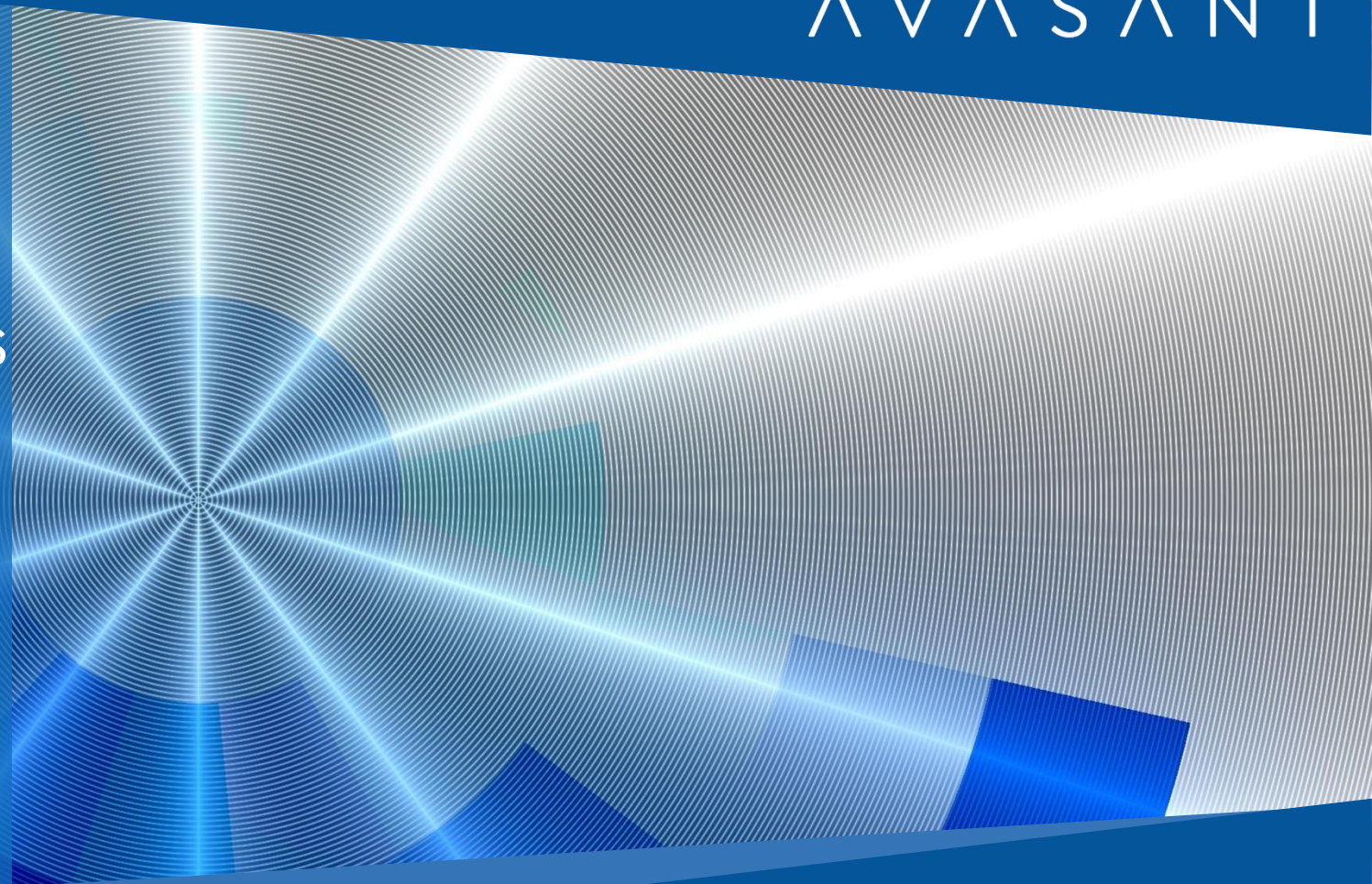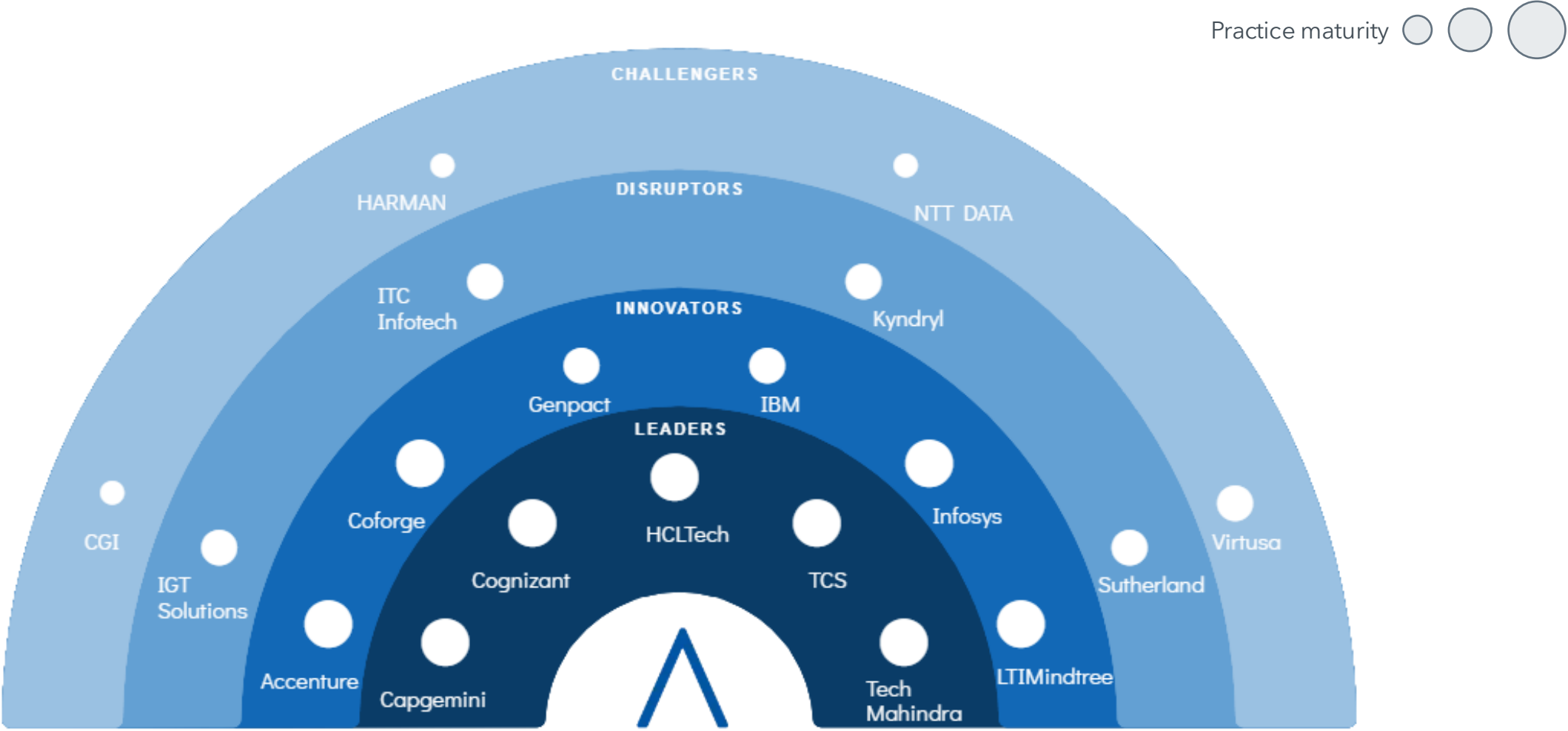# Travel, Transportation, and Hospitality Digital Services 2025 RadarView™

