

50
YEARS

SKY BIRD
Your Global Partner

WHY USE A TRAVEL AGENT?



**SMART TRAVEL STARTS
BEFORE YOU BOOK**

10 Smart Travel Decisions
That Save Time, Money & Stress



Presented by Sky Bird



Celebrating 50 Years of
Supporting Travel Advisors

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A LETTER FROM SKY BIRD



For 50 years, Sky Bird has proudly supported travel advisors across North America.

We've seen technology transform the way people research and book travel—but one thing has never changed:

the value of trusted expertise.

This guide is our way of celebrating the professionals who make travel more personal, more informed and more meaningful.

Whether you're planning a simple getaway or the trip of a lifetime, we believe the best journeys begin with smart decisions.

Here are 10 of them.

“ Technology has transformed travel. Good advice never goes out of style.

— Sky Bird



Real people
ready to help
anytime



Trusted expertise
for better value
and greater safety



Global connections
and local knowledge
that matter



Personal care
at every step
of your journey



“ YOU DON'T NEED A TRAVEL ADVISOR TO BOOK A VACATION. YOU NEED ONE TO BOOK THE **RIGHT** VACATION.



The best vacations aren't found online.
They're planned with insight, experience
and a deep understanding of you.



TRAVEL FACT

Travelers now spend an average of 8–12 hours
researching a single trip before booking.



SMART TRAVELER TIP

Information helps you choose.
Experience helps you decide.



DECISION 1



DON'T LET GOOGLE PLAN YOUR VACATION.

Google can show you thousands of options in seconds. But it doesn't know your travel style, your pace or what matters most to you.

Travel advisors ask the right questions—about your interests, your budget and your dreams—then match you with experiences that truly fit.



Your
preferences



Your
travel style



Your
priorities



Your ideal
experience

**Great vacations aren't built around
search results. They're built around *you*.**

**SMART TRAVELER TIP**

Don't ask, "What's the best hotel?"
Ask, "What's the best hotel for the
kind of trip I want to have?"

**DID YOU KNOW?**

71% of travelers feel overwhelmed by the number of travel options available online.

Source: Expedia Traveler Value Index 2024



THE DIFFERENCE BETWEEN BOOKING AND PLANNING



Booking gets you there. **Planning** makes it unforgettable.

BOOKING A TRANSACTION



FLIGHT



HOTEL



DONE

You book the pieces.
You hope they work together.

VS.

PLANNING A STRATEGY



FLIGHT



HOTEL



EXPERIENCES



TRANSFERS



SUPPLIER SUPPORT



LOCAL KNOWLEDGE



BACKUP PLAN



MEMORIES

We connect the pieces.
You **enjoy** the journey.



TRAVEL FACT

94% of travelers say having expert advice is important when planning a big trip.

Source: ASTA 2023



SMART TRAVELER TIP

The best vacations aren't built by adding more. They're built by connecting everything that matters.





TRAVEL STORY

A DREAM TRIP TO ITALY.

A Lesson Learned.

Sarah planned a two-week trip to Italy to celebrate her anniversary.

**THE PLAN**

She booked flights online, found a “highly rated” hotel in Rome and reserved a few day tours.

**THE PROBLEMS**

Her flight had a long layover and arrived late. The hotel was far from the sights. The day tours were rushed and crowded.

**THE HIDDEN COSTS**

More time in transit. More taxis. More stress. And less time to enjoy what mattered most.

**WHAT SHE WISHES SHE KNEW**

A travel advisor could have saved her time, helped her choose better locations and recommended experiences that matched what she loved.

“

I spent weeks researching and still didn’t get the trip I imagined.

I wish I’d spoken to an advisor first.

”

**ADVISOR INSIGHT**

It’s not about having more options. It’s about having the right options for you.

Travel advisors have been there. They know what works, what doesn’t and how to make the most of every moment.



AI CAN PLAN YOUR TRIP. *Experience* PLANS YOUR VACATION.

AI can pull information from the internet.
A travel advisor brings something
AI never will—judgment, context and
real-world experience.

