

January 7, 2022

Dear Travel Partners,

Wishing all of you, your family, and your team a safe, healthy, and happy New Year 2022.

In a world of uncertainty, you can be certain you have a partner in Sky Bird. We are a family-owned company whose mission is to provide exceptional service and experience to our clients, vendors, and members of our organization.

The year 2021 was full of leaps and bounds in our travel industry; all tied to the decline and resurgence of COVID-19 and its variants. Despite health concerns, there were positives in our industry as many areas of travel, especially domestic, saw a promising rebound last year. The international sector slowly followed suit as borders began to open.

2021 marked a milestone for Sky Bird Travel as we began celebrating our 45 years in the North American travel industry. We thank our dedicated team, supporting airline partners, and all of you for helping make this tremendous achievement a reality. Continuing the celebration, you can read what our partners and team members have shared [here](#).

We are proud to have won a TRAVVY Award for the sixth consecutive year and extend a sincere thank you to those who voted for us. We welcome your feedback on our website as it is extremely valuable for our customer support team.

2021 also saw the launch of [Students Fare](#) in the US, a new division of Sky Bird Group that will be coming to Canada in 2022. Students Fare offers the best rates on airfare for students and will be expanding its services to be all-inclusive in the near future.

For 2022, we have plans to introduce new enhancements and products tailored for you to offer your clients and to give you the best opportunity to increase your profits.

These enhancements and products will include:

- New automation on [WINGS](#) to make your booking and ticketing simpler and faster than ever
- Expansion of NDC to give you more fares and unique content on airlines
- Continuing to offer great rates on hotels, cars, and insurance
- Provide additional payment options: Book Now, Pay Later and Interac E-Transfer
- New and improved version for the schedule changes process, allowing more automation with less manual intervention

Behind the scenes, we continue to invest in technology and automation to serve our agency customers, including working closely with our GDS partners to provide the best possible booking experience.

We encourage all of you to book your travel on [WINGS](#). With our ultimate booking engine, you can book air, car, hotel, insurance, and tours all in one place. We offer you, our agent partners, the ability to use the power of WINGS on your own websites with the ability to set your mark-ups.

We recommend you check out our monthly WINGS webinars. The live tutorial will walk you through our booking engine to assist you in getting the greatest competitive edge in the market.

This pandemic has taught us that consumers are relying more on travel agents than ever before. Your service is valuable and cannot be replicated by online agents and online booking tools.

All of us at Sky Bird Travel extend our gratitude for your support in 2021 and look forward to a better and brighter 2022 with all of you.

Best Regards,



Arvin Shah
Chairman/CEO

Detroit - Headquarters

Atlanta | Chicago | Fort Lauderdale | Houston | Los Angeles | New York | San Francisco | Seattle | Washington D.C.
Canada - Toronto