

June 30 2025 - New U.S. Policies Toward Cuba

To our travellers and clients,

The recent announcements regarding the Presidential memorandum on “Strengthening the Policy of the United States Toward Cuba” may raise questions for those who travel or organise travel to Cuba, and we want to ensure you have clear and accurate information.

We would like to inform you about the recent updates in the U.S. policy toward Cuba, as announced by President Trump.

For our operations, your tour services, and your customers, everything remains the same for the foreseeable future.

What has changed in the policy?

- Ban on recreational tourism remains the same: The regulations reaffirm the long-standing prohibition on tourist travel from the United States to Cuba. In practical terms, this means U.S. citizens are not allowed to travel to Cuba for leisure or vacation purposes.
- Authorised travel remains in place: Travel for educational, humanitarian, professional, cultural, sports, and other specific purposes is still permitted, as long as it complies with the official categories established by U.S. regulations.
- Tighter control over financial transactions reverts to pre-Biden status: The new measures prohibit direct or indirect financial dealings with companies affiliated with the Cuban military sector—such as Grupo de Administración Empresarial S.A. (GAESA)—except in cases that directly support U.S. policy objectives or the well-being of the Cuban people.
- Recordkeeping and audits still required: All transactions and travel-related activities involving Cuba must be properly documented and may be subject to audits for a minimum of five years (documentation should be retained for 10 years per March 2025 update to the federal code)
- Ongoing economic embargo remains in place: The economic embargo remains in effect, and the U.S. government continues to oppose efforts in international forums to lift these sanctions.

How does this affect us and our travellers?

There is no change to the following rules:

- Travellers who are still subject to U.S. jurisdiction must continue to avoid purely recreational or tourist trips to Cuba, as these remain strictly prohibited.
- If the travel purpose falls within the 12 categories authorised by the Office of Foreign Assets Control (OFAC)—such as educational programs, professional meetings, humanitarian projects, or cultural exchanges—you may continue to travel legally and without obstacles.
- Cuban Adventures will review financial or commercial activities we engage in to ensure they are appropriate under current US law.

Importantly, for your travellers & customers, this means that there are no changes to the rules for travel under the “**Support for the Cuban People**” general license.

Please do not hesitate to contact our US office if you have any queries or concerns.