

American Travel Agents Advocate Lifting Cuba Travel Ban



Alexandria, June 18 (RHC-AGENCIES) -- The American Society of Travel Agents (ASTA), in an effort to generate support from U.S. businesses and non-profit groups to reform U.S. travel and trade restrictions with Cuba, is joining as a founding member of Engage Cuba.

The group is now airing ads on major networks such as CNBC, Fox News and MSNBC to gain support for overturning the economic blockade of Cuba, that for over five decades has forbid Americans to travel to the Caribbean nation.

"The benefits of increased engagement actually go beyond the shores of Cuba," said ASTA President and CEO Zane Kerby. "We believe lifting the travel ban will bring economic benefits to Cuba's neighbors as well, and the travel industry that serves them by generating demand for new passenger routes, tours and travel agent services."

All told, ASTA estimates at least two million additional Americans could visit Cuba by 2017 if Congress votes for a full lifting of travel restrictions before the end of this year.

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