

## ICE PORTAL TO ENHANCE IATA'S "AGENTEXPERIENCE" WITH HIGH QUALITY IMAGES

Hollywood, FL – April 11, 2017 – [ICE Portal](#) announced that the [International Air Transport Association](#) (IATA) will use its curated visual content to optimize the images in their [AgentExperience](#) platform. This collaboration will allow [IATA/IATAN ID Card holders](#) using AgentExperience to view fresh, high-resolution images relating to the listed industry suppliers' offers.

IATA is the trade association for the world's airlines and represents approximately 83% of total air traffic. AgentExperience offers travel professionals a platform where they can plan and manage trips, gain exclusive access to global suppliers' listings and take advantage of concessionary offers within the industry. Additionally, AgentExperience helps travel suppliers promote new products and services, manage concessionary offers and gain visibility across the world.

ICE Portal's visual content management system (CMS) gives travel industry suppliers a place to organize, optimize and distribute high-resolution photos, videos and 360-degree virtual tours. ICE curates and distributes this content to thousands of travel sites and over 11 million global consumers monthly, increasing engagement and booking conversion for its customers.

"IATA's AgentExperience solution will provide suppliers with an avenue to increase bookings," said Martina Namestkova," ICE Portal's Director of Operations. "We are very excited to help them create a better user experience with high quality visuals."

Charles de Gheldere, IATA's Director, Financial and Distribution Services, Travel Intelligence, said, "The 130,000 IATA/IATAN Card holders provide a vital link between travel suppliers and many of their customers. The introduction of ICE Portal visual content to the AgentExperience platform will provide valuable information in helping them to better serve travel buyers."

Both organizations hope to reach a wider audience as a result of this integration and believe that it will drive bookings for industry suppliers and provide an advantage for IATA/IATAN ID Card holders using AgentExperience.