

Sky Bird Celebrates 50 Years of Leadership, Earns State Recognition and Looks Ahead



Shah Family including Chaiya Shah, Anya Shah, Arvin Shah, Jaya Shah, Shreya Shah, Shweta Shah, Akshay Shah

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Award-winning airline consolidator Sky Bird proudly celebrated its landmark 50th Anniversary with a spectacular Golden Jubilee Gala, bringing together airline executives, travel professionals, industry partners, employees and distinguished guests from across the United States and Canada to commemorate five decades of innovation, partnership and leadership within the travel industry.

The milestone celebration reflected not only Sky Bird's remarkable journey since its founding in 1976, but also the enduring relationships that have positioned the company as one of the industry's most respected airline consolidators. Representatives from leading global travel brands including Delta Airlines, United Airlines, Singapore Airlines, Etihad Airways, Air India, Lufthansa Group, Qatar Airways, British Airways, Emirates, Turkish Airlines, Royal Air Maroc, American Airlines and many other valued partners joined the celebration, highlighting the strength of Sky Bird's partnerships developed over the past fifty years.

One of the evening's most memorable moments was the presentation of two prestigious Special Tributes recognizing Sky Bird's significant contribution to the travel industry and the State of Michigan. The company was honored with official recognitions presented by Michigan State Senator Jeremy Moss and Democratic Leader Ranjeev Puri, acknowledging Sky Bird's fifty years of business excellence, economic contribution, community leadership, and commitment to innovation.

"When I founded Sky Bird alongside my wife, Jaya Shah, in 1976, our vision was simple - to build a company founded on trust, integrity, exceptional service, and lasting relationships," said Arvin Shah, Chairman of Sky Bird. "Fifty years later, those same values continue to define everything we do. Seeing so many of our airline partners, travel advisors, employees and friends gathered together to celebrate this milestone was incredibly meaningful. Every achievement over the past five decades has been made possible through the loyalty of our partners, the dedication of our employees, and the confidence our travel advisors have placed in us. While we are proud of what we've accomplished, we firmly believe the best is yet to come."

Akshay Shah, Owner of Sky Bird, emphasized the importance of building on the company's strong foundation. "Growing up around Sky Bird has given me a deep appreciation for the values and entrepreneurial spirit that built this company," said

Akshay. "The next chapter of Sky Bird is about building on an incredible legacy while continuing to innovate for the future. We will keep investing in technology, expanding our airline partnerships, supporting travel advisors, and identifying new ways to create value for our travel advisors. Our ambition is not simply to honor the past - it is to ensure Sky Bird continues setting the standard for excellence well into the future."

"Reaching fifty years is an extraordinary milestone, but what makes this anniversary truly special are the relationships we've built along the way," said Norman Knowles, Chief Executive Officer of Sky Bird. "This celebration was an opportunity to thank the airline partners, travel advisors, employees and industry friends who have helped shape our success. As the travel landscape continues to evolve, our mission remains unchanged - to provide travel advisors with the products, technology, expertise and support they need to succeed. We're excited about the opportunities ahead and remain focused on helping our partners grow their businesses over the next fifty years."

With fifty years of history behind it and a clear vision for the future, Sky Bird looks forward to continuing its journey alongside the airline partners, travel advisors, and industry professionals who have been central to its success.

ABOUT SKY BIRD

Celebrating 50 years of industry leadership, Sky Bird is one of North America's leading airline consolidators, providing travel professionals with exclusive airfare solutions, advanced booking technology, global airline partnerships, and dedicated support. Through its proprietary WINGS Booking Platform, Sky Bird provides travel advisors with access to competitive airfare opportunities, NDC content, multi-GDS capabilities, and 24/7 expert assistance. Sky Bird supports travel professionals across the United States through a nationwide network and partnerships with more than 100 global airline partners.

As part of its ongoing commitment to the travel advisor community, Sky Bird recently launched the nationwide #WhyUseATravelAgent initiative, an industry-wide campaign designed to raise consumer awareness of the value, expertise, and advocacy that professional travel advisors provide.

For more information, visit www.skybirdtravel.com.

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