

## Tavisca Solutions Announces ICE Portal's API Integration With clarifi To Provide Attractive Visual Media Content



**Hollywood, Florida & Eden Prairie, MN, December 18<sup>th</sup>, 2014** – Tavisca Solutions, a leading travel technology products and solutions provider announces the integration of ICE Portal's API, a global supplier of visual media content with **clarifi**, the world's first real-time Hotel Mapping and Descriptive Content Delivery System. This integration provides **tavisca's** clients access to effective, rich, high-resolution visuals of hotel properties and amenities.

ICE Portal provides aggregated, high-quality, curated visuals and rich media content that enhances marketing efforts and increases clients' 'look-to-click-to-book' ratio on OTA websites.

"Integrating with tavisca will enhance the efficiency of our distribution of visuals for hotel groups." Said **Henry Woodman, President of ICE Portal**. "Like Tavisca, our passion is delivering quality content to distribution channels."

With clarifi's aggregated and curated content and ICE Portal's high-resolution images, it will be a simple, convenient, one-stop-shop to provide OTAs with the best rich media content. ICE Portal holds a well-respected reputation of providing professional, high-resolution visuals that will benefit OTAs in displaying and managing quality visuals for their online booking channels.

“Today’s new age technology friendly travelers tend to decide their booking options by looking at the images a hotel has to showcase. If the images present online are unimpressive, that might discourage these new age travelers to make a booking, affecting the ‘look-to-click-to-book’ conversion,” said **Neelam Sivanandan, CIO, Tavisca Solutions**.

“We are extremely pleased with the integration and we hope that this partnership will render a positive response from the industry. Current research indicates that the usage of high-resolution and professionally shot images generate approximately 50% more bookings than using low quality, pixelated images or no images at all. Together **clarifi** and ICE Portal can provide a win-win situation for all our clients.” she added.

ICE Portal provides first-rate visual content worldwide. With the integration of ICE Portal and **clarifi**, OTAs operating on tavisca’s online booking platform can be assured that their online distribution channels are showcasing accurate, up-to-date and engaging media content.

### **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, 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)

### **Press and Media Contact:**

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### **About clarifi:**

The world’s first real-time hotel mapping and descriptive content delivery system. A patent-pending technology solution aimed to resolve the inconsistent distribution of hotel content across major hotel content providers.

### **About Tavisca Solutions:**

Tavisca Solutions, a travel technology products and solutions provider that works with (B2B, B2C and B2B2C) travel companies across the globe and helps them enhance their online business. With the vision to build future-focused technology building blocks that solve key challenges in online travel business, **tavisca**® offers a versatile suite of cloud-based SaaS products, deciphering every aspect of customer and agent-facing booking engines, travel mid and back-office operation management systems.

Established in 2008, **tavisca**® has emerged into a team of travel technology specialists with over 300 dedicated personnel and three state-of-the-art development centers in India and the United States of America. Today, **tavisca**® continues to soar at its position amongst the top 100 'GPTW' list of best places to work in India, for three consecutive years.

Tavisca's core offering '**travelnxt**' is a **PCI PA-DSS compliant** online travel booking management software that works across Air, Hotel, Car Deals, Activities, Transfers and Insurance with a Strong Booking Engine, Static Package Builder and Inventory Management System. Annually, tavisca's travel technology empowers more than a million online travel bookings globally.

**N.B.:** This post is made by Koeli Chatterjee. Koeli serves as Manager Marketing & Communication at **tavisca**. You can directly reach Koeli at – **koeli@tavisca.com**.

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