

January 3, 2023

Dear Travel Partners,

On behalf of Sky Bird Travel, I wish you and your families a safe, healthy, and happy New Year.

As we enter 2023, the Sky Bird team extends our sincere thanks to all of you for your business in 2022. We realize there are many choices available for you and appreciate your continued loyalty and support. For those of you who have not tried Sky Bird Travel, we encourage you to give us an opportunity to earn your business.

2022 was a year of recovery in the travel industry as practically all borders opened up for travel. As COVID restrictions eased, travel soared due to pent-up demand in the consumer market. Entering 2023, there is lot of optimism as many of the airlines will add to their capacity for first time since COVID. At same time, persistent fear of a recession and high fuel prices remain.

For Sky Bird Travel, this was a memorable year as we finally celebrated our 45th Anniversary in-person with a gala dinner for our airline partners and vendors, along with a Bahamas cruise for our entire Sky Bird team and their families.

Sky Bird Travel has done a lot of work in 2022 to better serve our clients in 2023. We have introduced a number of enhancements and products for you to offer your customers. These new updates include:

1. We gave our website, Skybirdtravel.com, a dramatic makeover to make booking travel easier and more convenient for our clients.
2. Our [booking engine, WINGS](#), went through a major tune-up as we added more enhancements and increased its speed. Soon we will offer NDC airlines on WINGS and hotel options to give you more fares and unique content.
3. We increased our educational WINGS webinars with various airline partners. Based on your reviews and feedback, we have plans next year to increase our webinar offerings — including webinars specific to new and Spanish speaking agents.
4. Our ticketing robot was launched to provide faster service for your ticketing requests.
5. New student travel offers give you a great outlet to expand business and increase profit. Our student travel team is dedicated to youth experiences, study abroad programs, and helping students and universities get discounts on travel necessities.
6. Our tours division, [Sky Vacations](#), became a member of the prestigious United States Tour Operators Association (USTOA). This membership will allow us to increase our product offerings for you to extend to your clients.
7. We introduced travel blogs on our website. They are dedicated to showing travel agents industry tips, interesting destinations, and much more. Please check them out as they post every Monday.

Sky Bird is spreading its WINGS for its customers in 2023. We encourage you to continue to book your travel on [WINGS](#). With our ultimate booking engine, you can book airfare, cars, hotels, 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 customize mark-ups.

It is also my sincere request that if you have used Sky Bird Travel and like our fares and service that you spread the word amongst your friends and colleagues and refer them to check us out.

Once again, we wish you the very best in 2023 and thank you for all your business.

Best Regards,



Arvin Shah
Chairman/CEO

Detroit - Headquarters

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