

FOR IMMEDIATE RELEASE

**QUALITY RESERVATIONS SIGNS WITH ICE PORTAL TO DISTRIBUTE
THEIR VISUAL CONTENT WORLDWIDE**

Langenhagen, Germany and Hollywood, FL (September 27, 2018)- QR Quality Reservations, the leading European provider offering worldwide online distribution services to the hotel industry, has partnered with ICE Portal to manage, distribute and curate their online visual content for their partner hotels and hotel groups throughout Europe.

QR's goal has been to offer state of the art technology in each part of distribution, giving partner hotels a competitive advantage in the demanding world of distribution. Only best breed technology guarantees ongoing success and enthusiastic online customers. ICE Portal with its strength in technology and marketing is the perfect partner for QR.

Quality Reservations will integrate their visuals into ICE Portal's cloud-based content management system (CMS). ICE Portal connects to thousands of leading global distribution channels as well as tens of thousands of affiliated travel sites (including DHISCO, GDSs, OTAs, and search sites) in twelve languages.

"We are thrilled to be working with Quality Reservations providing the technical solutions to manage and deliver their visual content everywhere," said Henry Woodman, president of ICE Portal.

ICE Portal will work with Quality Reservations to optimize their visuals (category, languages, meta-data, geo-codes and mapped IDs) that will increase engagement and booking conversions.

"A picture says more than 1000 words" and high-quality images distributed during a search, decision and booking process fulfils the expectation of todays guests! We are excited to work with ICE Portal on this crucial element of online distribution. We highly appreciate ICE Portals approach of distributing individual pictures to dedicated

channels, since one size fits all, is just out of date.” Said, Carolin Brauer Owner and Managing Director of Quality Reservation

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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

For more information about ICE Portal please contact:

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About Quality Reservations International

Quality Reservations (QR) offers state-of-the-art online distribution technology for hotels, hotel cooperations and hotel chains. As a Global Premium Partner of Sabre Hospitality Solutions and now partnering with ICE Portal QR combines best breed technology with in depth distribution know-how.

For more information about QR Quality Reservations please contact:

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