

PRESS RELEASE – FOR IMMEDIATE RELEASE

August 19th, 2024

Sky Bird Travel & Tours Launches Opteticket for Travel Agents

Southfield, MI – Sky Bird Travel & Tours is excited to launch Opteticket, a multi-GDS solution designed to streamline the ticketing process for travel agents. As the first of several planned updates to the Sky Bird Platform, it was built to give agents greater control, reduce errors, and speed up the ticketing process for those using GDS systems. Opteticket simplifies the ticketing workflow, demonstrating Sky Bird’s ongoing dedication to supporting agents with effective, user-friendly solutions. Currently compatible with Sabre, and Amadeus integration coming soon.

"Time is money," said Norman Knowles, CEO at Sky Bird Travel & Tours. "We understand the importance of efficiency in the travel industry and this represents the first of many investments that we are making to improve the quality of service and efficiency for our partners and their customers. With Opteticket, we aim to enhance their end-to-end booking experience significantly, allowing our travel agent partners to focus on delivering exceptional service to their agents."

Key Features and Benefits of Opteticket

- **Reduced Debit Memos:** Saving agencies substantial amounts by preventing costly errors.
- **GDS Reverse Update:** Changes made in Opteticket are reflected in the PNR, eliminating the need to return to the original record.
- **Enhanced Productivity:** Less waiting time means more opportunity to assist other customers.
- **Instant Review:** Real-time PNR review eliminates the need for back-and-forth emails to resolve discrepancies.
- **Commission Control:** Complete oversight of commissions with a real-time earnings view.
- **Standardized Information:** Automatically populates submission fields in the airline-required format.

Sky Bird Travel & Tours remains committed to making the booking process easier and more profitable for agents. Our recent enhancements include NDC content integration on WINGS for (American Airlines; British Airways; COPA Airlines; Emirates; Finnair; Iberia; LATAM Airlines; Lufthansa Group – Austrian, Brussels Airlines, Eurowings, Lufthansa, SWISS; Singapore Airlines; and United Airlines), simplifying the ticketing process, and broadening access to products and ancillary services for a more personalized travel experience. We have several exciting developments on the horizon, including:

- **Opteticket+:** A streamlined dashboard, schedule change notifications, travel insurance options, ticket checks, and new revenue opportunities.
- **Authentication Enhancement:** A forthcoming solution to authenticate customers, reducing fraud and debit memo risk.

To experience the full potential of Opteticket and stay updated on upcoming features, contact one of our Sky Bird Travel & Tours local branch offices. You can also get the latest supplier news, industry alerts, exclusive promotions, and more delivered to your inbox with [Sky Bird’s weekly newsletter!](#)

About Sky Bird Travel & Tours

Sky Bird Travel & Tours is a premier travel consolidator with over 45 years of industry experience. Our dedication to delivering exceptional service and innovative tools has earned us a reputation as a trusted partner among travel agents worldwide. We are committed to empowering our partners with the tools and support they need to thrive in a dynamic travel industry.

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