

The Skift logo consists of the word "Skift" in a bold, black, sans-serif font, centered within a bright yellow square.

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## Skift Podcast: Travel Brands Want to Be Experience Platforms

Earlier this year, we released our annual travel industry trends forecast: [Skift Megatrends 2018](#).

On this sponsored episode of the Skift podcast, we're diving into one of these trends: [Travel Brands Want To Become Experience Platforms](#). We'll take a look at how travel brands are expanding beyond what they're known for doing in travel into new segments of travelers' experiences.

It used to be that airlines simply got you from point A to point B. Hotels offered you a place to rest your weary head at night. Tour companies herded tourists onto buses and drove them around to see the sights. Cruises gave you a sea-level view of the world. Online travel agencies allowed consumers to begin booking their own flights and hotel accommodations.

But all of that is, bit by bit, changing today.

This podcast examines the strategy behind travel brands' desires to play an even bigger role in travelers' experiences. Leading the discussion is Jeremy Kressman, SkiftX research editor and Deanna Ting, Skift hospitality editor. Our guest is John Greenleaf, global head of Hilton Garden Inn.

