitality, retail and travel tech.

- **Integration is the new due diligence**
  Fragmented tech stacks remain the primary barrier to AI adoption across all three sectors. Acquirers will increasingly prioritise targets with unified data foundations i.e. businesses that have already solved their integration challenges are simply more investable.

- **Automation is not a one-size-fits-all opportunity**
  The role of automation differs significantly across these sectors. While travel tech is advancing toward agentic, self-serve models, hospitality and retail remain fundamentally human-led. As a result, M&A is focusing on technologies that drive efficiency behind the scenes i.e. streamlining back-office operations and reducing manual workload while preserving the quality of customer-facing experience.

- **Early-stage targets are gaining strategic appeal**
  Large incumbents across all three sectors are moving faster and buying earlier. Rather than waiting for businesses to scale, strategic acquirers are targeting founder-led companies at an earlier stage, prioritising agility and capability over size.

- **Cost pressures have been a factor**
  It has been hard to ignore the cost pressures on the industry, particularly within hospitality and retail in the UK. Rather than deterring acquirers, margin pressure is creating opportunity across tech solutions: investors are targeting businesses that can demonstrably improve operational efficiency, reduce overhead, and help operators understand where technology spend delivers measurable returns. The strongest-performing growth companies in the space are capitalising on this dynamic, positioning their platforms as essential infrastructure as clients embed cost optimisation more deeply into their operations.

- **Premium and luxury is on the upward trajectory**
  Quality of service remains a primary objective at the upper end of the market, where cost pressures in the space are having less of an impact to ensure a premium client and user experience. This has been notable in travel, hospitality and the experience-led side of the sector, but is relevant across retail too, with some notable recent transactions targeting platforms that serve luxury, independent, and boutique operators, a segment where differentiation, not efficiency, remains the core value proposition.

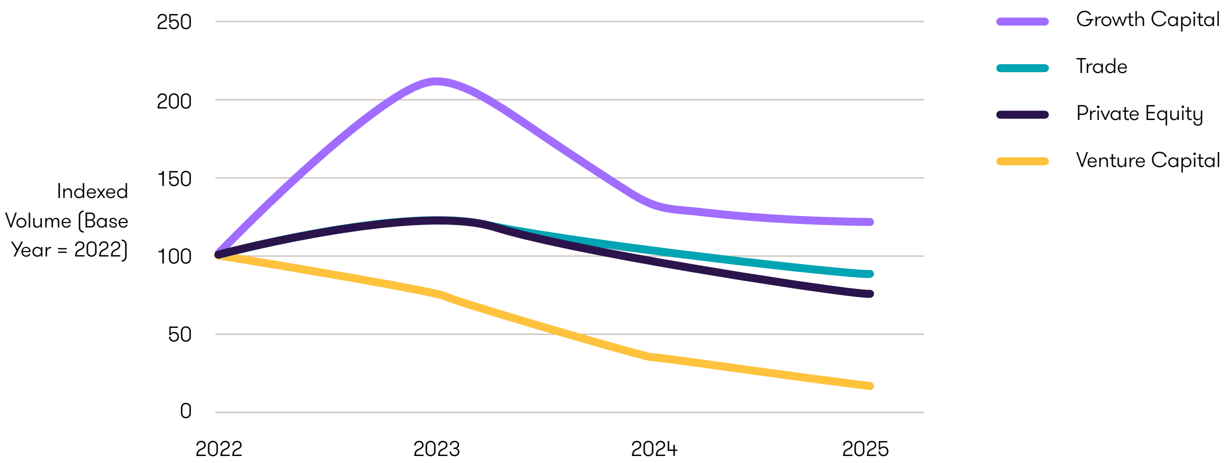
- **Supply and Demand Moats Will Define Value**
  As traditional barriers like scale and proprietary tech erode, value is concentrating around control of supply (inventory, relationships) and demand (distribution, customer access). M&A will increasingly target businesses that strengthen these positions, particularly those embedded in emerging AI-driven ecosystems.

Notable deals

A number of notable transactions have taken place in recent years, with M&A activity characterised by the increasing role of software consolidators, alongside continued venture capital investment, increasing private equity interest and strategic trade acquisitions.

