Travelzoo and Tourism Ireland Launch Partnership to Broadcast Live from Dublin on St Patrick's Day

Friday 17 March, 2017

Global travel deals publisher Travelzoo (NASDAQ: TZOO) is launching a digital partnership with Tourism Ireland to bring the tradition of St Patrick's Day directly from Ireland to Travelzoo's 28 million members around the world. Travelzoo will feature a live web broadcast from Dublin, using Facebook Live to give viewers insider access to the St Patrick's Day celebrations.

Broadcasting live from the middle of the St Patrick's Day Festival Parade in Dublin, the Facebook live stream will start at 12:30pm GMT on Friday, 17 March on Travelzoo's Facebook page.

“Travelzoo's deals to Ireland are always popular with our members so we expect the Travelzoo community to enjoy participating in the magic of Ireland and the St Patrick's Festival Parade via our social media channels,” said Joel Brandon-Bravo, Travelzoo's General Manager UK. “To partner with Tourism Ireland and enable our members to experience the St Patrick's Festival Parade virtually provides a truly unique experience for our members.”

Julie Wakley, Tourism Ireland's Deputy Director of Britain, said, “We are really excited to work with Travelzoo on our St Patrick's Day campaign. This is our first ever Facebook Live broadcast and it's a superb way to showcase the liveliness that Dublin has to offer to millions of people, and inspire them to put Dublin and Ireland on their holiday wish list for 2017.”

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