



# Centralized video hosting solution for hotels and booking platforms

Read Deck for Booking Platforms  
October 2025







~76 %

of Europeans aged 10 to 12  
already use a smartphone



~83 %

of Europeans aged over 60  
use a smartphone



Common UX is evolving  
mobile-first and  
video-based



~82 %



8 seconds

is today's attention span  
for online content



~77 %

of Europeans use  
mobile devices while in bed

of traffic on booking platforms  
comes from mobile devices

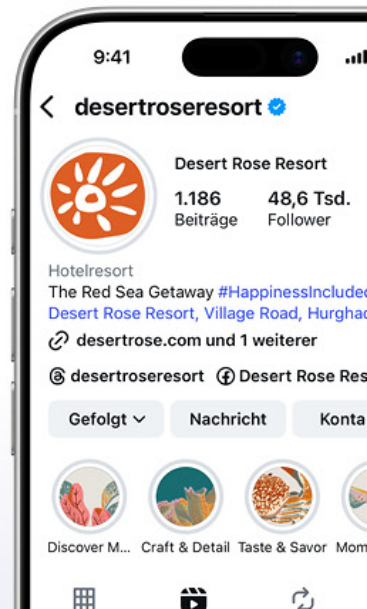
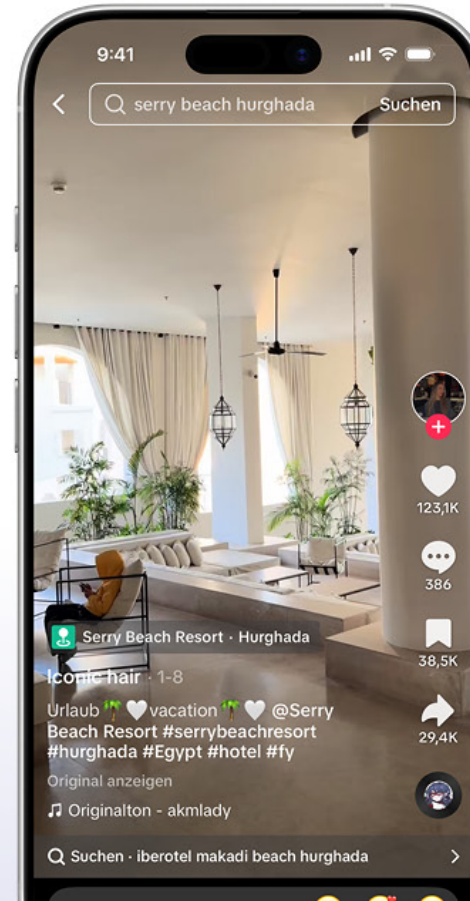
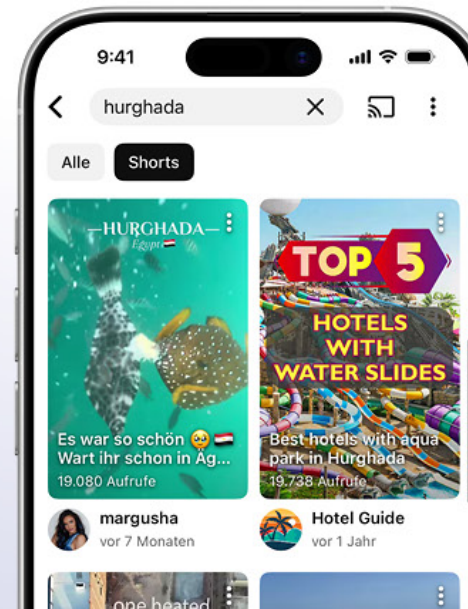
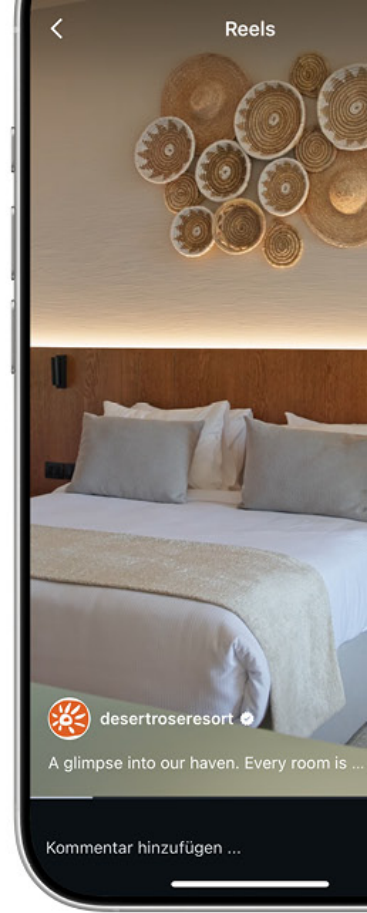
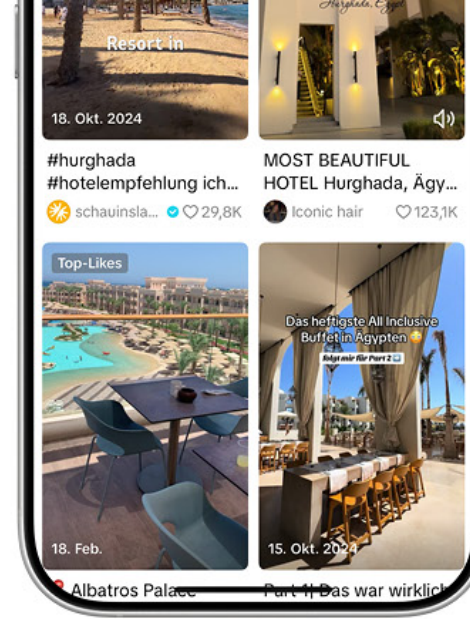
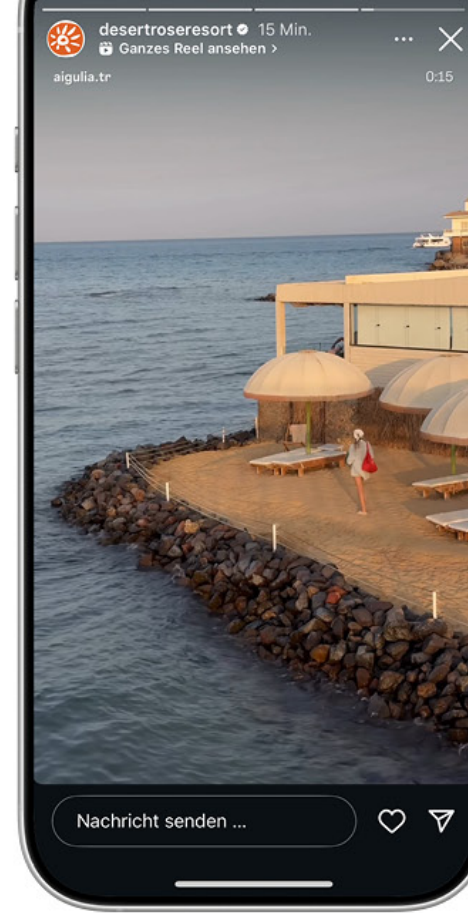