- **Volaris Group's acquisition of Zonal** in 2026, a family owned business with over 46 years of history, exemplifies an international strategic buyer acquiring a long established UK hospitality software provider to secure mission critical EPoS and venue management capabilities and support long term platform expansion
- **Door Dash's acquisition of Deliveroo** in 2025 for £2.9bn, one of the largest acquisitions in recent years
- **Crisp's acquisition of Atheon Analytics and Clearbox Analytics** in 2025, strengthening its advanced analytics and data intelligence capabilities.
- **LDC's investment in 15below** in March 2024, a bootstrapped, high recurring revenue aviation software business providing mission critical passenger communication solutions.
- **Clearcourse have also been active** in this space, completing multiple acquisitions across the three sectors, including the recent **acquisition of Kurve** in 2026, as well as Davidson Richards, Harbour Assist, Avon Data Systems, and CSY Retail Systems.
- **UK acquirers have also pursued overseas opportunities to build international scale**, with London-based **Lighthouse acquiring The Hotels Network** in April 2025 - serving over 20,000 hotels across 100+ countries, and **Travel Curious acquiring Colorado-based Redeam Inc.** to add US ticket distribution capabilities.

M&A and investment activity in Hospitality, Retail & Travel technology UK targets



- Post-Covid demand drove a surge in activity heading into early 2023, most visibly in Growth Capital which both peaked sharply.
- Increased scrutiny on cash burn and capital efficiency has seen growth and venture investors pull back since then, reflecting a broader trend across the technology sector in recent years.
- International Trade and Private Equity, however, have remained consistently active throughout, with UK acquirers and investors in the sector notably increasing their activity, a strong indicator of enduring strategic and institutional confidence in the market.
- While overall volumes have moderated, this market has proven more resilient than most, with buyers increasingly engaged but applying greater selectivity and diligence to their investment decisions.

Interview with co-founder and CEO of Holibob, Craig Everett

Travel's next transformation: How AI is redrawing the map for experience platforms

> We're at the foot of the hill in terms of impact... The big shifts are only just beginning."

Craig Everett

CEO, Holibob

Holibob co-founder and CEO Craig Everett has spent the last four and a half years reshaping the experiences sector through data-driven curation and frictionless booking infrastructure. With hands-on involvements in cutting-edge AI development, he shares how AI will reshape the next decade of travel as a shift in where value sits across the ecosystem.

AI moves from novelty to operational force

For years, generative AI impressed more than it delivered. Early tools required constant correction, looped themselves into errors, and often created more work than they removed. That era is almost over.

A new generation of models is crossing a threshold. They're more agentic, more context-aware and capable of genuine reasoning. Instead of simply generating content, they are beginning to execute tasks, solve problems and operate across complex workflows with reduced human intervention to actually deliver outputs. This shift rewrites two fundamentals:

1. Individual capability is about to scale dramatically

Where a single operator once needed a large team, they can now incorporate multiple AI "engineers" running autonomously in the background. Holibob is already doing this, using models to build frameworks in days that would once have taken engineering teams months.

2. The cost of scale is about to change

The capital intensity that previously protected incumbents is shifting from headcount to compute. Organisations that adapt quickly to agentic workflows will be able to scale with dramatically smaller teams, and those clinging to legacy processes will be outpaced.

For a sector long defined by complexity, fragmentation and thin margins, this represents a meaningful shift in how value is created, but equally, an opening for focused, fast-moving players.

The rise of small language models and what it means for travel

The most transformative change will occur not in back-office efficiency but at the surface where consumers search and transact. The coming wave from small language models (SLMs) operating locally on wearables, phones and rings will continuously learn from an individual's behaviour, preferences, routines and context.

These SLMs will act as hyper-bespoke personal agents:

- Always on
- Deeply attuned to a user's habits and constraints
- Able to initiate and complete transactions
- Plugged into multiple AI-driven service providers

In travel, that means a model that already knows:

- Where you live and which airport you prefer
- What kind of trip you're on (work, leisure, family)
- Your dietary needs, mobility restrictions or budget
- What experiences you've enjoyed before
- How long you're willing to walk, queue or commute

Consumers will increasingly outsource planning and searching to these agents. For experience and attraction operators, and the platforms that serve them, this represents a new distribution landscape. The winners will be those whose inventory is structured, searchable, bookable and trusted by these autonomous agents.

As AI lowers the cost of building generic tooling, the advantage shifts away from broad horizontal platforms and toward vertically focused, specialist software. Horizontal systems are increasingly easy for AI models to replicate or approximate, but niche platforms possess something far harder to commoditise: deep category insight, structured domain-specific data, and curated supply relationships. Feeding directly into agentic AI systems, these vertically oriented platforms become far more valuable because they offer precision, trust and context - the ingredients AI agents need to make confident decisions. In this new ecosystem, the strongest opportunities lie with software that goes deep rather than wide.

