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### ***TravelAge West Names Brendan Vacations Among Its 2011 Editor's Pick Recipients***

**March 02, 2011 (Los Angeles)** — [Brendan Vacations](#) has been honored with a *TravelAge West* 2011 Editor's Pick Award in the category of Australia/New Zealand/South Pacific Best Tour Operator, Central/South America Best Tour Operator, and Europe Best Tour Operator as part of the *TravelAge West* WAVE (Western Agents' Votes of Excellence) Awards.

Now in its sixth year, the goal of *TravelAge West's* WAVE (Western Agents' Vote of Excellence) Awards is to give travel agents in the Western U.S. the opportunity to recognize the outstanding qualities and services of their travel-supplier partners.

The Editor's Picks were chosen by Editor-in-Chief Ken Shapiro and the entire editorial team of *TravelAge West*. Review methods included product analysis, on-site visits, a survey of a select group of travel agents and online research.

"As in past years, the editorial staff undertook hours of research and looked at a wide range of factors in making our picks," said Shapiro. "The companies acknowledged with our Editor's Pick designation provide travelers with truly exceptional experiences."

In addition to this distinction, Editor's Pick honorees are also in the running for a WAVE Award, to be determined by a *TravelAge West* readers' choice poll conducted during the month of April. The voting is open to readers of the publication, as well as to all visitors to the magazine's Web site, [TravelAgeWest.com](#).

Editor's Pick recipients will be celebrated at the WAVE Awards gala dinner on June 2 at the Four Seasons Los Angeles in Beverly Hills, Calif., where the readers' choice winners will be announced as well. *TravelAge West* will produce a special WAVE Awards Spotlight Issue, due out in June 2011, highlighting each nominated company.

"Brendan Vacations is honored to be selected for the 2011 TravelAge West Editors' Pick Awards," says **Nico Zenner, President of Brendan Vacations**. "We are proud to have received nominations in the *Australia/New Zealand/South Pacific Best Tour Operator*, *Central/South America Best Tour Operator*, and *Europe Best Tour Operator* categories. This achievement is reflective of our 'Taking You Personally' philosophy, which extends personal service and attention to every destination we sell."

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#### 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

#### About TravelAge West

*TravelAge West* is the leading trade magazine for travel agents and the travel industry in the 14 western states. Serving its 22,000 readers for 42 years, the biweekly magazine is a main source of news and product information for the region's agents and travel executives. *TravelAge West* is a part of Northstar Travel Media LLC, a worldwide provider of information, news and data for the travel and hospitality industry. Northstar Travel Media is based in Secaucus, N.J.

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