



## **BRIGHTLINE BENEFITS FROM AVIATION SECTOR EXPERIENCE FOR ITS REVENUE MANAGEMENT STRATEGY**

- Florida train operator Brightline has chosen the Accelya revenue management ('airRM') solution that is provided on the FLX Platform.
- The solution is currently used by over 80 of the world's most successful airlines – a sector that has pioneered revenue management – but is ideal for train operators.
- Brightline will use revenue management to dynamically adjust prices according to real time demand and willingness to pay in order to create a modern retailing experience.

**MADRID, Spain – February 16, 2022:** [Accelya](#), a leading global provider of technology solutions to the travel industry, has today announced that [Brightline](#), the only provider of modern, eco-friendly, intercity rail in America, has selected Accelya's revenue management solution that is provided on the FLX Platform.

The revenue management solution, which includes inventory control and reporting tools, will enable Brightline to create a modern retailing experience where prices are dynamically adjusted according to real time demand and willingness to pay.

Accelya's revenue management software is currently used by more than 80 of the world's most successful airlines, including full-service carriers such as Iberia and Air Europa, to optimize revenue.

Brightline's forward-thinking approach to revenue management – influenced by the airline sector that has pioneered best practices – forms part of a longer-term strategy that includes its use of an airline-based passenger service system (PSS).

*"Airlines have long been pioneers in the revenue management space and now smart, forward-thinking providers of other transport options like Brightline – who operate in a competitive transport landscape, competing with both air and car options for travelers – are keen to benefit from our knowledge of providing revenue management solutions to many of the world's leading airlines.*

*"As a result, Brightline's revenue management team can now use dynamic visualizations and a powerful user-friendly reporting tool to efficiently review and action hundreds of trains per day and are no longer so reliant on historical data that in these pandemic times is of much less value,"* said **Ben Druce, Head of RM Account Management & Sales at Accelya Americas.**

*“Accelya will enable us to streamline our revenue management processes and work more efficiently, while at the same time continuously optimizing our revenue streams using real-time data integrations,”* said **Sean Beason, Director Pricing and Yield from Brightline Trains.**

During the last year, Accelya has invested heavily in revenue management innovation and has launched over 300 system enhancements, providing airlines and other travel companies with ground-breaking tools that integrate and display critical information from multiple sources, enabling airlines to make better and more profitable decisions that are less reliant on historical data.

## **About Brightline**

Brightline is the only provider of a modern, eco-friendly, high-speed rail service in America.

The company currently operates between Miami, Fort Lauderdale and West Palm Beach in Florida and is scheduled to complete construction to the Orlando International Airport by the end of 2022.

Brightline was recognized by Fast Company as one of the Most Innovative Companies in travel, offering a guest-first experience designed to reinvent train travel and take cars off the road.

Brightline plans to bring its award-winning service to additional city pairs and congested corridors across the country that are too close to fly and too long to drive, with immediate plans to connect Las Vegas to Southern California.

For more information on Brightline visit: [www.gobrightline.com/](http://www.gobrightline.com/)

## **About Accelya**

Accelya is a leading global technology and service provider to the air transport industry.

Accelya’s market-leading passenger, cargo, and industry platforms support airline retailing from offer to settlement.

The company has over 250 airline customers and operations spread across nine countries, employing over 2,000 professionals worldwide.

For more than 40 years, Accelya has been the industry’s partner for change, simplifying airline financial and commercial processes.

Whether partnering with IATA on industry-wide initiatives or creating strategic solutions that simplify airline processes, Accelya drives the airline industry forward and proudly puts control back in the hands of airlines so they can move further, faster.

For more information, please visit [www.accelya.com](http://www.accelya.com)

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