The old moats are eroding — and travel's competitive landscape will reshape around two that matter

Almost every source of defensibility travel companies relied on for decades is weakening. Proprietary tech stacks, legacy infrastructure, complex workflows and large engineering teams that were once barriers to entry are no longer moats when an agentic model can replicate large portions of that stack in weeks.

What remains? Only two things:

1. Supply-side defensibility

Unique access to inventory, breadth of experiences, and the ability to standardise, structure and maintain supply at scale.

Holibob is investing heavily here; expanding beyond traditional attractions into events, transport, dining and category-fluid experiences, because supply breadth becomes a primary competitive shield.

2. Demand-side defensibility

Owning the channels through which consumers (or their AI agents) request travel services.

In an agentic world, this means being the default tool an SLM queries. Holibob's goal is to be that B2B infrastructure layer: the service agentic AI calls when a user says, "Book me something to do in Barcelona this afternoon."

Everything else, from engineering scale to product roadmaps, is becoming fluid.

Legacy operators face an operating model rethink

Travel's largest incumbents are not threatened by AI, but they are constrained by the pace at which their structures allow them to adapt. Long integration cycles, departmental silos and static roadmaps cannot keep up with agentic workflows. To stay competitive, legacy organisations will need to evolve:

- Small, cross-functional pods replacing large departments
- Continuous delivery replacing sprint cycles and long-term roadmaps
- Strategy and execution collapsing into the same roles
- AI agents taking on operational "doing", with humans guiding high-level problem-solving

A new M&A cycle: Agile, early-stage, capability-led

Travel and travel-tech M&A is shifting from large, capability-absorbing acquisitions to smaller, earlier-stage strategic plays.

Why?

- Legacy businesses need faster adaptation than internal teams can deliver alone
- Valuations increasingly reward unique offering and defensibility, not just financial metrics
- Integration may matter less than preserving pace

It's VC thinking within strategic M&A. Big players will:

- Acquire earlier
- Let teams operate independently
- Inject capital but preserve speed
- Use acquired capability to strengthen their supply or demand moats

This will create price competition between strategics and financial investors. Founders will face new decisions about staying independent, selling early or scaling into the next generation of travel platforms.

> Agentic commerce is going to come in a very, very big way."

Where digital meets physical: the next value frontier

While digital infrastructure will become commoditised, significant value will shift toward the intersection of digital intelligence and real-world experience delivery.

Hyper-personalised and adaptive itineraries gain value when grounded in physical delivery. Luxury human-led services will continue to command a premium. As digital convenience improves, travellers will pay even more for high-touch, human-centred experiences.

This bifurcation mirrors broader societal trends: rising wealth concentration at the top, increasing automation pressure in the middle, and growing demand for personalised, premium travel at the upper end.

Beyond travel tech: AI's ripple across the wider ecosystem

While hospitality operators face immediate operational shifts from agentic AI, the disruption will not stop at hotels and experiences. Across the wider travel ecosystem, from airports and tour providers to travel tech and corporate travel, the same structural forces are accelerating change.

AI is shifting expectations across airports, tours, corporate travel and in-destination services. As artificial intelligence reduces the cost and time required to build digital tools, software across the sector is entering a rapid M&A cycle, with smaller, agile teams becoming the most valuable assets.

High-touch service will remain a core differentiator, especially in luxury and concierge-driven environments. This trend is mirrored in hotels, destination services, curated tours, airport experiences and concierge models, all areas where personal interaction remains essential but will increasingly be enhanced by AI-driven context and curation.

For corporate travel, where efficiency and predictability rule, agentic AI introduces a new frontier: itinerary optimisation, automated rebooking and hyper-personalised travel management delivered directly through a traveller's on-device model. And for tour operators and in-destination providers, AI will elevate expectations around relevance and personal fit, particularly for tour and activity providers.

Holibob's next chapter: powering the experience economy for an agentic era

Holibob's strategy for the next 12–18 months aligns squarely with these shifts:

- Broaden and deepen supply chains beyond traditional attractions
- Automate onboarding and maintenance to support unprecedented supply breadth
- Build the infrastructure layer SLMs use to access experiences
- Invest in next-gen data structures and Model Context Protocol (MCP) tooling so agentic AI can navigate, understand and book inventory seamlessly

This mirrors Holibob's founding vision: enabling travellers to discover, book and enjoy memorable things to do, and giving operators and destinations the infrastructure to unlock the full potential of the experience economy.

