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THE BTA WELCOMES SILVERRAIL AS NEW PARTNER

28th July, 2023 – The Business Travel Association (BTA) has announced that SilverRail, a technology company that enhances customer service and efficiency for rail operators and travel agencies, will join the Association as a Partner.

SilverRail will provide insight and support for the BTA's Members and Partners. Its extensive understanding of how technology is reshaping the travel industry creates opportunities for improved customer service across rail.

By becoming a BTA Partner, SilverRail will advise the Association on various travel-related technologies. The partnership is increasingly significant as high fixed costs and ageing legacy infrastructure challenge the delivery of the digitalised rail services that travellers expect.

Clive Wratten, CEO of the BTA says, "We are thrilled to announce SilverRail as the latest BTA Partner. This collaboration will offer invaluable support for our TMCs, who constantly seek to enhance their customers' travel experiences across our railways. As travel becomes increasingly reliant on technology, SilverRail's specialist perspective is incredibly valuable and will undoubtedly elevate the services provided by TMCs."

Brett Ring, Vice President of Commercial at SilverRail says, "At SilverRail, we see the opportunity for rail, but we also empathise with the challenges faced by TMCs and their travellers. In joining the BTA, we look forward to actively discussing those challenges – working with Members and Partners to drive positive change within the industry".

The new partnership will begin in August 2023.

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About the BTA

The BTA is the authority on business travel. Working collaboratively across the industry and with the government to promote the integral role of business travel and events to the wider economy.

Originally founded in 1967, the BTA has a diverse membership and roster of industry partners. Its TMC membership accounts for over 90% of UK expenditure on managed business travel, delivering value for money and great service to business travellers in the private, public and not-for-profit sectors. The BTA focuses on delivering practical solutions to challenges and market changes, as well as supporting best practice, sustainability and the well-being of travellers.

For more information on BTA please visit: www.thebta.org.uk or call 020 3657 7010.

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