ICE Portal Partners with Fliggy to Distribute Hotel Visuals to Chinese Travelers

Hollywood, FL – August 10, 2017 – Visual content curator and distributor, ICE Portal, has recently partnered with Fliggy, Alibaba Group's travel business and the largest online travel service platform in China, to provide its database of hotel visuals and metadata for distribution to Chinese travelers online. Through this partnership, hotel groups using ICE Portal will have their visuals automatically updated on Fliggy.

ICE Portal offers a cloud-based content management system (CMS) that allows hotels and hotel groups to organize, optimize and distribute their visuals. 45,000 hotels worldwide deliver their photos, videos and 360 virtual tours to travelers via a global network of distribution channels using the Visual-ICE platform.

Fliggy is an online travel service platform that provides Chinese consumers with a range of products and services including domestic and international flight tickets, hotel bookings, vacation packages and visa applications. The platform is popular amongst Chinese consumers, with their desire for travel – particularly outside China – increasing rapidly.

"We at ICE Portal believe this partnership will be mutually beneficial and open doors to new markets for both parties. We are excited to move forward and help our hotel clients reach more consumers through Fliggy," said Henry Woodman, President of ICE Portal.

This partnership will serve millions of travelers in their online travel search and allow hotels to gain more visibility amongst Chinese travelers and attract new guests.

About ICE Portal

ICE Portal is a technology and marketing company that helps travel suppliers manage, curate and deliver their visuals to 1000s of online travel and travel related websites – including major OTAs, GDSs, DHISCO (Formerly Pegasus), Search Engines & Local Directories, and Social Networks. To find out how ICE Portal can work for you or to learn more about our company please visit www.ICEPortal.com