

HOW TO TRAVEL TO CUBA NOW

*New Itinerary Finder from USTOA Offers Simple Solution for Discovering Trips to Cuba
Experiential Videos Provide Local Insights and Highlights*



(<https://www.youtube.com/watch?v=iJlajeCjpPk>)

NEW YORK – April 14, 2015 – The [United States Tour Operators Association \(USTOA\)](#) is calling all travelers who dream of exploring the colorful country of Cuba but aren't sure how to navigate the new travel limitations: "Find Your Dream Vacation" is a new enhanced search tool on www.ustoa.com/dream-vacation that makes it easy for travelers to research multi-day itineraries and tour packages to Cuba and other destinations around the globe.

"Could there be any destination hotter than Cuba right now?" said Terry Dale, president and CEO of USTOA. "As interest in this island nation skyrockets, our members are adding additional departures, programs and itineraries to provide once-in-a-lifetime immersive experiences in Cuba, and our new enhanced search tool makes it easy for travelers to find the perfect trip."

Cuba welcomed a record-breaking number of tourists in 2014 and with the loosening of travel restrictions for Americans, interest only continues to grow. Twenty tour operator members of USTOA currently offer "people to people" cultural immersion trips to Cuba, providing countless opportunities for travelers to dine at family-owned paladars, take native dance lessons, meet with local artists and students, and ride in a legendary 1950s Thunderbird, among many other activities. To find the itinerary that best matches one's interests, travelers simply need to type Cuba within the "Find Your Dream Vacation" section of the homepage.

Created in partnership with Tripwing, a leading developer of innovative online itinerary platforms, the search results page offers a snapshot of all applicable tour operator itineraries. Trip highlights shown include length of trip, price and a click-through directly to the tour operators' websites for more in-depth information on the travel package. Search filters allow users to further narrow searches by budget, trip duration and travel dates. To search a variety of USTOA tour operator member itineraries to Cuba, visit <http://ustoa.tripwing.com/tours?query=cuba>.

"Our tour operator members offer a variety of tours at varying price levels but the ease and peace of mind provided by a tour operator, especially to a destination like Cuba, is priceless," added Dale. "Everything is taken care of for the guest from start to finish...from the chartered plane getting there, to the culturally immersive experiences while in country."

For more highlights and inspiration for planning a trip to Cuba, watch USTOA's new series of experiential travel videos on the destination. Created in partnership with travel expert and video journalist Kelley

Ferro, as well as associate member [Cuba Travel Services](#), a full travel service provider specializing in Cuba, the videos are the most recent installment in USTOA's [Travel Together](#) campaign, a thoughtfully curated collection of videos and blog posts from bucket list destinations around the globe.

For questions and more information on USTOA, visit www.ustoa.com, call 212-599-6599, or email information@ustoa.com

About USTOA:

Representing more than \$13.5 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow nearly 8 million travelers annually unparalleled access, insider knowledge, peace-of-mind, value and freedom to enjoy destinations and experiences across the entire globe. Each member company has met the travel industry's highest standards, including participation in the USTOA's Travelers Assistance Program, which protects consumer payments up to \$1 million if the company goes out of business.

As a voice for the tour operator industry for more than 40 years, USTOA also provides education and assistance for consumers and travel agents.

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