

Durbin & Greenbrier Valley Railroad Goes Live with Betterez Reservations & Ticketing Management Platform

Durbin & Greenbrier Valley Railroad and Betterez Partner to Drive Next Generation of Reservation Software in the Tourist Train Industry Segment

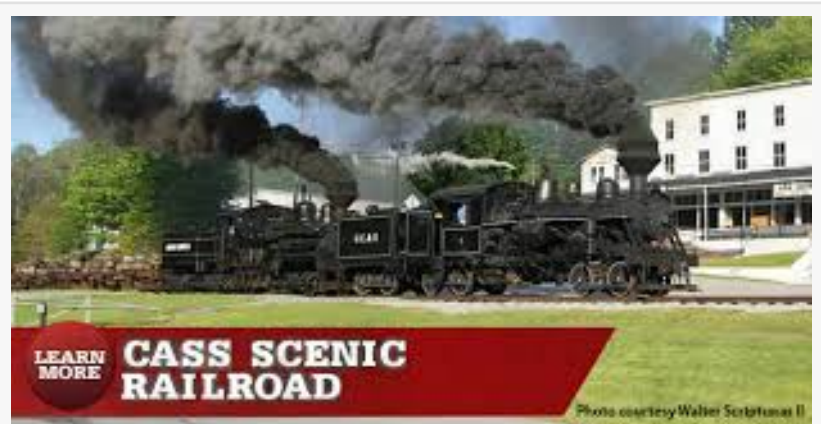
TORONTO, CANADA, January 10, 2017 /EINPresswire.com/ -- Toronto, Ontario and Elkins, West Virginia: Betterez Inc., a Reservations & Ticketing Management (RTM) technology provider, announced today that Durbin & Greenbrier Valley Railroad has gone live with the Betterez RTM platform to sell, operate and manage their [Polar Express](#) and [Elf Limited](#) products.

“Over the past five plus years, Betterez has been fortunate to build a strong business serving Inter-city Bus and Airport Shuttles. Many Bus Operators also run Tours, which we have been able to support using Betterez Events software. The partnership with Durbin & Greenbrier is a significant next step in our efforts to help Industries with a reservation or ticket at their core sell

more, sell easier, and operate more efficiently,” said Tal Shalit Betterez CEO. “Durbin & Greenbrier is a successful operator in the Tourist Train segment and are a great partner to team up with in co-developing many of the features they had been missing in other Tour systems. With the go live of Polar Express and Elf Limited on Betterez, we are continuing to deepen our Tourist Train feature set, as we migrate more Durbin products on to the RTM platform.”

“At Durbin we have been through many systems, both off the shelf and custom. We’re in an industry though that has elements of both passenger travel and tours and events, and could never quite get the right balance out of any system. By teaming with Betterez we can now sell like an event such as adding in ancillary items to the reservation, and also manage passenger operations such as add or reduce capacity, and use of online manifests and scanning,” said Shane Yeager, Manager of Reservations.

“I want our staff to spend less time in all these systems and more time with customers. Betterez is just easier to set up our trains in, and easier to operate,” added Christy Tribble, Chief Financial Officer.



“In addition, Betterez will give me better reporting to see what trains, events, and type of tickets are more or less profitable, allowing Durbin to invest in the right areas of our business for growth.”

About Betterez: Betterez, founded in 2011 is a next generation Reservations & Ticketing Management (RTM) technology company focused on helping Motorcoach and Tour Operators grow their businesses, and run operations and finance more efficiently. www.betterez.com

About Durbin & Greenbrier Valley Railroad: The Durbin & Greenbrier Valley Railroad (DGVR) began operations in 1996 with excursion trips along the Greenbrier River south of Durbin, West Virginia. DGVR has continued to expand their tour and event offerings, most recently in 2015 taking over operations of the Cass Scenic Railroad. Today their Mountain Rail Adventures offer numerous excursions, dinner trains, and overnight stays that provide access to beautiful mountain vistas, river valleys, and remote areas. www.mountainrailwv.com

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