What this means for the wider market

For operators

- Prepare for AI agents as a dominant discovery channel
- Prioritise structured, enriched and high-quality supply data
- Focus on unique supply and excellent delivery

For platforms

- Build interoperability with agentic models
- Strengthen defensibility through demand access and supply breadth
- Shift from tech-led differentiation to capability-led differentiation

For investors

- Expect earlier-stage, capability-led targets
- Value enablers of agentic ecosystems over broad platforms

Focus diligence on data maturity, supply defensibility and iteration speed

The opportunity era begins

The next phase of AI is not a disruption to fear, but an opportunity to seize, especially for vertical and niche platforms with the supply depth, data sophistication and operational context that agentic systems rely on.

In travel, the winners won't be the biggest. They'll be the most adaptable, the most context-rich, and the ones that become indispensable to the consumer's AI.

Interview with Champa Magesh, Access Hospitality's Managing Director

Why hospitality can't automate effectively yet — and why its tech revolution starts with the data layer

Hospitality is an analogue experience. You can't automate a smile."

Champa Hariharan Magesh

Managing Director, Access Hospitality

Access Hospitality's Managing Director, Champa Hariharan Magesh, is clear about something the industry has struggled to articulate: the sector many assumed AI would transform first is, in fact, the one AI cannot meaningfully shift - not until the foundations beneath it are addressed.

Hospitality has always stood slightly apart from the broader automation story. Its value is human and inherently present tense. Technology can optimise a supply chain or schedule a delivery route, but the experience guests return for - the welcome, the recognition, the sense of care - cannot be mechanised.

Yet the operational pressures shaping the industry today are real and growing. Labour shortages across markets, rising costs, complex regulatory demands, and continuously evolving consumer expectations. The need for intelligent automation is undeniable.

The paradox is that hospitality is one of the sectors most discussed in the context of AI, but also one of the least ready to benefit from it. Not because AI is inadequate, but because the data environment AI depends on simply does not exist in most operations.

As Champa puts it:

Tech fragmentation is causing operators to pay yet another tax: the toggle tax. Switching between systems cost operators hundreds of hours every year, and it's preventing the implementation of effective Agentic AI and smart automation."

Fragmentation: the structural barrier blocking AI

Across the UK, US and APAC, operators face the same problem: an operational stack made up of standalone systems that were never designed to work together. A typical site runs on a range of tools - reservations, EPOS, stock, labour planning, allergens, procurement, payments, training - each effective in isolation but can collectively create friction. One-to-one APIs solve part of the problem, but in the age of AI the patchwork solution is insufficient.

The result is a daily burden no amount of staffing can resolve. Data is re-entered repeatedly. Menus drift out of sync across channels. Compliance becomes a race against churn. Operators struggle to see what's actually happening in their business because information lives in disconnected environments.

This fragmentation is the reason AI cannot yet deliver meaningful value in hospitality. AI does not lack capability. It lacks context. Something as simple as a labour rota requires the model to understand reservations, table layouts, menus, allergen constraints, events, stock levels, weather, sporting events in a nearby stadium, guest volumes and footfall patterns. These datapoints exist, but they are out of sight of most hospitality software.

When the data cannot be seen, AI cannot interpret the environment it is meant to operate within. That's why the conversation about automation in hospitality cannot begin with AI, but with the data layer.

What a unified platform makes possible

Integration is the precondition for progress. When reservations, menus, rotas, procurement, loyalty, table management and maintenance operate on a common data layer, AI gains the situational awareness needed to enhance service rather than disrupt it. Technology becomes what it should be in hospitality: quiet, frictionless and almost invisible. It gives people time back instead of pulling them away from guests.

This is precisely what Access EVO was designed to deliver. Access Hospitality now supports more than 120,000 hospitality sites across the UK, US and APAC, with more than £20 billion in GMV flowing through the platform each year, a scale that makes this argument demonstrably real rather than theoretical. A unified data layer is not an aspiration; it's already operating in the market.

And from that vantage point, Champa's view is clear:

> "The real revolution is not robots carrying plates. It's the quiet, structural shift that finally allows technology to fade into the background, empowering the people who make hospitality what it is: a truly human experience."

From invisible workflows to intelligent operations

Once fragmentation is removed, the question is no longer whether hospitality will adopt automation, but what that automation should be. The next wave will not resemble sci-fi dining rooms. It will be subtle, operational and deeply contextual.

Kitchens will detect emerging issues before staff notice them. Menus will adjust automatically to stock levels. Payments will settle in real time. Rotas will be optimised and simply approved by managers. Reservations will be taken by voice-enabled AI agents indistinguishable from humans. AI Agents will clear administrative load and ensure site compliance so teams can stay present with guests.

