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## **ICE Portal and the Caribbean Hotel Association Will Provide Total Marketing Solution for Hotels & Resorts**

MIAMI – September 19, 2003 — ICE Portal (ICE) has become a strategic partner of the Caribbean Hotel Association (CHA) to provide complete internet marketing solutions for Caribbean hotels.

“As a strategic partner to the CHA, ICE Portal can provide Caribbean hotels & resorts unprecedented visibility on the web,” claims ICE President, Henry Woodman. We produce and deliver more interactive visual content to more notable distribution partners, selling the Caribbean, than anyone else. We’re a one stop shop for production and distribution of new interactive media, including virtual tours and streaming video. Our services, by far, deliver the most cost effective and efficient sales tool for any hotel.”

ICE Portal digital brochures contain sales copy about the hotel and a variety of interactive visual media including virtual tours, photos, maps, graphics, and streaming videos. The digital brochures are then distributed to the hotel’s clients for greater visibility. So, for example, a hotel in the Caribbean will be able to promote itself with rotating panoramic views of their beach, rooms, pool, etc. through hundreds of web sites selling the property on the Internet.

Steven Heydt, president of Elite Island Resorts, says the digital brochures of his eight Caribbean Resorts have an authenticity not captured by print brochures. “It gives the consumer a feeling that they’re almost there.”

ICE Portal private labeled and co-branded digital brochures appear on a wide variety of distribution channels including major central reservation systems like Sabre eVoya for agents; travel wholesalers like GoGo world wide vacations & Travel Impressions, tour operators like Mark Travel and Apple Vacations, on-line travel agencies like One-Travel and TravelWeb, and even brick and mortar agents through ICE distribution center.

“Our mission is to produce best visual content for a hotel, and distribute it to their clients,” said Woodman “Bottom line, consumers want to see as many visuals as they can before making a decision, and we provide an array of quality visual offerings to help a hotel’s sales efforts. We want to help our hotel clients’ fill their rooms.”

Even travel agents can link the content to their websites or e-mail the content to interested consumers. There’s no charge, to agents who want ICE Portal’s content. Suppliers and travel agents both appreciate this new sales tool, for delivery is immediate and there’s no printing or postage expense.

### **About the Caribbean Hotel Association**

The Caribbean Hotel Association (CHA) is a Federation of 35 national hotel associations, from Bermuda in the North, to Guyana in the South, from Barbados in the East to Mexico and Belize in the West. The CHA is dedicated to excellence in hospitality, leadership in marketing, and sustainable growth in tourism, to the benefit of its members and that of the wider Caribbean community. More than 1,000 member hotels represent 110,000+ rooms, from the small guest houses to the mega-resorts. For more information, please visit [www.caribbeanhotels.org](http://www.caribbeanhotels.org)

### **About ICE Portal**

ICE Portal is the industry leader in the production, management, and distribution of rich visual content. With a global e-marketing network, ICE Portal technology helps travel suppliers, like hotel chains, tourism boards, and cruise lines, manage and deliver rich visual content to 1,000s of distributors, like Orbitz, Expedia, and Travelocity. The company manages and delivers more rich media content for hotels, cruise ships and destinations than any other company. ICE Portal offers production of rich content including videos, 360° virtual tours and Flash WebShows. ICE Portal’s content can be seen globally on over 30,000 travel-related websites and can be displayed in eight different languages. For more information, please contact visit ICE Portal online at [www.ICEportal.com](http://www.ICEportal.com) or call 1-954-893-6778 in Hollywood, FL USA.