

# BRENDAN VACATIONS

*Taking You Personally*

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## BRENDAN VACATIONS WELCOMES DANIEL GUERRERO AS MARKETING DIRECTOR

*Experienced travel and tourism marketing professional joins leading travel wholesaler as  
it re-positions product offering and industry stature*

**Chatsworth, CA (March 3, 2011)** – Brendan Vacations, a leading travel wholesaler and tour operator, and part of **The Travel Corporation** has named Daniel Guerrero as its new Marketing Director. Responsible for positioning the company's unique travel product offering **to over 60 countries**, Guerrero brings extensive travel, tourism and destination marketing experience to Brendan Vacations.

"Brendan Vacations is excited to count Daniel as the newest member of the Brendan family," says **Nico Zenner, President of Brendan Vacations**. "His solid years of experience positioning destination and unique travel experiences will be invaluable as we continue to pursue and grow our competitiveness."

Guerrero joins Brendan Vacations having held **roles with destination marketing organizations** such as the San Diego Convention & Visitors Bureau, West Hollywood Marketing & Visitors Bureau and Visit Newport Beach Inc. Additionally, roles with Los Angeles-based Viceroy Hotel Group as 'Director of Public Relations' and other high-level PR, marketing communications and integrated marketing roles lend to Daniel's unique combination of experience and insight into the trade.

In its 42<sup>nd</sup> year of successful operation, **Brendan Vacations has grown from specializing in Ireland, to offering an impressive number of travel products around the world**, including escorted tours, boutique escorted vacations, locally hosted, groups and fully customizable travel experiences. **In 2011, Brendan Vacations introduced its "Worldwide" and "Distinctive Worldwide Vacations" brochures**, featuring a wide range of Locally Hosted, Customized, Unique, Luxury and other FIT offerings, worldwide.

"It is a great honor to join an organization that truly is passionate about making a personal connection at every step of the travel cycle," says Guerrero. "I am looking forward to leveraging

all the wonderful aspects that have made Brendan successful, and to growing the brand as we move forward.”

Daniel Guerrero is a native of San Diego, California. He received his B.A. in Political Science & Administrative Studies, Marketing concentration from the University of California, Riverside. Daniel currently resides in Los Angeles, CA.

### **About Brendan Vacations**

[Brendan Vacations](#) is a leading US tour operator offering a wide selection of Escorted, Independent, 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