

ICE Portal and IBC Partnership Enhanced with Newly Upgraded Visual CMS

Hollywood, FL – May 15, 2018 – [IBC \(InnDependent Boutique Collection\) Hospitality](#) is now entering its third year of partnership with leading visual content curator and distributor, [ICE Portal](#). Since their initial integration in 2015, ICE Portal has launched a powerful new visual content management system (CMS). This upgrade will tremendously benefit hotels operating under IBC as their visuals will now be optimized for delivery to thousands of travel distribution channels worldwide including sites such as Booking.com, Expedia, Google, Orbitz and Yelp.

IBC Hospitality Technologies is a software and services company focused on driving direct bookings and increasing net profits while providing the integrated tools and data that the industry craves. They offer the RevLogic central reservation system (CRS) platform with business intelligence dashboard, highly converting booking engine, patent-pending InnCentives loyalty program, MetaLogic digital marketing services for owners and operators of single or multi-unit hospitality properties.

ICE Portal's cutting-edge visual CMS is a cloud-based platform used by over 50,000 hotels and resorts across the globe to manage, curate and distribute their photos, videos and 360 tours. These visuals are delivered to ICE's network of thousands of travel distribution sites in 13 languages. ICE's new platform has gained popularity due to its tagging, scoring and tracking features.

The PrecICE image tagging system within the ICE CMS allows users to add context to their visuals with meta-data. These tags are mapped to the tags on leading distribution channels which helps to improve content score and ranking. The CMS also scores visuals based on size, quantity, categorization and Room Type associations to tell users where they need improvement. The Image Tracker within the CMS shows users who uploaded and approved their visuals and which major channels they have been delivered to, and when their images are expected to be "live". Hotels using ICE Portal's platform have control over extensive user privileges, allowing each group to customize permissions and workflows.

“Pictures enhance trust and drive conversions. ICE’s expansive visual distribution network is a great tool to protect brand identity and increase revenues,” says Pamela Barnhill, President of IBC Hospitality.

“IBC’s hotel partners should see numerous benefits due to our recent CMS improvements,” said Henry Woodman, ICE Portal President. “The scoring, tagging and tracking capabilities will ensure they have higher-converting content displayed across the web.”

Both companies hope to see increased engagement, content scores and bookings as a result of the ICE CMS system upgrade and new features.

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

About IBC Hospitality Technologies

IBC Hospitality Technologies is a leading provider of proprietary software and ROI-targeted services for the hospitality industry. Our portfolio of products and services includes the proprietary booking engine, RevLogic CRS with business intelligence dashboard, ResOne engine with patent-pending InnCentives Loyalty powering IVHTravel.com, MetaLogic services and soft brand benefits to owners and operators of single and multi-unit hotels, villas, and B&B’s. More than half the world's hotel properties are independently-owned and many across brands and software platforms. With IBC, owners and operators can have one place to manage their properties as well as the tools and data to drive direct bookings. Discover more or sign up online at www.ibchospitality.com.