

Press Release



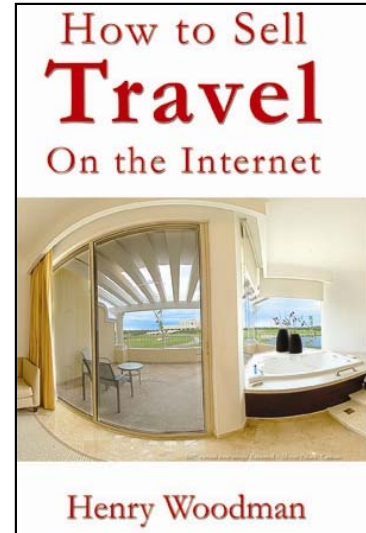
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Essential Guide for Travel Suppliers ...
ICE's Henry Woodman Publishes
"How to Sell Travel on the Internet"

HOLLYWOOD, FL — ICE Portal (Internet Content Exchange) has just announced publication of *How to Sell Travel on the Internet*, an enlightening, entertaining book by company founder Henry Woodman. The new, fast reading, illustrated, full color paperback presents an insider's view of today's burgeoning online travel world while guiding the reader step-by-step through what has become the travel industry's major distribution channel and sales platform.

Woodman, who literally grew up within the Age of the Internet, tells why he wrote the book, "I don't know how many times I've been asked to explain terms like rich content, streaming videos, unique visitors, WebShows, e-Books, VRs, and many cryptic acronyms. My aim is to take the mystery out of this most powerful sales tool."

"The Internet has become the most efficient, cost effective system ever created to distribute sales information to virtually any prospect on earth, and in scores of languages. Many travel marketers, however, still view e-marketing as complicated, costly, and technically challenging," Woodman added, "I wrote the book to show just the opposite is true."

In clear, understandable text, charts, and photos Woodman shows how Internet marketing today can be simple, exceptionally inexpensive, and done correctly will lead to record sales for hotels, carriers, cruise ships, attractions, tours, and destinations.

"Frankly, he adds, "it's almost as if the Internet were designed for selling travel."

Woodman's book is also a "must read" for travel suppliers wanting today's Interline technical terms clearly defined. A comprehensive glossary and lucid text quickly take the mystery out of today's Internet travel marketing.

The book sells online for \$12.95 from ICE <http://www.howtoselltravel.com> or Amazon.com.