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Intelity's ICE Offers Hoteliers Added Revenue Stream

Hoteliers now have access to an additional revenue stream through more than 60 national strategic partnerships with the Interactive Customer Experience (ICE) from Intelity, an innovator in hospitality technology. The products and services featured on ICE increase the capabilities for guests and offer kickbacks to hoteliers for each purchase made, including movie tickets, car services and online gaming to name a few.

“Each hotelier selects their partners from national companies secured by Intelity and local institutions hand selected by the property for their guests to enjoy,” says David Adelson, Founder and President of Intelity. “Guests benefit from the added service and the hotel receives a check for each partnership purchase made through ICE.”

From renting a car through Enterprise and making off-property dinner reservations via Opentable.com to purchasing concert tickets from Ticketmaster and arranging a flight with Delta, ICE helps guests make the most of their trip by offering services at the touch of a finger. Vacationers looking to see a destination can skip the concierge desk and arrange tours or see attractions through VISITicket.com and Historic Tours of America. For parents that desire a romantic night out, **Sittercity.com** works to locate and schedule a reputable babysitter. These partners are displayed as a capability of ICE and not as an advertisement that clutters the computer screen, which keeps the solution as user-friendly as ever.

The front-end of ICE serves to assist each guest in maximizing their visit; it features real-time updates for room service menus, resort amenities and area attractions. Beyond the in-room compendium components, ICE schedules activities, including spa treatments and dinner reservations, arranges services, such as room service and valet, and allows users to customize their language preference so all guests benefit from this solution, no matter what country they call home.

Allowing the hotel to efficiently manage its staff, ICE also offers a backend monitoring system, ICE Control System (ICS). ICS tracks resort activity, staff efficiency and its own return on investment. The ICE solution is available to properties in four forms, ICE Touch, features an in-room touchscreen computer system, ICE Connect, utilizes personal laptops or other in-room computers, ICE Mobile, operates on smartphones and ICE

Lobby, available to guests in the lobby of the hotel. Each version of ICE includes the same front-end and back-end capabilities.

ICE is currently available in the United States and will continue its international rollout with Hacienda Tres Rios in Mexico's Riviera Maya later this month. For a live demo and more information on Intelity's ICE, visit www.intelityice.com. Interested hoteliers and timeshare managers can call toll free 1-888-REV PAR 1 to speak with an ICE hospitality expert for more information.