

## **ICE PORTAL LAUNCHES POWERFUL NEW CONTENT MANAGEMENT & DELIVERY PLATFORM**

**Hollywood, FL – July 25, 2017** – Leading visual content curator and distributor, [ICE Portal](#), launched its powerful new and simplified content management system (CMS) and distribution platform. This new CMS features a clean, intuitive design and simplifies the visual content management, curation and distribution process for its travel suppliers.

ICE Portal's CMS is a cloud-based platform used by almost 50,000 hotels and resorts worldwide to manage, curate, score and distribute their visuals. These visuals are then delivered to travelers in 12 languages on thousands of distribution channels connected to ICE (OTAs, GDSs, search and social sites.) The new platform is popular because of its unique selling points: tagging, scoring and tracking of visuals. More specifically, the PrecICE meta-tags add context to hotel visuals. These tags are then mapped to the tags on leading channels, which increases the hotel's content score and improves the ranking. ICE's content scoring system tells hotels where their visuals need improvement, whether it be size, quantity, categorization or use of Room Type associations. ICE Portal's Image Tracker lets users know who uploaded and approved the visuals, and more importantly what major channels have received their visuals. In addition to these features, the new GUI features extensive user privileges, enabling each group to customize workflows and control each user's permissions.

"We are thrilled to launch our new platform. It dramatically simplifies the user experience and encourages more hotels to effectively manage, curate and distribute their visuals. The results, for hoteliers, besides saving time and money, is increased booking conversions," said ICE Portal's President, Henry Woodman.

Hotel groups interested in learning more about ICE Portal, or interested in a getting tour of the new CMS distribution platform, should fill out an [inquiry form](#) to be contacted directly.

**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](http://www.ICEPortal.com).