Guest behaviour shifts faster than fragmented systems can respond

Consumer behaviour is now shaped by algorithmic speed. A flavour trend can sweep across markets in days. Seamless loyalty experiences are expected across every channel. Thursdays are becoming the new Fridays. Gen Z drinks less. Bookings shift as new discovery channels emerge. Hotels face the added challenge of AI-driven ranking systems that may de-prioritise properties lacking real-time inventory and unified data foundations.

The businesses that adapt fastest perform best. But rapid adaptation is impossible when customer, stock, menu and channel data live in silos.

Fragmentation doesn't just slow operations, it slows decision-making itself.

In other words, the toggle-tax is a cost that hospitality operators cannot keep paying.

Hospitality's transformation starts where guests never look

Travel may be racing toward agentic automation, but hospitality's transformation is deeper and more foundational. Real progress begins when the data layer is repaired. Once that happens, AI doesn't replace the heart of hospitality, it strengthens it, giving people the space to deliver what only people can. And this is what Access EVO is all about.

Champa's perspective comes from leading a platform operating at meaningful scale across multiple markets, with a front-row view of how the industry is evolving. Hospitality will always be about human connection. The opportunity now is to remove the friction that limits it, and to give teams more time to deliver the experience guests value most.

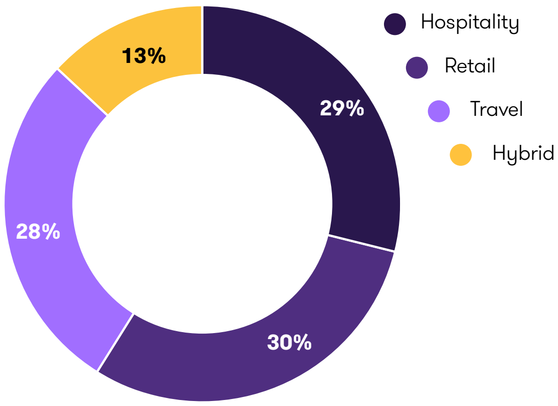
To read more insight pieces from Access Hospitality, click here

Ones to watch - a summary and breakdown by sub sector

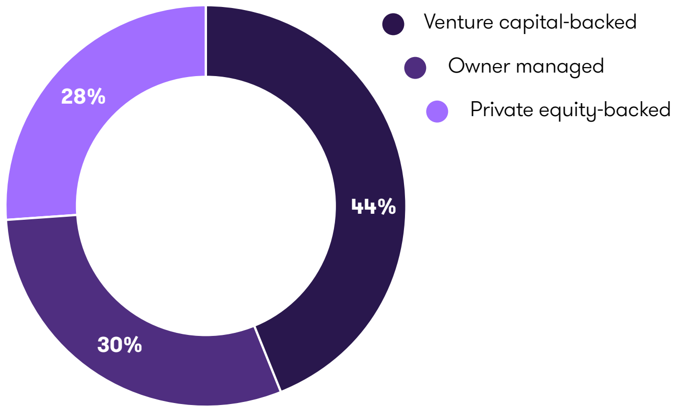
Ones to watch – a spotlight

We have identified 100 UK-based hospitality, retail and travel technology companies that have demonstrated key attributes such as: strong product capability, meaningful innovation in their fields, and differentiated market offerings.

