

Betterez Partners With Yankee Line to Get Sail Boston Attendees Moving

Leading North American reservations and ticketing management technology platform expands usage for Yankee Line

TORONTO, CANADA, May 10, 2017 /EINPresswire.com/ -- Betterez Inc., North America's leading Reservations & Ticketing Management (RTM) technology platform, today announces that it will work together with [Yankee Line](#) Inc. to get [Sail Boston](#) attendees to and from events with ease using its advanced online ticketing system.



Fresh off a recent partnership announcement with Yankee Line designed to improve commuter customer experiences on Yankee Line's commuter service, Betterez will now work with the motorcoach operator to better service attendees of Sail Boston event by making express run, day pass and cruise tickets readily available and easily purchased.

Running from June 17-22, 2017, Sail Boston will host a collection of majestic Tall Ships in Boston Harbor. Attendees of the event will now have the ability to travel to and from Sail Boston attractions with ease via Yankee Line shuttles powered by Betterez, a next generation RTM platform. The ticketing solution, backed by [Amadeus Ventures](#), provides bus and coach operators around the world with the ability to get up and running with ease and efficiency.

"Our recent partnership announcement with Yankee Line has improved the commuter experience for Yankee Line customers throughout the Boston area. We will now bring this enhanced experience to attendees of the popular Sail Boston event to make the event more easily travelled and enjoyable," says Tal Shalit, Founder & CEO, Betterez. "The Betterez platform is focused on helping motorcoach and tour operators, like Yankee Line, grow their business and improve operations. We helped Yankee Line set up hundreds of schedules in a matter of hours and we are laser focused on helping operators around the world sell more and sell more easily."

"We're excited to partner with Betterez to provide a robust ticketing platform for this unique Sail Boston event," says Michael Costa, Yankee Line, Inc. "The Sail Boston Express & Sail Boston Circulator has the potential to enhance the experience for Sail Boston attendees by providing transportation from various Boston suburbs directly to the Seaport District as well as provide a critical link between the Seaport District, North Station and Charlestown Navy Yard. The Betterez ticketing platform has provided a great solution for Sail Boston attendees wishing to make a reservation for this service and the support from their team getting this project live has been stellar."

Betterez works with companies across the globe to transform the reservations and ticketing experience.

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. For more information, visit: www.betterez.com.

About Yankee Line

Yankee Line, established in 1980, based in Boston, with offices in Jersey City, NJ (servicing New York City, NY) provides luxury ground transportation with a fleet of executive minicoaches and full size motorcoaches outfitted with above industry average amenities. Yankee Line provides charter bus and motorcoach transportation to several leading corporations, professional sports teams, convention shuttles, private commuter services, corporate shuttles, tour operators and educational institutions.

www.yankeeline.us

For more information, please contact Sharon Lassman, sharon@purposeink.com.

Sharon Lassman

Betterez

+1.416.738.8949

email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.