

**PRESS RELEASE – FOR IMMEDIATE RELEASE**April 3<sup>rd</sup>, 2023**Sky Bird Travel & Tours Welcomes Norm Knowles as Chief Executive Officer (CEO)**

Detroit, Mich. — Arvin Shah, Chairman of Sky Bird Travel & Tours is thrilled to announce that, as of April 3, 2023, Norm Knowles has assumed the role of Chief Executive Officer (CEO)! Norm has held multiple valuable executive leadership roles throughout his 37 years in the travel industry. His last position was with cxLoyalty / Chase Travel, where he was responsible for many aspects of the business. Recently, Norm relocated from Minnesota to Michigan with his wife and two sons.

Regarding the news, Shah said, “I’ve known Norm for many years as a client and industry friend, and he has an excellent reputation in the travel industry for being a fair and creative leader. I look forward to bringing him on board the Sky Bird team as we continue to expand our businesses... Norm’s expertise, knowledge, and experience will be a guiding force for Sky Bird to achieve its goals.”



Sky Bird Travel is constantly looking forward to the future, expanding its businesses, and exploring more ways in which to make transactions easier and add more value to customers. The company has several interesting new developments in the works that it cannot wait to share with the world soon. Excited about what the future holds, Sky Bird invites you to welcome Norm into the Sky Bird family!

Sky Bird Travel & Tours has been an industry leader and highly respected airline consolidator for over 46 years! The company continues to grow year by year by expanding its retail and consolidation business. Sky Bird has built great relationships with clients and vendors due to its high quality of service, focused support teams, and ability to support multiple products (air tickets, hotel, car, activities, insurance, tours and cruise).

Norm Knowles can be reached by email at [norm@skybirdtravel.com](mailto:norm@skybirdtravel.com)

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Detroit - Headquarters