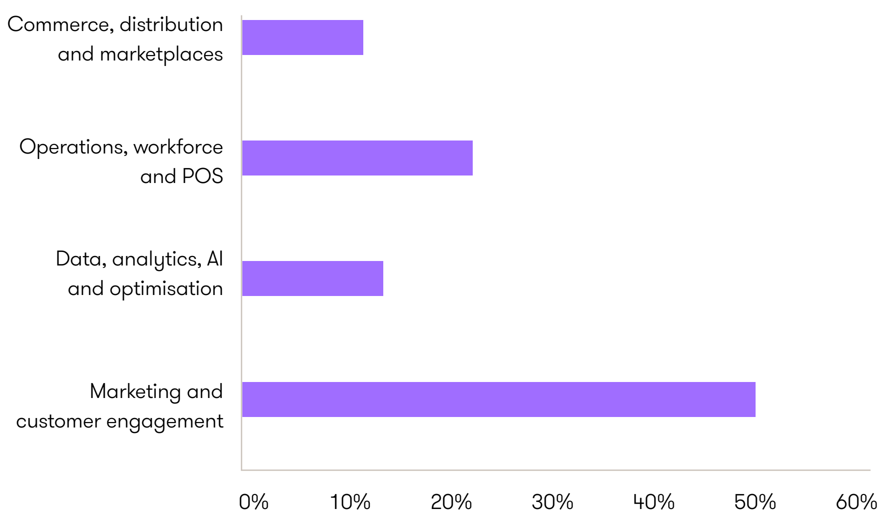
No. of companies by sector



No. of companies by ownership



Distribution of companies by core function



Ones to watch 2026

Hospitality, Retail & Travel Tech: Ones to Watch list

Company name	About	Investor backed
15below	Automated passenger communication platform for airlines, rail, and travel.	LDC
5Mins.AI	AI micro training for retail & hospitality delivered in five minute modules.	AlbionVC, Edenred Capital Partners, others
Airportr	Door to aircraft luggage collection, check in, and delivery service.	Force Over, others
Airtime Rewards	Retail rewards app linking transactional data, brands, and mobile networks.	Maven, Telefonica, others
Alliants	Hospitality experience platform for unified guest data, messaging, and service.	Zendesk, others
AltoVita	Global corporate accommodation platform for vetted extended stay housing.	Novum Capital Partners, Fifth Wall, others
Amplience	API first commerce content platform combining headless CMS and DAM.	Fairview Equity Partners
Aura Vision	AI in store analytics using CCTV for footfall, movement, and engagement insights.	Pioneer Fund, others
Biteluxe	AI guest messaging platform for automated WhatsApp based hotel communications.	Owner Managed
Booked it	Booking, ticketing, and loyalty platform for hospitality and leisure venues.	Calculus Capital, others
Branchspace	Airline retailing and booking platform (Triplake) with digital consulting.	Gresham House Ventures
Captive WIFI	Guest WiFi and marketing tool capturing customer data and feedback.	Owner Managed
Coniq	Loyalty and customer engagement platform for shopping centres, outlets and dining.	Guinness Asset Management, Maven, others
Dines	EPOS and payments system for restaurants, bars, venues, and events.	Forward Partners, others
Distil.ai	AI data analytics platform unifying guest and business data for insights and forecasting.	Mercia Ventures, others
Dolphin Dynamics	Travel software suite for CRM, reservations, back office, and B2C/B2B booking.	Owner Managed
DragonPass International	Global airport services platform giving access to lounges, dining, spa, fast track, and transfers via one membership.	Ocean Link Partners, Trip.com, others
Duffel	Developer first API for searching, booking, and managing flights and stays.	Index Ventures, Benchmark Capital, Blossom Capital, others
Ecrebo	Receipt based marketing that delivers personalised offers and messages at checkout.	Octopus Ventures, others

* Companies are listed alphabetically and not listed in order of rating

Company name	About	Investor backed
Edited	AI retail intelligence platform optimising assortment, pricing, and merchandising.	Delta-v Capital, Wavecrest Growth Partners, Beringea, others
Embargo Lifestyle	Digital loyalty, CRM, and ordering platform for coffee shops, QSRs, and restaurants.	Opoka TFI, others
Eviivo	All in one hospitality management system for bookings, payments, channels, and guest comms.	Investcorp Technology Partners
Evoke Creative	Maker of self service kiosks and digital hardware for retail and hospitality.	BGF
Evolve	Managed network and IT services for multi site hospitality and retail brands.	BGF
Facewatch	Facial recognition security platform helping retailers detect repeat offenders.	Owner Managed
Fixtuur	3D/AR visual commerce tools for furniture and homeware retailers.	Maven, others
For-Sight	Hospitality CRM and marketing automation unifying guest data for personalised engagement.	Owner Managed
FoundIT!	Intent led commerce platform improving product discovery and onsite journeys.	Owner Managed
Gimmonix	Modular hotel distribution tech with API aggregation, mapping, and revenue tools.	Owner Managed
Guestrevu	Guest feedback and reputation management platform for hospitality operators.	Owner Managed
Hands In	Split payment solution letting travellers pay across multiple cards or people.	Owner Managed
Heidi	Flexible ski holiday platform for custom built packages.	Active Partners, Mercia Ventures
Hey Savi	AI fashion search engine matching images/queries to in stock items at the best price.	Founders Capital, Odin Investments
Holibob	AI experiences commerce platform for instantly bookable, personalised in destination activities.	Guinness Ventures, others
HopsHQ	Hospitality ops platform unifying inventory, purchasing, and finance to improve profit.	Owner Managed
HotelREZ	Global distribution and marketing services connecting independent hotels to global bookers.	Owner Managed
Humara	AI virtual sales agent guiding shoppers through complex purchases for telco brands.	FPE Capital
Hyble	On demand menu and POS design platform for compliant, localised beverage marketing materials.	BGF
Hyperfinity	Retail intelligence layer turning cloud data into actionable decisions.	Anticus Partners, River Capital, others
Hypervsn	3D digital signage for retail and hospitality environments.	Compass Digital Ventures, others
Invyted	Influencer marketing platform for inviting, scheduling, and managing creator collaborations.	Aperion Investment Group, others
Its Lolly	AI driven hospitality tech offering integrated EPoS, robotics, and efficiency tools.	Owner Managed

