



YOUR GLOBAL PARTNER

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Dear Friends,

I'd like to begin by wishing all of you a Happy Diwali and Prosperous New Year. Diwali, the Festival of Lights, is celebrated by Indians worldwide and symbolizes the victory of light over darkness and as we enter our New Year, I'd like to share some thoughts with you.

On the heels of news from today and last Monday, we are very optimistic about test results of potential COVID-19 vaccines. This good news has re-energized many of us in the travel industry and brought all of us hope that we may finally see some light at the end of the tunnel.

With the national election behind us in the US, we are also looking forward to a renewed energy that new political leadership brings, along with a renewed focus on the key issues that we hope will guide us safely through the coming months.

There is also hope that the Canadian Federal Government will approve a stimulus package for the airline industry, joining other G7 countries in recognizing the importance of the airline sector and the wider travel industry to our economy. Our airline partners have also made major strides to ensure that air travel is safe by instituting health and safety protocols to address the concerns of passengers.

With all of this positive news I'm happy to report that there has been a substantial uptick in bookings for future travel and the pent-up demand for travel appears to be strong for the months to come. In an effort to be ready for future demand, Sky Bird Travel has been working to give our travel partners the best tools possible to make servicing their clients as streamlined and profitable as possible

I encourage anyone who has not participated in our WINGS webinars to attend one of our upcoming sessions to experience first-hand the many enhancements and upgrades we've made to WINGS. In addition to air, our WINGS Booking Engine (mywingsbooking.com) now offers the ability to book hotels, cars, and insurance and we will soon add Interac e-transfer as a safe and secure mode of payment.

As we move forward to brighter days, my team and I remain in constant communication with our global airline partners to make sure we continue to provide you with the most timely and reliable information to keep you ahead of the competition.

I'd like to thank you for your support not just over these past months, but for the many years that you have worked together with the Sky Bird team. Please continue to spread the word to your clients that now more than ever, customers should realize the value and dependability of their local travel advisor.

I look forward to seeing you in person, someday soon. And always remember, we are "Stronger Together."

A handwritten signature in black ink, appearing to read "Arvin Shah".

Best Regards,
Arvin Shah
Chairman/CEO