**Technology is smart.
People make it meaningful.**

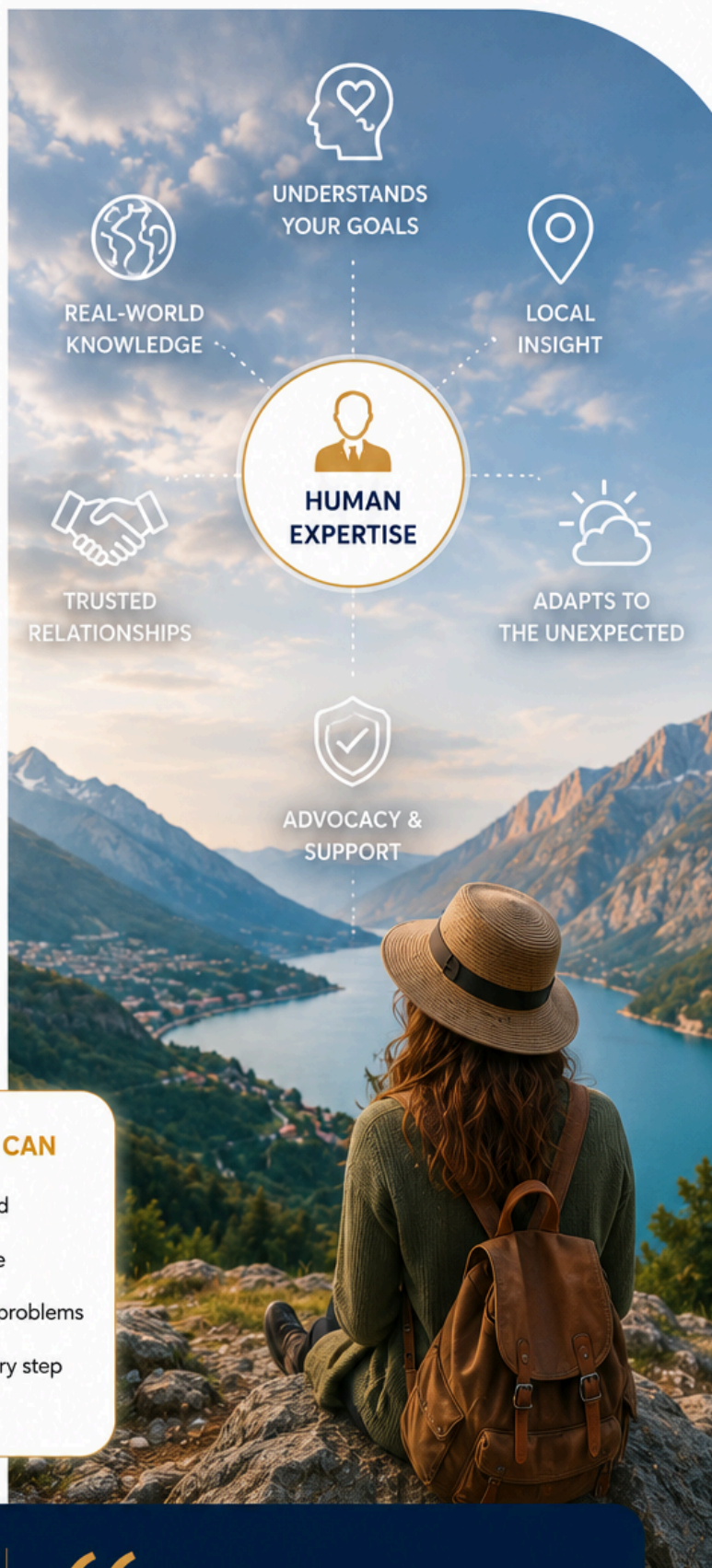
AI CAN

- 🔍 Search data
- ☰ Suggest options
- 🕒 Save you time
- 💬 Translate language

VS.

A TRAVEL ADVISOR CAN

- ✓ Listen and understand
- ✓ Personalize and refine
- ✓ Anticipate and solve problems
- ✓ Advocate for you every step of the way



SMART TRAVELER TIP

Use AI to explore ideas.
Use a travel advisor to create
an experience you'll love.

“

*Information helps you choose.
Experience helps you decide.*

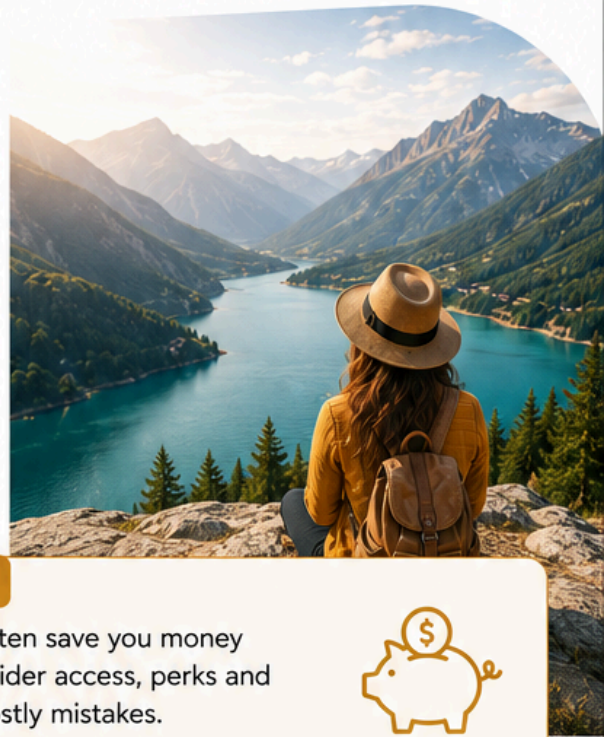
— Sky Bird



MYTHS *vs* REALITY



There are a lot of misconceptions about travel advisors. Let's set the record straight.