* Companies are listed alphabetically and not listed in order of rating

Company name	About	Investor backed
Joli	UGC and influencer platform connecting hospitality brands with vetted local creators.	Owner Managed
Journee	AI mystery travel platform matching customers to personalised surprise trips.	Fuel Ventures, others
Jyrney	Unified ground transport API for taxis, ride hail, and chauffeur services.	Owner Managed
Kappture	Ultra fast and reliable EPOS and payments built for high volume hospitality venues.	Renatus Capital Partners
Kaptio	Salesforce native reservations and operations system for multi day tour operators.	VEX
Krowdit	AI platform for card linked customer acquisition in hospitality.	Owner Managed
Lighthouse	Real time commercial analytics platform for hotel pricing and revenue optimisation.	KKR
Lokulus	AI workflow automation for managing travel and service led customer enquiries.	Owner Managed
Microtill	Cloud EPOS, payments, and kiosk solutions for hospitality and retail.	Owner Managed
Neurolabs	Synthetic data powered image recognition for real time shelf and product visibility.	Nauta Capital, LAUNCHub, Lunar Ventures, others
Nevetal	Managed and digital services for cruise and travel, spanning cloud, apps, and data platforms.	Key Capital Partners
Ocasta	Frontline operations platform unifying comms, knowledge, inspections, and coaching.	Owner Managed
Ocula	AI product content optimisation platform for richer data, copy, and ecommerce performance.	Praetura Ventures, others
Odore	AI platform for creator management, sampling, and UGC campaigns for beauty brands.	Blackfinch Ventures, SFC Capital, others
Opfyx	AI aviation operations platform centralising comms, tasks, and live operational insight.	Owner Managed
Patchworks Media	No code/low code iPaaS connecting ecommerce, ERP, WMS, POS, and more.	Gresham House, Palatine,others
PepperHQ	Engagement and digital ordering platform for UK restaurants, cafés, pubs, and QSRs.	Sevenex Capital, others
PervasID	High accuracy passive RFID system for real time item level retail inventory tracking.	Parkwalk Advisors, Maven
Proximity Insight	Retail clienteling and store ops platform unifying customer data, appointments, POS, and messaging.	Gresham House Ventures
Red Ant	Omnichannel clienteling and in store operations platform for personalised service and mobile POS.	Owner Managed
RevLifter	AI personalised offers engine using real time intent to drive conversions while protecting margin.	Coutts, Maven, Gresham House Ventures
Roeville	Reservation and operations software for UK coach tour and private hire operators.	Owner Managed
S4Labour	Labour management and productivity software for hospitality scheduling and performance.	YFM
Salecycle	Behavioural remarketing platform reducing cart abandonment and re engaging ecommerce visitors.	BGF

