



# Turning Influencers Into Hotel Booking Engines



# Executive Summary

- Ukreate solves a costly pain point in hotel marketing and bookings. The 2-year immediate, attainable market is more than \$22mm.
- We empower influencers to become mini-OTAs (Online Travel Agents), reducing hotels' dependence on expensive platforms like Expedia and Booking.com.
- Influencers promote hotels directly to their followers, who book through our platform—hotels save millions in OTA fees.
- UGC content is the most sought-after content and the market is disparate and difficult to connect with.
- We have built a team of experts in travel and the creator economy.
- The MPV is fully functional and already integrated with third party software so technology risk is extremely low.

# The Acute Pain Nobody Is Solving



## Hotel Brands

- Hotels are beholden to the Major OTAs which charge upwards of 30% of gross revenue leaving hotels with thinning margins and little control
- OTAs own the customer relationship, not the hotel.
- Marketing ROI is difficult to track across fragmented digital channels.






## Creators & Influencers

- No monetizable booking infrastructure.
- Inconsistent income
- Lack of reliable deal-flow

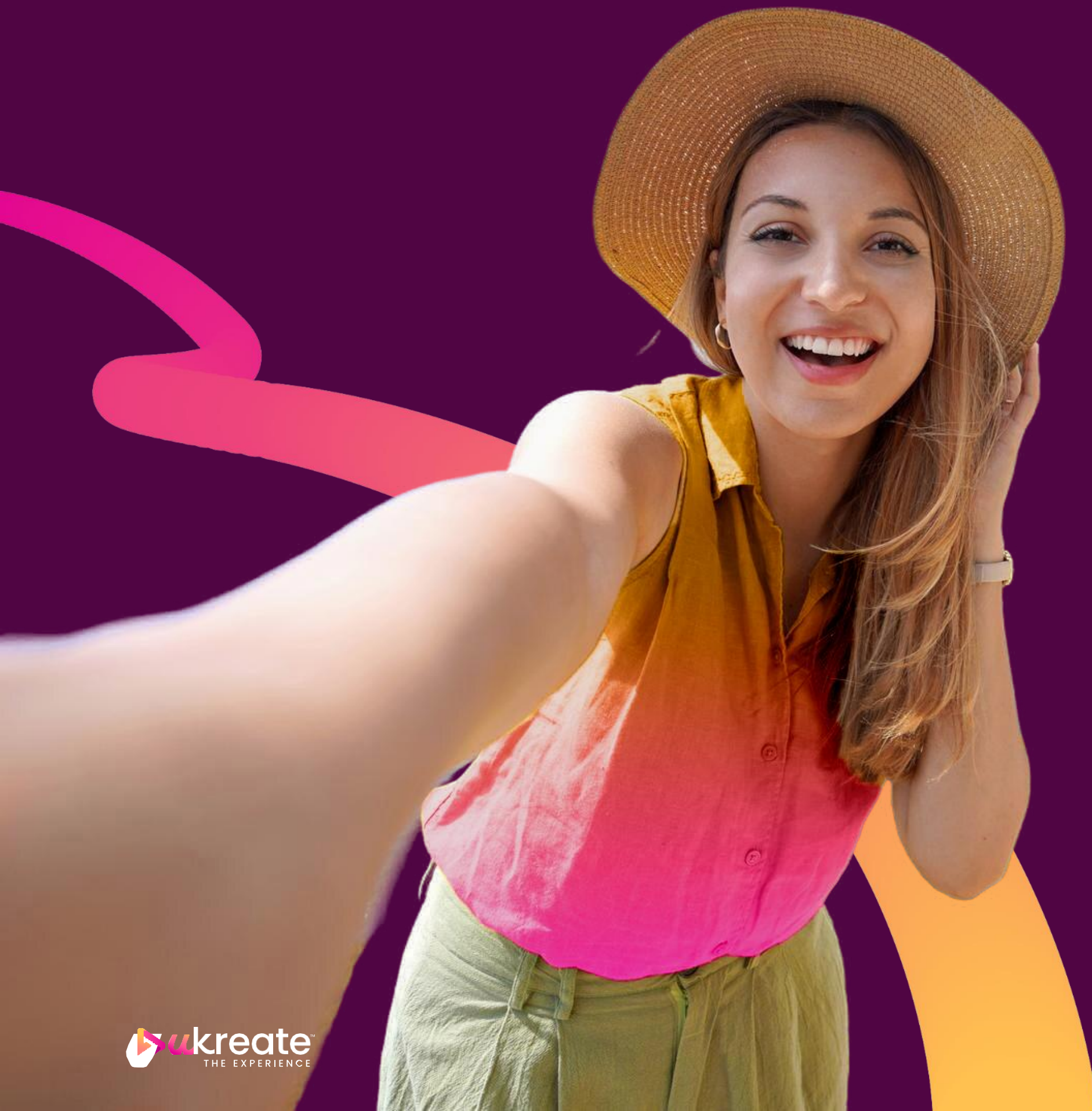
# Our Solution

An industry-first 2-sided marketplace connecting hotels with experience influencers and creators:

