

# BRENDAN VACATIONS

*Taking You Personally*

## FOR IMMEDIATE RELEASE

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## BRENDAN VACATIONS OPENS NEW DUBLIN OFFICE

--'Ireland Specialists' Cut Ribbon at Sales Meeting; Celebrate Over 40 Years of Successes--

**Los Angeles, CA (April 14, 2011)** –On March 24<sup>th</sup>, 2011, [Brendan Vacations](#) unveiled its **new Dublin office** location at a ribbon-cutting ceremony and opening celebration which took place at a historic and notable address - 27 Merrion Square in Dublin. **Brendan Vacations President Nico Zenner and Dublin Director Catherine Reilly** presided over the ribbon cutting and small celebratory gathering which included Brendan Vacations' US-based executives, national District Sales Managers and Dublin-office team members.

27 Merrion Square, a 6,500 square foot, 'Georgian' building was originally built in 1766 and **holds tremendous architectural, historical and design value**. Set in the Georgian-style Merrion Square in Dublin, the once residential district was home to literary talent Oscar Wilde in the 1800s. Ireland's first female President, Mary Robinson maintained her legal offices at 27 Merrion Square during her days of legal practice. **The Travel Corporation, parent company of Brendan Vacations acquired the building in January 2011.**

According to Zenner, "Brendan's new office in Merrion Square speaks to Brendan Vacations' strong presence and commitment to the Irish tourism industry. **Our success has always relied on the great personal service we offer and this new location will provide us a wonderful opportunity to continue to welcome partners and suppliers.** Merrion Square is steeped in literary and cultural heritage, and we couldn't be happier with this beautiful building and its outstanding location..."

Brendan Vacations operates a total of 13 uniquely-conceived Escorted tours in Ireland. Recently, the company has increased its competitive presence by launching **new luxury and immersive product offering for the FIT traveler**; has expanded its Escorted offering by introducing three itineraries in its 'Boutique Escorted Vacations' product and has completed its annual expansion of its Bed & Breakfast, castles and manors selections.

Brendan Vacations' **over 40 year presence in Ireland** is highlighted by the fact that today it is one of the **largest wholesalers selling Ireland** in the United States. In addition, it was the **first company to introduce tour programs into Northern Ireland** and was also the **first**

**to integrate Ireland's iconic Bed & Breakfast properties into Escorted tour programs,** providing authentic and local experiences for its guests.

About Brendan Vacations

[Brendan Vacations](#) is a leading US tour operator offering a wide selection of Escorted, Customized, Locally Hosted and Group travel options. Established in 1969, and true to its Irish roots and traditions, the company's portfolio now includes over 800 packages and 10,000 hotels in Ireland, the UK, Europe, Egypt, Asia, Australia, New Zealand, Tahiti, Fiji, Mexico, South and Central America. With high quality products, friendly service and competitive pricing, Brendan Vacations offers memorable experiences for every client. Headquartered in Los Angeles, Brendan Vacations is a respected brand of [The Travel Corporation](#) and employs over 100 travel professionals. A satellite office in Ireland contracts product and manages inbound traffic for cruise lines, incentive houses, meeting planners and tour operators. Brendan Vacations is a founding member of USTOA and other professional affiliations include ASTA, PATA, OSSN and NTA. CST#2084503-20