Service Provider Profile

January 2026

Avasant recognizes 19 top-tier service providers supporting the travel, transportation, and hospitality industry in digital transformation

Practice maturity

CHALLENGERS

DISRUPTORS

HARMAN

NTT DATA

ITC Infotech

INNOVATORS

Kyndryl

Genpact

IBM

LEADERS

Coforge

HCLTech

Infosys

CGI

Virtusa

IGT Solutions

Cognizant

TCS

Sutherland

Accenture

Capgemini

Tech Mahindra

LTIMindtree

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Tech Mahindra: RadarView profile

Practice maturity ★★★★★

Investments & innovation ★★★★

Partner ecosystem ★★★★★

Has established Makers Labs across three countries to develop innovative solutions leveraging quantum technology.

Practice overview

- Practice size: 1,200+
- Active clients: 60+ (Includes airlines and airport clients)
- Delivery highlights: 25+ global delivery centers

5%–10% YOY revenue from the TTH domain, FY 2024	>60% Share of digital revenue from TTH domain, FY 2024

Industry-specific solutions/offerings

Digital Concierge and Travel Planner	A solution providing guest support, loyalty management, and property management
Agentic AI for Hotel Occupancy Optimization	An AI-enabled solution for clients to optimize hotel occupancy by demand forecasting
JetSetGo	An AI-enabled conversational solution to help agents plan end-to-end travel for customers
RailNXT Assets	A solution to maintain rail assets using inspection automation and smart monitoring with AI and IoT

Sample clients

- A Europe-based holiday company
- A Middle East-based cognitive island
- A US-based online marketplace for homestays
- An Australian rail operator

Partnerships/alliances

Microsoft	Partnered to offer the Azure cloud platform and deliver modernized workplace solutions for clients	aws	Leveraged the AWS platform to deliver cloud migration projects for clients
cogniac	Used an AI-based machine vision solution for data management in TTH enterprises	Google	Collaborated to deliver Gen AI solutions and hybrid cloud solutions for clients
cvent	Utilized its event planning digital solutions to provide event management services for clients	B	Delivered facial recognition solutions to TTH clients to ensure security and public safety
LOYALTY JUGGERNAUT ECOSYSTEM REIMAGINED	Provided cloud-based customer engagement and loyalty management solutions for clients	INTELITY	Collaborated to offer guest experience technology solutions for TTH enterprises