-  Book travel creators who match their destination, audience, and ethos.
-  Manage campaigns with built-in contracts, usage rights, and deadlines
-  Distribute content via creators' handles and pages to generate authentic awareness and drive direct bookings
-  Hotel profile + dashboard with analytics
-  Creator tools to promote travel offers
-  Track performance with real-time content delivery and booking attribution



# Why Now?



Global travel and tourism has rebounded post-pandemic.

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Micro-influencer marketing is outperforming traditional advertising.

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The OTA model is ripe for disruption as hotels demand lower-cost channels.

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Gen Z & Millennials increasingly book based on social media recommendations.

# Market Opportunity

Management companies and resorts are eagerly seeking alternatives to OTA-driven (indirect) bookings, which causes downward pressure on margins. This tension represents the asymmetric upside ukreate captures.

**\$25B+**

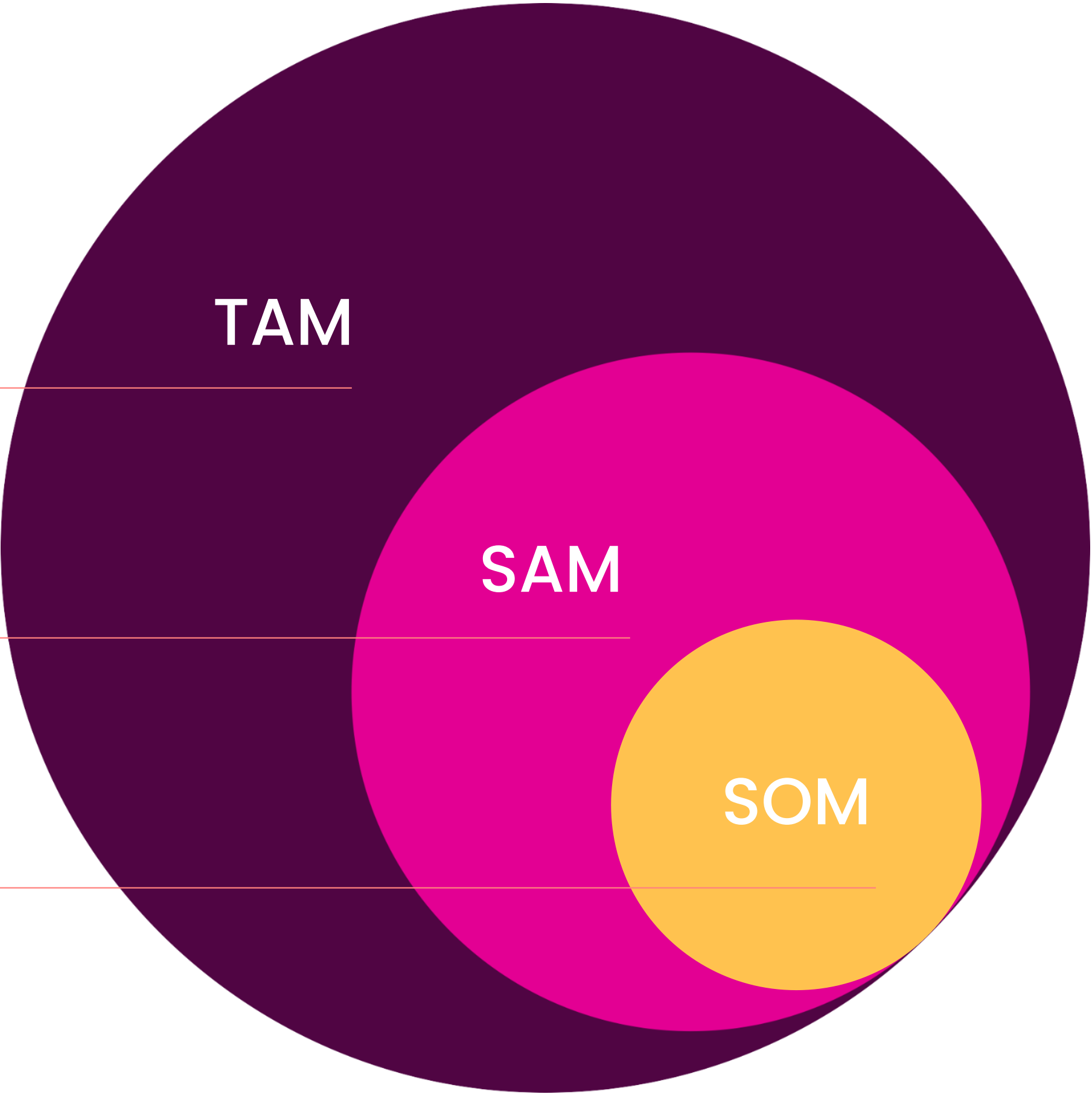
**Total Available Market:** \$25B+ in potential spend related to influencer/content marketing, press trips, and ad distribution by hotels, resorts, and tourism brands.

