

ICE Portal Signs Agreement with Rakuten Travel to Distribute Visual Content

Hollywood, FL – October 24, 2017 – Visual content curator and distributor, ICE Portal, has recently signed an agreement with Japanese OTA, Rakuten Travel to deliver visuals to Japanese travelers. This collaboration will extend distribution for ICE Portal's supplier partners as their visuals will now be delivered to travelers using Rakuten Travel's platform.

ICE Portal's cloud-based content management system enables hotels and resorts to manage and distribute their high-resolution photos, videos and 360-degree virtual tours. This platform also allows users to add value to their visuals by adding contextual metadata. This metadata allows OTAs to show personalized search results based off of consumer personas. Over 45,000 hotels use this platform to deliver their visuals to thousands of distribution channels worldwide.

Rakuten Travel offers enticing features for consumers browsing travel. This will be aided by ICE's curated visual content. ICE Portal will add value to Rakuten Travel's service as users will now be able to more easily find hotels.

"We are excited to work with Rakuten Travel and enhance the user experience on their platform. We believe that the exposure to their audience will significantly benefit our hotel partners that will see increased conversions in the near future," said Martina Namestkova, Director of Operations at ICE Portal.

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