

FOR IMMEDIATE RELEASE

**WORLDHOTELS SIGNS WITH ICE PORTAL TO DISTRIBUTE THEIR VISUAL
CONTENT WORLDWIDE**

Frankfurt, Germany and Hollywood, FL (November 6, 2018)- WorldHotels, a management company with 350 luxury, elite and distinctive properties across 250 destinations, signs with ICE Portal to manage, distribute and curate their online visual content for all of their properties worldwide.

WorldHotels, a trusted mark of honor for nearly half a century, was founded by hoteliers dedicated to the art of hospitality. The WorldHotels Collection presents upscale to luxury hotels each reflective of the locale and with a refined sense of character.

WorldHotels 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 thousands of affiliated travel sites (including DHISCO, GDSs, OTAs, and search sites) in twelve languages.

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

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

"We are delighted to announce our partnership with ICE Portal to optimize the images of our hotel properties. Pictures drive conversion. The partnership will help our hotels to ensure that customers are always up-to-date with fresh visual content," said Torsten Rolke, Vice President Operations & Distribution of WorldHotels.

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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

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About WorldHotels International

Newly relaunched, the WorldHotels™ Collection delivers proven soft brand solutions for a curated global offering of 350 of the finest independent hotels and resorts. Founded by hoteliers dedicated to the art of hospitality, only WorldHotels curates the best independent properties around the globe, each reflective of the locale by offering intuitive service, and a refined sense of character. Geared to both business and leisure travelers, the WorldHotels Collection is classified into three tiers allowing guests to select the offering that meets their needs: WorldHotels Luxury, WorldHotels Elite and WorldHotels Distinctive.

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