# Short videos turn hotel booking into an experience.

Social media has made travelers used to watching short videos – content that builds trust, sparks emotions, and inspires bookings.

Now imagine these short videos making an impact where it matters most: across booking channels.

It's time to inspire beyond social media.



## Our Purpose

# Inspiring travelers with short videos on booking channels to support hotel bookings



## Wide-reach content distribution

to increase bookings

to protecting brand's integrity

to boost visibility in AI and search engines

+



## Cost-effective video production

to drive availability of video content

to simplify content updates

to sustain visual quality



## Our Stakeholders

# Unlocking the potential of short videos for the travel industry

### End User Travelers

Enjoying a richer planning journey with mobile-first, short-form video experiences when choosing a hotel.

### Customer Leisure Hotels

Increase traffic and conversions by improving user experience across all touchpoints.

### Content Distributor Booking Platforms

Increase traffic and conversions by improving user experience and enhanced visual quality of listed hotels.

### Promotion Partner Tourist Boards

Promoting the destination by elevating the visual quality of local hotels online.

### Integration Partner TravelTech Provider

Expand functionality by integrating Uhob's unified hosting and content distribution infrastructure.

### Content Producer Videographers

Win new clients, streamline production and making work more effective by increasing its reach.

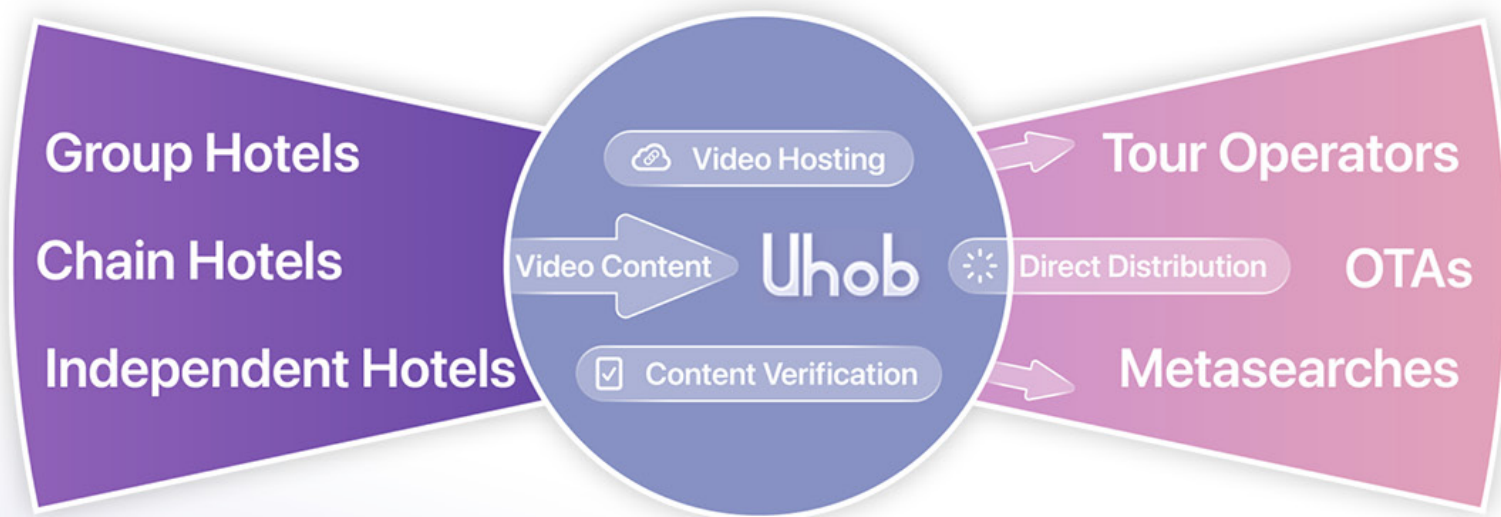
For Booking Platforms

# Uhob serves as a centralized video hosting platform for hotels and third-party booking channels

Video content provided by hotels is stored on Uhob's cloud and streamed directly to users' devices via the connected booking platform.

Through an API connection, booking platforms can seamlessly connect with Uhob to access verified video content linked to the hotels.

Every video submitted to Uhob is verified to ensure consistent content quality.





