

ICE Portal and Gimmonix Partner to Distribute Visual Content

Hollywood, FL – November 14, 2017 – Travel technology provider, [Gimmonix](#), will begin receiving visual content from visual content curator and distributor, [ICE Portal](#), to enrich the hotel content within its [Travolutionary](#) platform. This partnership will allow Travolutionary to access ICE's database and receive optimized photos, visuals and 360-degree virtual tours from ICE's network of over 45,000 hotels and resorts.

ICE Portal offers a visual content management system (CMS) that allows hotels and resorts to manage and distribute their high-resolution visuals. These visuals are then delivered to thousands of distribution channels connected to ICE (OTAs, GDSs, search and social sites.)

Gimmonix's Travolutionary platform provides access to all major OTAs direct and negotiated rates in addition to over 70 wholesale bed banks. As a cutting edge travel technology company, Gimmonix offers solutions that enable travel suppliers to optimize profits, improve inventory and enhance customer experience.

"We're excited to partner with Gimmonix and optimize the user experience for those using their Travolutionary platform while extending distribution for our hotel and resort partners" said ICE Portal President, Henry Woodman.

"Gimmonix is looking forward to enriching the content for Travolutionary's 1.4 million properties with ICE Portal's high quality images," said Aaron Aguillard, Vice President of Sales for Gimmonix. "As part of our Travolutionary Advanced Travel Switch Solution, we map ICE's rich visual content with the inventory provided by the nearly 100 hotel suppliers integrated with Travolutionary.

Both companies look forward to the mutual benefit and value added as a result of this partnership. It will extend distribution for hotels connected to ICE, and the fresh, high-resolution visuals will enhance the user experience for those using Travolutionary's metasearch.

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