



HAVANA AIR LAUNCHES FIRST AUTOMATED DIRECT AIRLINE BOOKING SERVICE TO CUBA FOR U.S. TRAVELERS

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United States based airline, Havana Air, has announced that it will be the first carrier to launch a fully automated air reservation system for direct flight bookings to Cuba. The game-changing rollout, which will go live on January 1, 2016, allows users to effortlessly book their flights via the airline's website.

Through the website's user-friendly platform, travelers will be able to book their reservation while having the ability to access and submit all required authorization forms and Visa purchase for travel to Cuba. Additionally, Havana Air's online reservation system is designed to seamlessly integrate with all airline Global Distribution Systems (GDS), including Sabre, Galileo, Amadeus, and others.

Established in 2007 Havana Air, which operates under authorized OFAC licenses, offers over 85

flights a month from Miami to five destinations in Cuba – Havana, Camaguey, Santa Clara, Holguin, and Santiago. Travelers can also complete planning for their Cuba travel experience through Cultural Explorations, Havana Air's sister company, which specializes in providing one-of-a-kind Cuba cultural immersions that are uniquely tailored to each traveler's needs.

With recently loosened U.S. restrictions and increasing interest in Cuba travel, there exists much confusion regarding the requirements, paperwork and processes needed to visit the island. The U.S. only allows for U.S. citizens and Cuban nationals to travel to the island under one of 12 provisions. Havana Air's new automated system outlines these requirements and allows travelers to select their appropriate categories for travel. Havana Air aims to make these processes and requirements simpler so that travelers can fully enjoy their Cuba travel experience.

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