For Booking Platforms

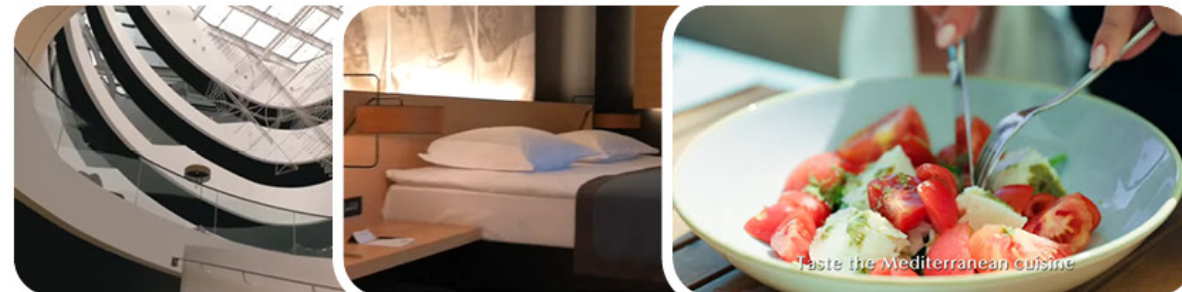
# How Uhob rates video content

All video content distributed via Uhob is quality-checked, giving booking platforms control over the quality level they publish.

- U** **Recommend: Uhob Videos**  
Engaging short videos that are up to date, visual consistent, and optimized for mobile use



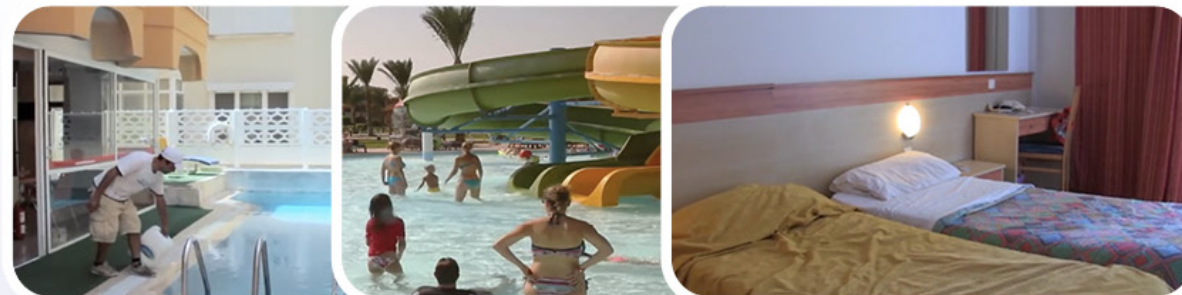
- A** **Aesthetic content with a sense of place**



