

Manage and Distribute Visuals



Simple and efficient visual content management and distribution to the world's largest distribution partner network in the travel and hospitality industry.

ICE Portal created the most powerful image management and distribution platform in the travel and hospitality industry. The CMS provides lodging providers (suppliers) with industry leading tools and capabilities that allow users to edit, categorize, tag, order, add room codes and map their visual assets to thousands of distribution channels around the globe in 13 languages.

The ICE Portal CMS

- ✓ Delivers your visuals and automatically updates to thousands of distribution channels
- ✓ Tracks your images to show where they are being delivered
- ✓ Provides image quality scores and curates images with meta-tags



Benefits of the ICE Portal CMS

- ✓ Delivery to the world's largest distribution partner network, your visuals everywhere
- ✓ Simple, intuitive Graphical User Interface (GUI)
- ✓ Better visuals = Improved content score and higher rankings which converts more bookings!

Digital Asset Library



Upload, store, manage and deliver all digital assets
from a secure, cloud-based platform.

ICE Portal's Digital Asset Library (DAL) is tailored specifically for travel and hospitality. Clients can easily upload, store, manage and deliver all digital assets from a secure, cloud-based platform.

ICE Portal's Digital Asset Library

- ✓ One stop to store, organize and share every asset
- ✓ Visuals in DAL can be optimized for 3rd party channels
- ✓ Saves time searching for or recreating unfound assets



Benefits of the Digital Asset Library

- ✓ Same functionality as the ICE CMS for fluidity and consistency
- ✓ All digital assets easily organized, shared and tracked
- ✓ Maximum control with customizable roles and permissions

Distribution Partners



Connect to ICE Portal for access to optimized visuals
from 50,000 travel suppliers worldwide.

ICE Portal connects hotels and resorts to thousands of distribution channels worldwide.
Visual content is optimized for each channel and comes at **no cost to distribution partners.**

ICE Portal's Connection to Distributors

- ✓ Visual content from +50,000 travel suppliers worldwide
- ✓ Visual content optimized in the right specs for each channel
- ✓ Visuals tagged with meta-data to aid in your personalized marketing



Benefits to Distribution Partners

- ✓ Access to over 1 million high quality hotel visuals
- ✓ Images tagged with descriptive metadata and Room Type codes to optimize your marketing
- ✓ Better visuals = Improved content score and higher rankings which converts more bookings!



Additional Services

In addition to management and distribution of visuals, ICE Portal offers a number of additional services. Please contact your ICE Account Manager to learn more.

Additional Services

- ✓ Rich Media – Increase engagement and conversions with videos and 360-degree virtual tours
- ✓ Delivery Back to Site – Keep visuals on your hotel's Brand.com site up-to-date with visuals being distributed across the web
- ✓ SSO – Merge our CMS with your current PMS for improved ease of use
- ✓ Custom Exports – When particular channels need certain visuals customized a certain way