**\$1.5B–\$3B**

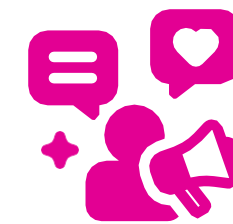
**Serviceable Available Market:** \$1.5B–\$3B in reachable marketing spend from these accounts.

**25M–\$50M**

**Serviceable Obtainable Market:** 25M–\$50M Ukreate’s 12–24 month realistic reach



# The Business Model



## Creator-side:

- Free to join, pay ukreate transaction fee per booking
- Leverage top 10 Travel Creator OG's influence all, while grabbing immediate market-share
- Optional monthly subscription for creators seeking priority placement, featured listings, early access to high-value hotel campaigns, and training.



## Hotel Brands:

- Tiered monthly plans based on features (CRM, analytics, access to creators)
- Relatively modest commission structure to influencers per booking

# Go-To-Market Strategy



Travel Influencer  
Ambassador Program

Opportunities for free  
hotel and venue stays to  
create and post content

Hotel Brands and  
Resorts post  
opportunities

Affiliate / white-label  
tech integration for  
hotel chains

Freemium model for  
Creators /Influencers to  
onboard creators quickly

Partnerships with boutique  
hotel groups & destination  
marketing orgs (DMOs)

Paid ad campaigns  
targeting creators +  
hotel GMs

# Product Features

1



Geo-location & AI creator  
profile matching

2



Pay-for-placement or  
campaign hiring

3



Booking affiliate links &  
campaign performance  
dashboards

4



Creator education for  
destination storytelling

5



Seamless payment, usage  
rights, and deliverables

6



Licensing of creative  
asset library

# Early Traction



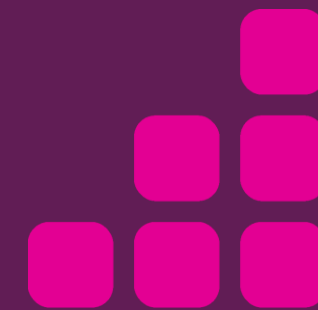
Strategic Advisory  
Network



Hotel & Destination  
Demand



Creator Network  
Scaling



Platform  
Momentum

# Competitive Advantage

Feature	OTAs	ukreate
Booking Fees	20–30%	10–15%
Influencer Access	✗	✓
Customer Ownership	✗	✓
Branded Content	✗	✓
Low CAC	✗	✓
Affiliate Booking	✗	✓

# Team

Founders and advisors with:

Influencer  
marketing  
experience

Hotel &  
tourism  
advisory

Successful  
exits of  
multiple  
companies

SaaS and  
marketplace  
ops



# Financial Projections



# Ask / Raise

# \$500K

Seeking \$500K SAFE at 15% discount

**20%**

Platform  
buildout

**35%**

Creator & Brand  
acquisition

**35%**

Sales and  
Marketing

**10%**

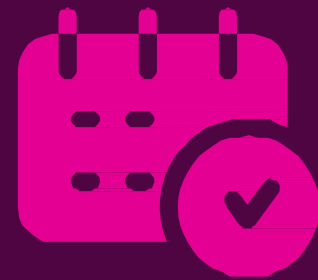
Operating  
/Legal

# Our Vision

We're building the largest travel content engine on earth – connecting hotels, resorts, and tourism brands with the creators who drive bookings.



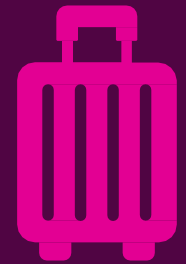
ukreate is uniquely positioned to be the fiver for travel influencers and the upwork for hotel brands.



Power thousands of direct hotel bookings per day.



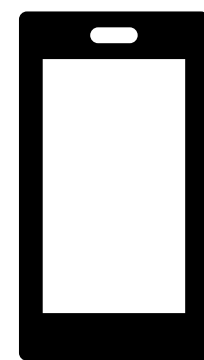
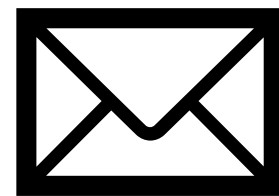
Return control and profitability to hotel operators while helping creators earn sustainable and meaningful income.



Directly apply and scale the model to tourism-adjacent industries



**Contact Us**



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