- B** **Acceptable content but outdated pacing and look**



- ×** **Content is potentially harmful to brand and business**

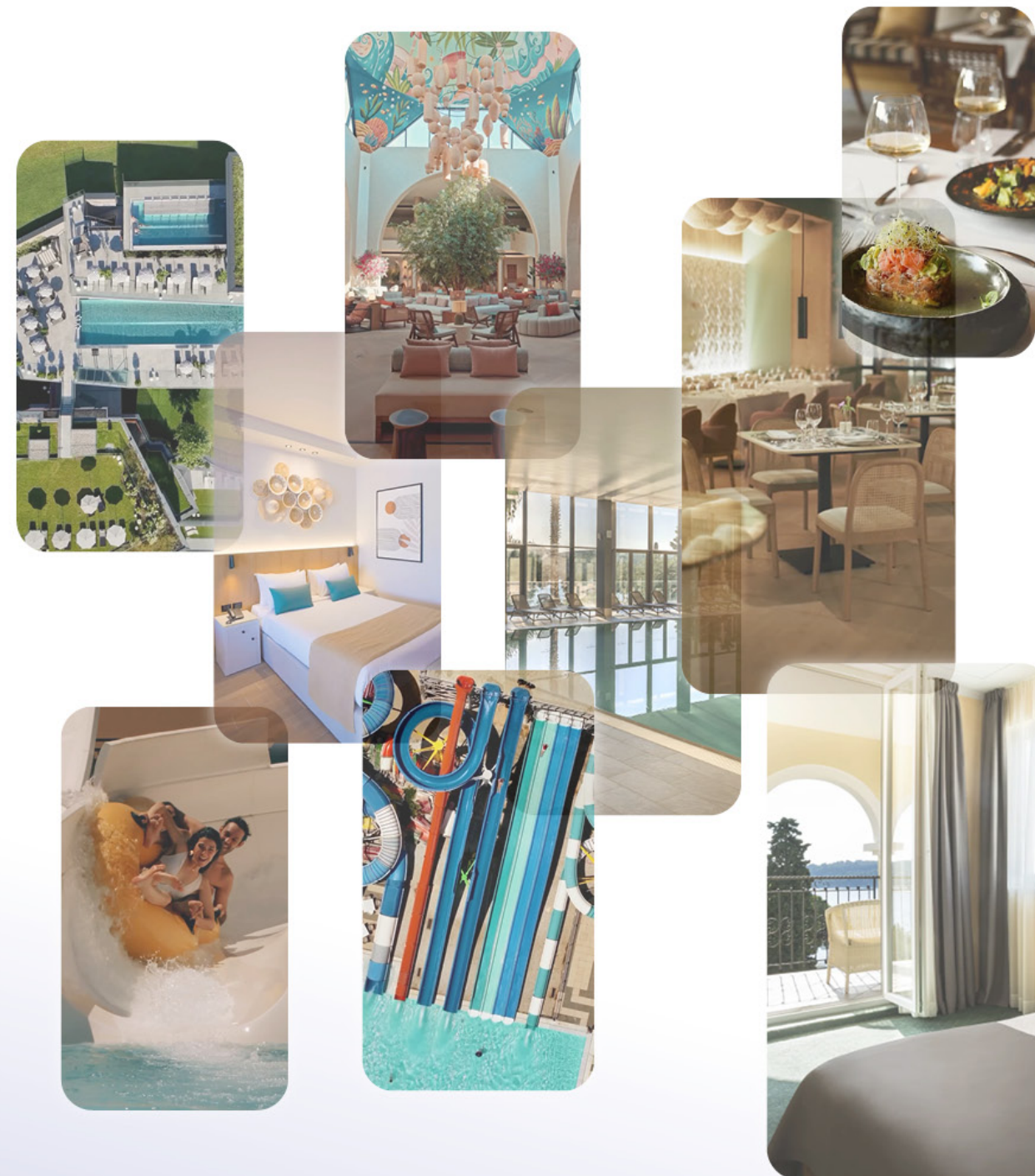




## Uhob Videos – Short videos for an engaging user experience

**Each hotel has one main Uhob Video that overviews its amenities in just 30 seconds.**

**Optionally, hotels can submit additional Uhob Videos showcasing the lifestyle, specialties, room types, and inspiring stories – providing travelers a richer view of the hotel.**





