

ICE Portal's Content Management System Now Features the Ability to Showcase Seasonal Images

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Most hotels use images to successfully market and sell their properties. However, as many hoteliers know, their property's appearance can drastically change from one season to the next. In a less technologically-savvy era, hoteliers had to either display generic year-round images of their properties or choose to only showcase their hotel during their peak-season.

Today, it is no longer necessary to make such choices. Thanks to ICE Portal's constantly evolving content management system (CMS) technology, hoteliers working with ICE now have the ability to display multiple, seasonally-appropriate images of their property throughout the course of the year.

Hoteliers using ICE's CMS can now elect to automatically turn seasonal images 'on' and/or 'off,' thus making it possible to spotlight the different amenities and features that their property has to offer during various times of the year. Accordingly, while hoteliers can still continue featuring peak-season photos, they now have the option of also displaying additional shots that capture the glories of an off-season visit.

By simply logging into ICE and selecting a date range for which to display each image, hoteliers can choose to show travelers the ways in which properties change with the time of year. The same slopes that attract skiers in the winter time can have a very different appeal during the spring, summer, and fall seasons. With the winter holidays quickly approaching, viewers and potential customers can appreciate the change of scenery.

ICE Portal President Henry Woodman notes, 'While some of ICE Portal's clients in Florida and the Caribbean may not enjoy the full benefits of this new feature, many of our other North American and European hoteliers will surely see the usefulness of being able to automatically show potential guests seasonally-appropriate images of their properties.'

About ICE Portal

ICE Portal manages and delivers more rich media content for hotels, cruise ships and destinations than any other company. As the leading producer and distributor of rich media content for the travel industry, ICE Portal recently partnered with Leonardo to provide a single point of entry for hotels interested in management and delivery of all their visual media. ICE Portal's content can be seen globally on over 20,000 travel and search related websites and can be displayed in multiple-languages. ICE Portal also offers production of rich media content including videos, 360°, virtual tours and Flash WebShows. For more information, please visit www.iceportal.com.

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