

Video and Distribution Leaders Partner to Bring Internet Video to Travel and Hospitality Industry

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On The Scene Productions (OTSP) and ICE Portal (ICE) have formed a strategic partnership to accelerate the use of broadcast quality video on the Internet by the travel and tourism industry.

The partnership is timed to leverage two simultaneous trends: the exploding consumer appetite for web-based video, and, the overwhelming consumer reliance on the Internet for their travel and tourism decision-making.

OTSP is a leader in the creation and dissemination of video for corporate, public relations and marketing communications. ICE is the travel and tourism industry leader in the aggregation, management and distribution of rich media to thousands of travel industry websites and online travel agencies. Under terms of the partnership, OTSP has hired travel industry veteran, Robyn Stalson, as Account Manager for business development. She will work in ICE's corporate headquarters in Hollywood, Florida, and coordinate and drive the two companies' video sales efforts in the hotel, resort and destination sectors.

'We are delighted to collaborate with ICE Portal to help bring the impact and ROI of video storytelling to the travel and hospitality industry,' noted OTSP President, Sally Jewett. 'Our 24 years of expertise in cost-effectively producing high quality video that extends and expands brands through storytelling will maximize the industry's Web presence and enhance the experience of video-hungry consumers making their travel and hotel choices online.'

'Adding professionally-produced video to their digital brochures and websites is now a necessity for travel and hospitality properties,' said ICE Portal CEO, Henry Woodman. 'It is a proven fact that click-throughs and transactions increase when rich content, like video is part of the consumer experience when making travel-related choices. We are delighted to partner with On The Scene to bring our industry to the next level.'

OTSP and ICE have created a range of video production service levels to meet the Internet marketing needs of individual properties or large chains. They have also collaborated on a White Paper that aggregates survey data and expert opinion on the tipping point that the travel and hospitality industry finds itself at regarding video and the Internet. Descriptions of the video offerings and a downloadable pdf copy of the White Paper are both available at <http://travel.onthescene.com>.

In addition, OTSP and ICE each offer suites of additional production and distribution services to maximize ROI for their clients' video and other rich media investment.

About On The Scene Productions:

Since its founding in 1984 On The Scene Productions (OTSP) has been providing credibility for its corporate and agency clients by creating and distributing compelling visual stories that attract and engage audiences. OTSP offers its clients a suite of turnkey video solutions to reach mass and target audiences via broadcast and cable news media, the Internet, digital out-of-home networks, and wireless carriers. In 2006 the company partnered with Socius Capital and Seacoast Capital to accelerate the extension of its expertise in the electronic publicity and broadcast PR industry to emerging new technologies and media platforms. The company specializes in the entertainment, healthcare, corporate, consumer products and financial services markets. OTSP has offices across the United States including New York, Chicago, Philadelphia, Atlanta, and corporate headquarters in Los Angeles. For more information, visit <http://www.onthescene.com> or call SVP Marketing & Strategy Nick Peters at (323) 930-5828

About ICE Portal:

Headquartered in Hollywood, Florida, ICE Portal is the travel and hospitality 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 thousands of distributors, like Orbitz, Expedia, and Travelocity. The company either produces or acquires visual media from hotels or other travel suppliers, and then formats, sizes, brands, and delivers this content to travel sites and tour operators. In total, ICE Portal's content can be seen globally on over 30,000 travel-related websites and can be displayed in seven different languages. For more information, please visit ICE Portal online at <http://www.iceportal.com> or call CEO Henry Woodman 1-954-893-6778.

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