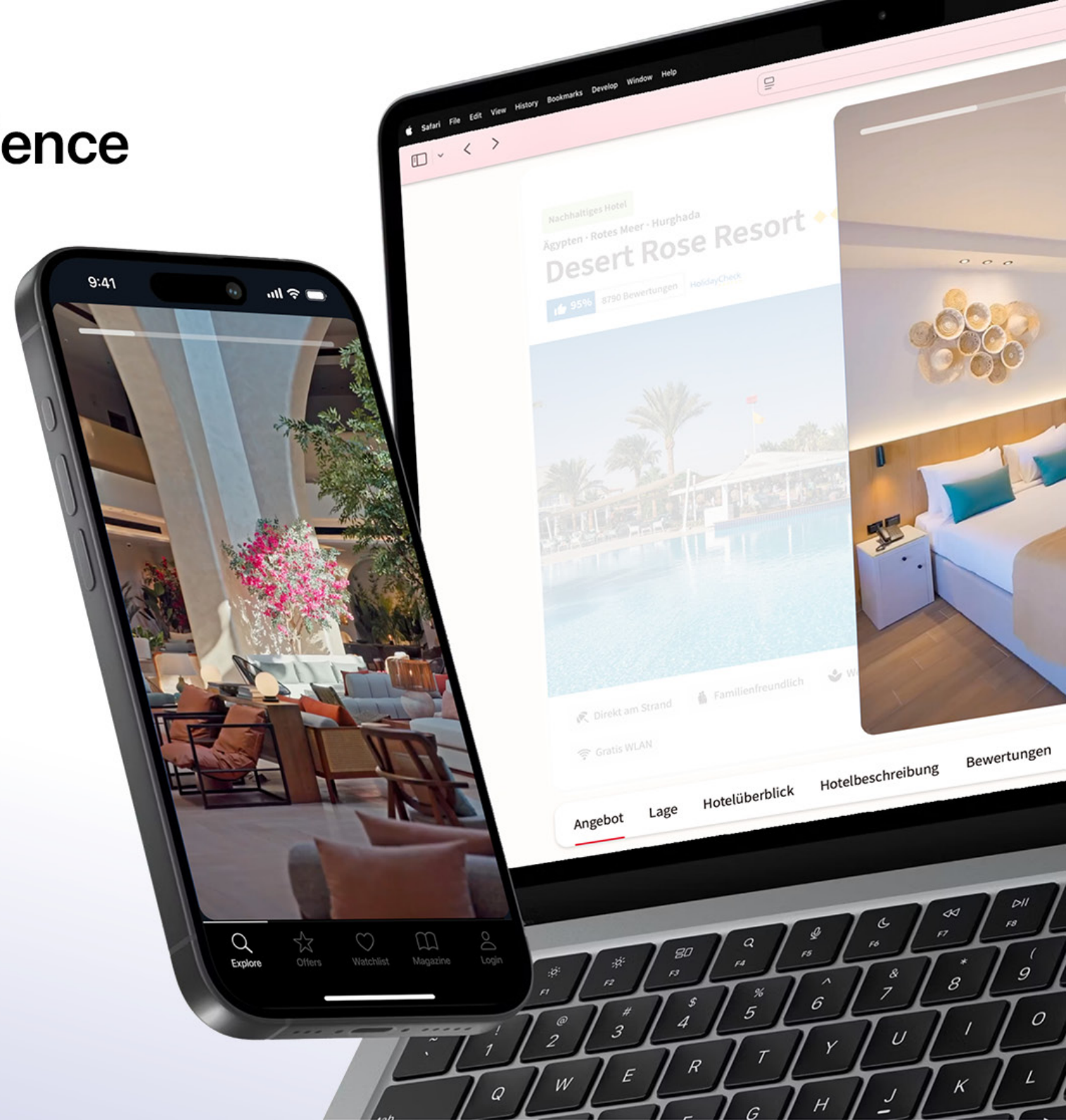
For Booking Platforms

# Turn hotel booking into an experience

## Free of charge

No costs for implementation or usage

- ✓ **Verified according to quality standards**  
Ensuring visual consistency and quality
- ✓ **Centrally hosted by Uhob**  
Connected via API
- ✓ **No external branding**  
Delivered video content is white-label
- ✓ **Fast-loading**  
Optimized for high-performance streaming
- ✓ **Relevant hotels**  
Focus on hotels that are listed



## Your contact at Uhob

Leo Dammer  
leo@uhob.io  
+49 176 31777345

uhob.io

**Uhob**



Uhob GmbH  
c/o VIMP GmbH  
Destouchesstrasse 68  
80796 Munich  
Germany

[info@uhob.io](mailto:info@uhob.io)  
[www.uhob.io](http://www.uhob.io)

Register Court Munich  
Register Number: HRB 302298  
Managing Directors: Leo Dammer & Stefan Hoeper

Uhob is a Munich-based TravelTech company offering a centralized video hosting solution for hotels and booking platforms. We help hotels distribute high-quality short videos across booking channels to boost visibility and traveler engagement.

**Uhob**