

Creating a simpler, better railway for everyone in Britain.

Revenue Management in Rail - Changing Times

How the GBR Transition Team are working with the rail industry to deliver better, simplified fares

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<https://gbr.wistia.com/medias/x82xrts747>

- 1) Refocus the railway around the customer and not the other way around,**
- 2) Simplify and removing fragmentation which has built up over decades, and**
- 3) Improve our financial stability**

A photograph of a busy railway station interior. The scene is filled with people walking and standing. In the background, there are large overhead electronic display boards showing train schedules. A blue information kiosk with yellow circular accents is visible in the center. The ceiling features a complex network of metal beams and several hanging pendant lights. The overall atmosphere is one of a modern, functional public space.

Creating a Simpler, Better Railway for Everyone

An Industry of Siloes



Different product ranges

Different Revenue Management Systems

Different approaches to analysis

Different commercial strategies

A Guiding Mind

Let's start with a question...

What time does Off Peak start?

Let's start with a question...

What time does Off Peak start?

09:30

Let's start with a question...

What time does Off Peak start?

00:00 18:59 09:35 09:51 09:50 02:00 18:45 09:38
09:26 10:30 10:10 09:30 19:00
10:00 17:58 08:45 08:00
08:15 08:40 10:15 09:00 09:40
09:45 09:01 18:38 16:01 18:48

...and there's a product for everyone

Overnight Return	Off-Peak Day Single	Evening Out Return	Business Anytime	Evening Out Day Travelcard	Anytime Single
Anytime Day Single	Super Off-Peak Single	Weekender	Off-Peak Single	Super Off-Peak Day Return	Super Off-Peak Travelcard
Off-Peak Day Travelcard	Evening Day Return	Super Off-Peak Day Travelcard	Anytime Advance	Anytime Day Travelcard	Anytime Return
Super Off-Peak Day Single	Anytime Short Return	Overnighter	Super Off-Peak Return (Midweek)	Off-Peak Day Return	Evening Out Single
Off-Peak Return	Season Ticket	Anytime Day Return	Travelcard Season Ticket	Super Off-Peak Return	

It could (or should) be simple

10:00 from **Here** to **There** **£19.50**

10:30 from **Here** to **There** **£21.50**

11:00 from **Here** to **There** **£24.50**

Travel on any train:

£30.00

**Simpler
Better**





Q&A

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Thank you

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