

## Travelport enhances the visual hotel content in its Travel Commerce Platform

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### Agreement signed with Ice Portal, a hotel image distribution partner

Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry has today announced a new agreement with ICE Portal to provide visual hotel content through Travelport's Travel Commerce Platform.

Offering unrivalled hotel content continues to be a key component of Travelport's 'Beyond Air' strategy and adding a new image provider will strengthen its distribution of visual content. Specifically the partnership will:

- Continue to advance Travelport's distribution of visual content to customers with ICE Portal's collection of images from over 40,000 hotels and resorts.
- Give hotel providers managing their visual content through ICE Portal's cloud based Visual-ICE CMS and Visual-ICE Web Services, the opportunity to reach all 67,000+ users of the Travelport Travel Commerce Platform.
- Enable travel agencies to enhance the selling experience for their customers, giving them fast access to high resolution visual content from ICE Portal's content delivery network.
- Both Travelport and ICE Portal recognize the valuable role that visual content plays in the travel agency booking process and this partnership solidifies the dedication of both companies to continually improving the booking experience.

The integration with ICE Portal is expected to launch in early 2015.

David Zimmer, Vice President of Product Development at Travelport commented: "Access to hotel imagery is extremely important when shopping for hotels and provides travel agents with the tools to assist with recommendations to their customers. We are thrilled to have ICE Portal on board to further strengthen our ability to offer hotel providers a wide range of distribution options for their content."

"ICE Portal is extremely excited to be partnering with Travelport and this underlines our belief in the power of providing the highest quality visual content to benefit hotels, travel agencies and customers alike," says Nick Blasi, Director of Operations at ICE Portal. "The new connection will have positive impacts throughout the entire supply chain of visual content distribution and we are looking forward to a long lasting partnership."

Travelport is the technology company which makes the experience of buying and managing travel continually better. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The company facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel platform.

Travelport has a leading position in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.5 billion in 2018, Travelport is headquartered in Langley, U.K., has over 3,700 employees and is represented in approximately 180 countries and territories.

## About Ice Portal ([www.iceportal.com](http://www.iceportal.com))

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)

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