MYTH



Travel advisors cost more.

REALITY

Advisors often save you money through insider access, perks and avoiding costly mistakes.



MYTH



I can plan my trip faster online.

REALITY

Planning takes time. Advisors save you hours of research by using experience and trusted resources.



MYTH



I can get the same deals online.

REALITY

Advisors have access to exclusive rates, upgrades and added value you won't find on public websites.



MYTH



I don't need help unless something goes wrong.

REALITY

The best part of using an advisor is what goes right—seamless experiences, unique touches and peace of mind.



MYTH



Online reviews tell me everything I need to know.

REALITY

Reviews are helpful, but advisors know the details that reviews can't—like location, seasonality and local insights.



SMART TRAVELER TIP

Don't just look for information. Look for insight, context and someone in your corner.



*An informed trip is good.
A well-advised trip is unforgettable.*

— Sky Bird





THE BENEFITS OF WORKING WITH *a Travel Advisor*

A great trip is more than a booking.
It's the right plan, the right support and
peace of mind—every step of the way.



PERSONALIZED SERVICE

Your advisor gets to know you, your style,
your goals and your budget.



EXPERT RECOMMENDATIONS

Insider knowledge and trusted connections
you won't find on a search engine.



TIME SAVINGS

We handle the research, compare the options
and present the best fit—fast.



PEACE OF MIND

If plans change, we're here. Before, during
and after your trip.



ADDED VALUE

From upgrades to amenities, we know how to
make your trip even better.



MEMORIES THAT LAST

More meaningful moments. Less stress.
That's the difference we deliver.



YOUR ADVISOR, YOUR ADVANTAGE

You dream it. We plan it. **You live it.**

- ✓ Curated experiences that match your passions
- ✓ Smooth logistics and expert coordination
- ✓ Support when you need it most
- ✓ Confidence in every decision
- ✓ A partner who advocates for you



The best journeys aren't just planned.
They're crafted with care.

TRUSTED. EXPERIENCED. HERE FOR YOU.



**Professional
Relationships**
with top travel
partners worldwide



**Ongoing Training
& Certifications**
to stay current and
serve you better



**Your Information
is Safe**
we protect your data
and your trust



**A Team
You Can Rely On**
backed by experience,
driven by care





YOUR JOURNEY *Simplified.*

We make the planning process easy,
enjoyable and tailored to you.
Here's how it works:



01 LET'S CONNECT

We start with a conversation about your travel dreams, style and budget.



02 WE PLAN

We research, curate options and design a personalized itinerary just for you.



03 WE CONFIRM

We handle the details, make the arrangements and confirm everything.



04 WE SUPPORT

We're here before you go, while you're away and when you return.



05 YOU ENJOY

Relax, explore and create unforgettable memories. We've got you.

“



Our advisor planned every detail perfectly. We felt cared for, supported and inspired the entire way. It was the best trip we've ever taken!”

— The Anderson Family



OUR PROMISE

We treat your trip like it's our own.

Because it matters to us.

READY TO START PLANNING?

Let's create something extraordinary—together.

We can't wait to help you get there.



REAL PEOPLE. REAL EXCELLENCE. *Real Results.*

For 50 years, Sky Bird Travel has been empowering advisors and enhancing travel experiences around the world.



50 YEARS OF TRUST

A legacy of reliability, relationships and results.



A GLOBAL NETWORK

Preferred partnerships and exclusive access wherever you go.



QUALITY & INTEGRITY

We hold ourselves to the highest standards—so you can too.



ADVISOR SUCCESS

Tools, training and support to help you grow your business.



PASSION FOR TRAVEL

We love what we do—and it shows in every journey we help create.



“

Our advisor anticipated every need and made planning effortless. The trip was seamless from start to finish.

— Lisa M.



Thanks to our advisor's insight, we discovered places we never would have found on our own.

— Robert & Karen T.

Outstanding service, expert advice and support every step of the way.

— Jennifer P.



THE WORLD IS WAITING.
Let's explore it together.

Partner with a travel advisor.
Experience the difference.

THE JOURNEY BEGINS HERE.





SMART TRAVEL STARTS WITH *the Right Partner.*

Travel is more than getting there—
it's the experiences you collect,
the memories you make and the
stories you'll always share.

**We're here to make every journey
extraordinary.**



PERSONAL ATTENTION

You're more than
a booking.
You're our priority.



SMART PLANNING

Insight, experience
and resources to
create the perfect
itinerary.



CONFIDENCE & SUPPORT

Trusted guidance
before, during and
after your trip.



MEANINGFUL EXPERIENCES

Thoughtful touches
that turn great trips
into lifelong
memories.



LASTING RELATIONSHIPS

We're with you
today, tomorrow
and on every journey
ahead.

“

*The best journeys answer questions
you never thought to ask.*

— Jeff Johnson



THE WORLD IS OPEN.

Let's explore it—together.

Thank you for trusting travel advisors
for 50 incredible years.