Service line coverage

Pre-travel customer experience

Travel/lodging experience

Post-travel customer experience

Travel and transport operations

Lodging property operations

Marketing and sales

Customer services

Sustainability

Darker color indicates higher industry concentration: ●●●●
*TTH: Travel, transportation, and hospitality

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Tech Mahindra: RadarView profile

Case studies

Client	Capability	Summary	Business impact
An Australian rail operator	• AI and analytics • Cloud • Intelligent automation	• The client needed an automated, contactless track inspection system to accurately measure track geometry and detect defects in rails. • Tech Mahindra delivered a LiDAR-based automated inspection system using Track Patrol vehicles with digital cameras, lighting, and GPS. The system captured high-resolution images and synchronized data at normal train speeds, enabling real-time, desktop-based inspections.	• Improved employee retention and availability • Enhanced network availability
An Europe-based holiday company	• AI and analytics • Cloud	• The client aimed to unify IT operations to build internal capabilities and create a cost-effective, employee-focused IT model. • Tech Mahindra designed a strategy to integrate core IT services and build a self-sufficient, cloud-based environment using Azure, driving efficiency and supporting the client's transformation with CIS expertise.	• Increased operational efficiency by 20% • Enhanced customer experience
A US-based online marketplace for homestays	• AI and analytics • Intelligent automation	• The client wanted to more efficiently label the multilingual data of daily guest feedback with over 60 labels. • Tech Mahindra streamlined the process using its Content Operations Services and generative (Gen) AI with LLMs like GPT to summarize guest-host conversations. This automation significantly improved productivity with minimal AI integration.	• Improved operational efficiency by 60%–70% • Enhanced employee experience
A Middle East-based cognitive island	• AI and analytics • AR/VR • Metaverse	• The client aimed to create a seamless Customer Experience Management (CEM) and CX solution tailored for Ultra High Net Worth Individuals (UHNI) visiting an island. • Tech Mahindra built a virtual world using VR, AR, and 3D digital twin technology to offer UHNI guests an immersive island experience, from arrival to booking. Integrated with AI, Gen AI, and NFTs, the solution enables personalized journeys, real-time facility monitoring, and smart resource management.	• Enhanced customer experience • Delivered GIS mapping of the island

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Tech Mahindra: RadarView profile

Analyst insights

Practice maturity	★★★★★

- Tech Mahindra has a well-demonstrated deep domain experience to help TTH clients in their digital transformation journey. It offers various solutions and services for its TTH clients, including business advisory, ERP implementation, cloud services, enterprise network services, data and analytics, domain consulting, network services, cybersecurity, and ESG assessment services.
- It offers various generative (Gen) AI solutions to help clients across sectors, including TTH, derive maximum business revenue. For instance, it offers JetSetGo solutions that provide a voice chat interface for end-users, a customer feedback analysis solution that analyzes the feedback received and triggers actions, customer service support using an email co-pilot, and a Gen AI-based emissions calculator for shipment.
- It boasts strong sustainability solutions for clients to assess their ESG performance. For instance, it provides condition-based predictive maintenance for fuel efficiency, smart BMS solutions to reduce the overall energy and emissions footprint of buildings and warehouses, green IT solutions to enable sustainable IT, and green data center solutions leveraging IoT to optimize power usage metrics.

Investments and innovation	★★★★

- It has prioritized developing innovative solutions via established innovation centers worldwide. It has established Makers Labs in India, the US, and Germany. The innovation centers embrace various technologies, including foundational AI, quantum computing, and IoT. Additionally, it has invested in a Gen AI studio to develop industry-agnostic Gen AI use cases and accelerate the adoption of AI in the industry value chain.
- It acquired Altavec, an advanced mobile and spatial technology firm, to strengthen its digital capabilities and derive maximum revenue. It also enhanced clients' asset management capabilities.

Partner ecosystem	★★★★★

- It has a broad strategic partnership ecosystem with hyperscalers to help clients in digital transformations. For example, it partnered with AWS to leverage its cloud platform to deliver cloud migration projects for clients across various industries, including TTH. Furthermore, it partnered with Microsoft to utilize its Azure platform to deliver workplace modernization solutions, and it partnered with Google to codevelop Gen AI and hybrid cloud solutions.
- It has strong industry-agnostic partnerships, such as Cogniac to leverage an AI-based machine vision solution for data management, INTELITY to provide guest experience technology solutions, Cvent to leverage event planning digital solutions for event management needs, Biometrica Systems for facial recognition solutions to TTH clients to ensure security and public safety, and Loyalty Juggernaut for a cloud-based customer engagement and loyalty management solution.

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