* Companies are listed alphabetically and not listed in order of rating

Company name	About	Investor backed
Salesfire	Ecommerce conversion rate optimisation using behavioural data and intelligent onsite search.	Mercia Asset Management, others
Save Your Wardrobe	Digital wardrobe and aftersales platform offering repair, care, and alterations for fashion brands.	Venture Capital-Backed
SeeChange	Real time computer vision analytics for retail loss prevention and store activity monitoring.	Crane Venture Partners, Triple Point, others
ShopMate	EPOS and store management system for convenience and forecourt retailers.	Owner Managed
Shoptimised	Product feed optimisation and incremental sales platform for ecommerce and Google Shopping.	LDC
Simpler	Checkout as a service platform unifying payments, shipping, loyalty, and one click checkout.	VentureFriends, MMC Ventures, VGC Partners, others
Sona	AI powered workforce management platform for frontline retail and hospitality teams.	Gradient Ventures, others
Spark	All in one itinerary, CRM, and reservations platform for tour operators and DMCs.	Owner Managed
Stampede	Customer engagement platform for hospitality using analytics, email/SMS marketing, and insights.	Techstart Ventures, others
Stasher	Global luggage storage marketplace connecting travellers with vetted hosts.	Venture Capital-Backed
StoreSpace	Retail space planning and analytics platform combining planograms, layouts, and sales data.	Tern Capital
Sugati	Travel CRM and itinerary automation software for agents and tour operators.	Owner Managed
Swiipr	Digital payout platform enabling airlines to issue instant compensation and welfare payments via virtual cards and APIs.	Octopus Ventures, Solano Partners, TX Ventures
Tenzo	AI analytics and forecasting platform helping hospitality operators unify data and make real time decisions.	Edge.vc, Amadeus Capital Partners, others
Tevalis	Integrated hospitality EPOS and management platform supporting POS, kiosks, kitchen systems, and enterprise workflow.	BGF
The Cruise Globe	3D cruise route tracking and visualisation platform using AIS satellite data to create a digital logbook.	Redbus Ventures
TipJar	Digital tipping and automated tip distribution platform for hospitality teams.	YFM
Tpp Retail	Retail tech provider offering electronic shelf labels, store analytics, and digital pricing systems.	Owner Managed
Tprofile	Travel CRM and quoting platform unifying enquiries, itineraries, bookings, and marketing automation.	Owner Managed
Travel Curious	Global experiences platform enabling travel brands to integrate and book curated tours and activities.	Owner Managed
TripStax	Modular travel tech stack for TMCs, centralising booking, profiles, mid office, analytics, and duty of care data.	ICG (through parent ownership)

* Companies are listed alphabetically and not listed in order of rating

Company name	About	Investor backed
Triptease	Direct booking platform for hotels using pricing intelligence and personalisation to boost conversions.	BGF, Notion Capital, others
Truvi	Guest screening and damage protection platform for short term rental operators.	6 degrees Capital, Hambro Perks, others
Trybe	Property wide booking and management system for hotels, resorts, and leisure venues.	Five Elms Capital
Turneo	Experience commerce platform connecting travel sellers with tour organisers globally.	Bessemer Venture Partners, others
Ubloquity	Digital identity and traceability platform for aviation and logistics, enabling secure, frictionless operations.	Owner Managed
Vamoos	Branded travel app platform providing digital itineraries, documents, alerts, and trip info.	Owner Managed
Vita Mojo	Digital ordering and restaurant management platform for QSR and hospitality brands.	Battery Ventures, others
VoCoVo	Wireless communication headsets and call points enabling retail staff to collaborate and serve customers quickly.	Owner Managed
Wi-Q	Mobile ordering and payment platform for hospitality with POS/PMS integrations.	Epiphany Capital, Pxn Ventures
Xiatech	AI powered composable integration and analytics platform creating real time unified data views for retailers.	Rockpool Investments
Yhangry	Online marketplace for private chefs for at home and venue dining experiences.	Goodwater Capital, Araya Ventures, others
Yoobic	Frontline employee experience platform that helps retail and hospitality teams execute tasks, communicate, and train effectively via a mobile app.	Insight Partners, Felix Capital, BNF Capital
Zamna	Privacy first travel identity verification platform automating document checks for airlines and border agencies.	Local Globe, Oxford Capital, others

* Companies are listed alphabetically and not listed in order of rating

Credentials

Recent transactions across hospitality, retail and travel tech

DragonPass

Advisor to Dragonpass on acquisition of Ello Group

Travel and lifestyle loyalty & rewards

Humara

Investment by FPE Capital

AI-sales agent

Wireless Social

Sale to The Access Group

Guest Wi-Fi and consumer data analytics

Eladene Systems

Sale to eBay Inc.

Inventory management

Atheon Analytics

Sale to Crisp, Inc. a US-based collaborative commerce platform for retailers and brands

Retail demand intelligence software

Springboard Research Holdings Limited

Acquisition by MRI Software

Retail data analytics

TigerTMS Holdings Limited

Sale of TigerTMS Holdings Limited to Valsoft Corporation

Hospitality software

Maven Capital Partners

Advisor on Maven's investment into Digital Rewards Group

Rewards and incentives platform

TMT Deal Stats 2025

Corporate Finance Deal stats for 2025

246 Number of deals

£12.3bn cumulative deal value

53% deals involving PE

24% cross border deals

Our 2025 Corporate Finance TMT stats

51 Number of deals

£1.7bn cumulative deal value

76% deals involving PE

29% cross border deals

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23
UK offices

200+
Partners

5,000
UK employees

£1.7bn
TMT cumulative deal value in 2025

56%
FTSE 100 are non-audit clients

No.1
Independent nominated adviser of AiM

£5-200m
Typical private TMT deal value

246
M&A deals advised in 2025

76,000
People worldwide

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