

SKYLARK Redefines the Luxury Travel Experience on Inside Business Today with Hosts Bill and Giuliana Rancic

Luxury Travel Platform Showcases How Technology, Human Expertise, and Insider Access Are Creating a Smarter Way to Book the World's Best Hotels

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EINPresswire.com/ -- [SKYLARK](#), a [tech-forward luxury travel company](#)

combining a powerful digital booking platform with expert human advisors, will be featured on [Inside Business Today](#), hosted by Bill Rancic and

Giuliana Rancic. The segment explores how SKYLARK is challenging the

traditional luxury travel model by giving travelers the convenience of modern technology alongside the personalized service, preferred rates, exclusive amenities, and advocacy of a world-class travel advisor.



Miles McMullin of Skylark on Inside Business Today with Bill and Giuliana Rancic

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SKYLARK understands that luxury travel begins long before a guest arrives at a hotel; bridging technology, relationships, & personalized service to make the entire experience feel more elevated.”

Bill Rancic and Giuliana Rancic, Co-hosts

The feature story will air nationally on Bloomberg Television as sponsored programming on September 18, 2026 at 10:30pm CST/8:30pm PST.

Founded in 2015, SKYLARK was created around a simple insight: luxury travelers were being forced to choose between impersonal online booking engines and traditional travel agencies that had not kept pace with the way modern consumers wanted to plan and book their trips. SKYLARK set out to combine the best of both worlds—creating a seamless digital experience backed by real travel experts and deep relationships with the world's leading hotels.

Today, SKYLARK serves approximately 90,000 luxury travelers and works with around 4,000 hotels worldwide. Through preferred partnerships with renowned hospitality brands including Aman, Rosewood, Belmond, Four Seasons, and others, SKYLARK members gain access to preferred rates, exclusive amenities, upgrades, and experiences that go beyond what travelers typically receive through traditional online booking platforms.

During the Inside Business Today segment, SKYLARK shares how the luxury traveler is changing. Today's affluent consumers are increasingly prioritizing extraordinary experiences, but their expectations for how those experiences are discovered, booked, and supported have risen along with their spending. They want insider access and personalized recommendations without sacrificing the speed, transparency, and convenience they have come to expect from great technology.

That is the gap SKYLARK was designed to fill.

Rather than simply functioning as another booking website, SKYLARK combines curated hotel inventory, proprietary rates, exclusive benefits, preferred hotel relationships, and hands-on advisor support within a single experience. With a Net Promoter Score of 85, the company has built its model around delivering not only value at the time of booking, but advocacy throughout the entire travel journey.

That human support can become especially important when travel does not go according to plan. One SKYLARK member recently described returning from a nine-day trip to Italy when a redirected flight caused missed connections and lost luggage. Within minutes of contacting SKYLARK, an advisor arranged accommodations at Saint James Paris, where the travelers received an upgraded suite and personalized welcome. The SKYLARK team also helped coordinate dining arrangements and navigate reimbursement issues associated with the disrupted travel.

It is that combination of technology and human intervention that the company believes defines modern luxury service.

"SKYLARK understands that luxury travel begins long before a guest arrives at the hotel," said Bill and Giuliana Rancic. "They're bringing together technology, relationships, and personalized service to make the entire experience—from booking to coming home—feel more elevated."

The segment also highlights the next evolution of the SKYLARK model: Friends With Amenities, a private membership ecosystem developed in direct response to what its travelers said they wanted most—more exclusive deals, better access, deeper hotel relationships, greater loyalty benefits, and more personalized advisor support.

"We're excited to feature SKYLARK on Inside Business Today," said Gila Stern, Vice President of Production. "They've identified a real disconnect in luxury travel and built a model around

solving it. By combining the efficiency consumers expect from technology with the expertise and advocacy that only great human service can provide, SKYLARK is creating a compelling new standard for the industry.”

Technology will continue to play an important role in that evolution. SKYLARK is incorporating AI into its platform to create increasingly personalized recommendations, smarter itinerary support, and more responsive service. Rather than viewing AI as a replacement for travel advisors, the company sees it as a tool that can amplify human expertise—giving advisors greater insight and allowing them to deliver more individualized service at scale.

SKYLARK’s approach reflects the background of its leadership at the intersection of hospitality and technology. The company’s story is rooted in a deep understanding of hotels, data, and digital innovation, with the belief that technology should enhance hospitality rather than remove the human element that makes travel memorable.

As SKYLARK expands its membership platform, unlocks new preferred offers, strengthens its relationships with luxury hotels, and introduces a new digital experience, its goal is ambitious but straightforward: to become the smartest place in the world to book luxury hotels. Tune in to Inside Business Today on Bloomberg Television (sponsored programming) to discover how SKYLARK is combining insider access, world-class hospitality, smart technology, and real human expertise to redefine the luxury travel booking experience.

About SKYLARK

Founded in 2015, SKYLARK is a tech-forward luxury travel company combining the convenience of a sophisticated online booking platform with the expertise and personalized service of professional travel advisors. Working with approximately 4,000 of the world’s leading hotels and serving roughly 90,000 luxury travelers, SKYLARK provides curated hotel access, preferred rates, exclusive amenities, and personalized support through relationships with many of the world’s most celebrated hospitality brands. Its mission is simple: to be the smartest way to book luxury travel. Learn more at www.SKYLARK.com.

About Inside Business Today

Inside Business Today, hosted by Bill and Giuliana Rancic, is a premier business series exploring innovation, leadership, and transformative ideas across industries. Airing on Bloomberg Television (as sponsored programming) and ReachTV, the show inspires audiences with insights from visionaries driving meaningful change. Learn more at www.insidebusinesstoday.com

Gila Stern

Inside Business Today/ Life+Leisure

+1 312-620-6522

[email us here](#)

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