

[www.iceenterprise.com](http://www.iceenterprise.com)



**John R. Rowley**

*Co-Founder &  
Chief Executive Officer*

[John.Rowley@iceenterprise.com](mailto:John.Rowley@iceenterprise.com)



**Marcia G. Rowley**

*Co-Founder &  
Chief Operating Officer*

[Marcia.Rowley@iceenterprise.com](mailto:Marcia.Rowley@iceenterprise.com)

**International Cruise & Excursions, Inc. (ICE)**, is a leading international travel and lifestyle organization with a global network of premier corporate, leisure and affinity-based alliance partners. ICE offers a unique portfolio of services and innovations—known to disrupt and replace dated industry trends. Leveraging the innate power and appeal of vacations and unique leisure-related products and services, ICE provides partners with value-added solutions at little-or-no cost.

Through customized membership, loyalty and rewards programs that deliver extraordinary travel and leisure benefits, ICE provides scalable new business opportunities and significant incremental revenue streams to some of the world's most respected brands. Leading financial and insurance institutions, U.S. federal and state government departments, brand name cruise line and hotel partners, as well as resort and timeshare developers, have enhanced the value and engagement of their brands through ICE's innovative solutions.

Backed by powerful proprietary technology and strategic marketing models, ICE leverages its buying power and well-established, state-of-the-art call center fulfillment and service operations to create custom-branded travel and lifestyle solutions that are proven to be consistently unrivaled in today's global travel market.

ICE's exclusive membership programs include loyalty rewards, redemption and alternative currencies that provide consumers with great value, excellent service and significant market savings—encouraging engagement and fostering a deeper relationship with each consumer, 365 days a year.

As one of the world's largest cruise distributors, ICE provides unique vacation and leisure experiences to more than 55 million consumers across the globe in private branded portfolios. Product offerings include the wide-scale distribution of cruises, hotels, resorts, and other lifestyle activities such as golf, spa, ski, wine, dining and experiential tours, which serve as some of the value-added options that allow ICE to provide partners with incomparable versatility and customization.

ICE is headquartered in Scottsdale, Arizona, with more than 2,200 employees, operating from nine global offices. ICE's international operations are located in England, Mexico, Portugal, Australia/New Zealand, and India.

Recognized globally for its innovation and technology based solutions, ICE has been the recipient of more than 150 industry and international awards over its 20 years—including several prestigious Ernst & Young, ARDY, ARDA ACE, Travel Weekly, Stevie, and Corporate LiveWire Awards, as well as many local and community-based accolades.

