

118TH CONGRESS
1ST SESSION

H. R. 284

To promote bilateral tourism through cooperation between the United States
and Mexico.

IN THE HOUSE OF REPRESENTATIVES

JANUARY 11, 2023

Mr. CUELLAR (for himself and Mr. McCAUL) introduced the following bill;
which was referred to the Committee on Foreign Affairs

A BILL

To promote bilateral tourism through cooperation between
the United States and Mexico.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “United States-Mexico
5 Tourism Improvement Act of 2023”.

6 **SEC. 2. STATEMENT OF POLICY.**

7 It is the policy of the United States—

8 (1) to continue deepening bilateral tourism
9 through governmental cooperation between the
10 United States and Mexico;

1 (2) to improve third-party tourism to the
2 United States and Mexico through joint inter-
3 national promotional efforts; and

4 (3) to seek to prioritize and expand the tourism
5 industries in both countries by emphasizing ex-
6 changes in various international economic sectors,
7 including relating to—

8 (A) hospitality and accommodation;

9 (B) retail; and

10 (C) cultural education.

11 **SEC. 3. STRATEGY TO EXPAND BILATERAL TOURISM**
12 **THROUGH COOPERATION WITH MEXICO.**

13 (a) **IN GENERAL.**—The Secretary of State shall de-
14 velop a strategy through the High Level Economic Dia-
15 logue (HLED) platform to carry out the bilateral tourism
16 policy described in section 2 and to encourage the Govern-
17 ment of Mexico to take reciprocal action relating to bilat-
18 eral tourism.

19 (b) **ELEMENTS.**—The strategy required under sub-
20 section (a) shall—

21 (1) encourage more joint tourism initiatives be-
22 tween the United States and Mexico, including col-
23 laborations between governmental and nongovern-
24 mental entities; and

1 (2) encourage United States and Mexican non-
2 profit institutions and private businesses to assist
3 prospective and developing entrepreneurs in
4 strengthening their business skills in the United
5 States and Mexico.

6 (c) REPORT.—Not later than 180 days after the date
7 of the enactment of this Act, the Secretary of State shall
8 submit to Congress a report on the strategy required
9 under subsection (a).

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