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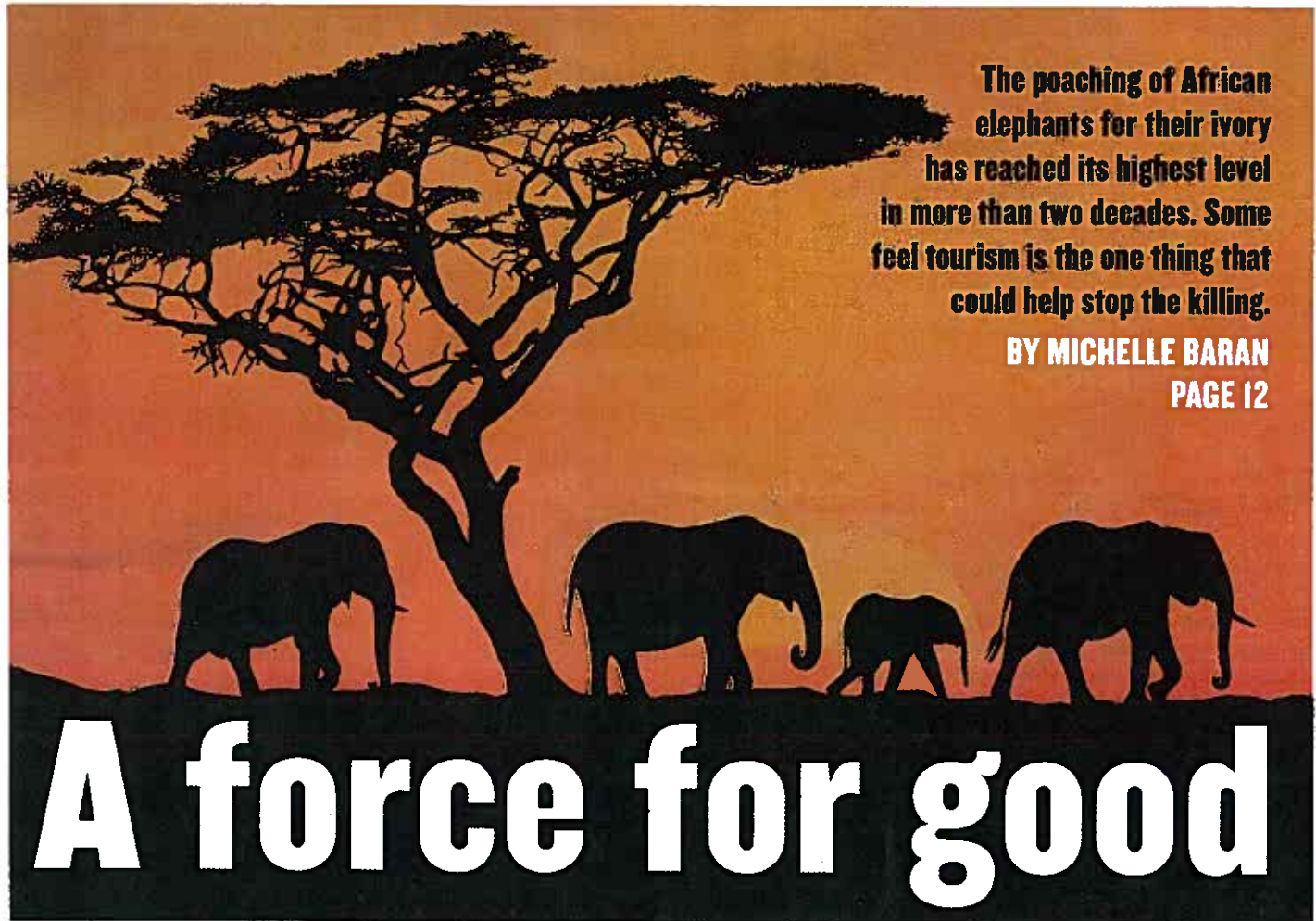
The mood at V-com's got exuberant when its leaders shared their vi

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TRAVEL WEEK

THE NATIONAL NEWSPAPER OF THE TRAVEL INDUSTRY

JULY



The poaching of African elephants for their ivory has reached its highest level in more than two decades. Some feel tourism is the one thing that could help stop the killing.

BY MICHELLE BARAN
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A force for good

With limits, U.S. opens a travel portal to Cuba

Gay Nagle Myers

Anyone and everyone who wants to visit Cuba can now do so legally, as long as they play by the government's new rules and conditions.

— more than ready, actually — to jump back on the bandwagon.

Insight Cuba received its license on June 28 from the U.S. Treasury Department's Office of Foreign Assets Control to relaunch its popular people-to-people educational and cultural tours.

But the operator had already run these

"We've been preparing for this day for seven years," Popper said. "Now that we have our license in hand, anyone and everyone can reserve a spot on one of our six travel programs, with more than 130 departures through September 2012."

Popper hopes to take between 5,000 and 7,000 travelers to Cuba in that time

[ASTA SUR Cruis big r from

By Johanna

In just three years, the industry has created the largest search report and consulting search report. Since 2007, cruise line vice fees increased 10 percent, and revenue increased 15 percent. Surveys from the marketing Research Group show that revenue from cruise events is up 10 percent from 2007.

Base commission for the cruise sale is the largest source of tour sales in the industry. Revenue for non-cruise events accounts for 10 percent of air transactions.

Agent reven deal and e

The survey shows that agents are a significant source of revenue for tour sales. Commission revenue, a 20 percent increase, accounted for 10 percent of total revenue and consulting fees.