

117TH CONGRESS
2^D SESSION

H. R. 6965

AN ACT

To promote travel and tourism in the United States, and
for other purposes.

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

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “Visit America Act”.

3 **SEC. 2. ASSISTANT SECRETARY FOR TRAVEL AND TOURISM.**

4 Section 2(d) of the Reorganization Plan Numbered
5 3 of 1979 (93 Stat. 1382; 5 U.S.C. App.) is amended—

6 (1) by striking “There shall be in the Depart-
7 ment two additional Assistant Secretaries” and in-
8 serting “(1) There shall be in the Department 3 ad-
9 ditional Assistant Secretaries, including the Assist-
10 ant Secretary of Commerce for Travel and Tour-
11 ism,”; and

12 (2) by adding at the end the following:

13 “(2) The Assistant Secretary of Commerce for Travel
14 and Tourism shall—

15 “(A) be appointed by the President, subject to
16 the advice and consent of the Senate; and

17 “(B) report directly to the Under Secretary for
18 International Trade.”.

19 **SEC. 3. RESPONSIBILITIES OF THE ASSISTANT SECRETARY**
20 **OF COMMERCE FOR TRAVEL AND TOURISM.**

21 (a) VISITATION GOALS.—The Assistant Secretary of
22 Commerce for Travel and Tourism (referred to in this sec-
23 tion as the “Assistant Secretary”), appointed pursuant to
24 section 2(d) of the Reorganization Plan Numbered 3 of
25 1979, as amended by section 2, shall—

1 (1) in consultation with relevant Federal agen-
2 cies, establish an annual visitation goal, consistent
3 with the goals of the travel and tourism strategy de-
4 veloped pursuant to section 4(1), for—

5 (A) the number of international visitors to
6 the United States; and

7 (B) the value of travel and tourism com-
8 merce;

9 (2) develop recommendations for achieving the
10 annual goals established pursuant to paragraph (1);

11 (3) ensure that travel and tourism policy is de-
12 veloped in consultation with—

13 (A) the Tourism Policy Council;

14 (B) the Secretary of State;

15 (C) the Secretary of Homeland Security;

16 (D) the National Travel and Tourism Of-
17 fice;

18 (E) Brand USA;

19 (F) the United States Travel and Tourism
20 Advisory Board; and

21 (G) travel industry partners, including
22 public and private destination marketing orga-
23 nizations, travel and tourism suppliers, and
24 labor representatives from these industries;

1 (4) establish short-, medium-, and long-term
2 timelines for implementing the recommendations de-
3 veloped pursuant to paragraph (2);

4 (5) conduct Federal agency needs assessments,
5 in consultation with the Office of Management and
6 Budget and other relevant Federal agencies, to iden-
7 tify the resources, statutory or regulatory changes,
8 and private sector engagement needed to achieve the
9 annual visitation goals; and

10 (6) provide assessments and recommendations
11 to—

12 (A) the Committee on Commerce, Science,
13 and Transportation of the Senate;

14 (B) the Committee on Energy and Com-
15 merce of the House of Representatives; and

16 (C) the public through a publicly accessible
17 website.

18 (b) DOMESTIC TRAVEL AND TOURISM.—The Assist-
19 ant Secretary, to the extent feasible, shall—

20 (1) evaluate, on an ongoing basis, domestic pol-
21 icy options for supporting competitiveness with re-
22 spect to the strengths, weaknesses, and growth of
23 the domestic travel industry;

1 (2) develop recommendations and goals to sup-
2 port and enhance domestic tourism, separated by
3 business and leisure; and

4 (3) engage public and private stakeholders to
5 support domestic tourism.

6 (c) WORKFORCE.—The Assistant Secretary shall—

7 (1) consult with the Secretary of Labor to de-
8 velop strategies and best practices for improving the
9 timeliness and reliability of travel and tourism work-
10 force data;

11 (2) work with the Secretary of Labor and the
12 Bureau of Economic Analysis to improve travel and
13 tourism industry data; and

14 (3) provide recommendations for policy en-
15 hancements and efficiencies.

16 (d) INTERNATIONAL BUSINESS TRAVEL FACILITA-
17 TION.—The Assistant Secretary, in coordination with rel-
18 evant Federal agencies, shall work to increase and facili-
19 tate international business travel to the United States and
20 ensure competitiveness by engaging in, at a minimum—

21 (1) facilitating large meetings, incentives, con-
22 ferences, and exhibitions to be hosted in the United
23 States;

24 (2) emphasizing rural and other destinations
25 rich in cultural heritage or ecological tourism,

1 among other uniquely American destinations, as lo-
2 cations for hosting international meetings, incen-
3 tives, conferences, and exhibitions in the United
4 States; and

5 (3) facilitating sports and recreation events and
6 activities, which shall be hosted in the United
7 States.

8 (e) RECOVERY STRATEGY.—

9 (1) INITIAL RECOVERY STRATEGY.—Not later
10 than 1 year after amounts are appropriated to ac-
11 complish the purposes of this section, the Assistant
12 Secretary, in consultation with public and private
13 stakeholders identified in subsection (a)(3) and pub-
14 lic health officials, shall develop and implement a
15 COVID–19 public health emergency recovery strat-
16 egy to assist the United States travel and tourism
17 industry to quickly recover from the pandemic.

18 (2) FUTURE RECOVERY STRATEGIES.—After
19 assisting in the implementation of the strategy de-
20 veloped pursuant to paragraph (1), the Assistant
21 Secretary, in consultation with appropriate public
22 and private stakeholders, shall develop additional re-
23 covery strategies for the travel and tourism industry
24 in anticipation of other unforeseen catastrophic
25 events that would significantly affect the travel and

1 tourism industry, such as hurricanes, floods,
2 tsunamis, tornadoes, terrorist attacks, and
3 pandemics.

4 (3) COST-BENEFIT ANALYSIS.—In developing
5 the COVID–19 public health emergency recovery
6 strategy under paragraph (1) and additional recov-
7 ery strategies for the travel and tourism industry
8 under paragraph (2), the Assistant Secretary shall
9 conduct cost-benefit analyses that take into account
10 the health and economic effects of public health
11 mitigation measures on the travel and tourism in-
12 dustry.

13 (f) REPORTING REQUIREMENTS.—

14 (1) ASSISTANT SECRETARY.—The Assistant
15 Secretary shall produce an annual forecasting report
16 on the travel and tourism industry, to the extent
17 feasible, which shall include current and antici-
18 pated—

19 (A) domestic employment needs;

20 (B) international inbound volume and
21 spending, taking into account the lasting effects
22 of the COVID–19 public health emergency and
23 the impact of the recovery strategy implemented
24 pursuant to subsection (e)(1); and

1 (C) domestic volume and spending, includ-
2 ing Federal and State public land travel and
3 tourism data.

4 (2) BUREAU OF ECONOMIC ANALYSIS.—The Di-
5 rector of the Bureau of Economic Analysis should
6 annually update, to the extent feasible, the Travel
7 and Tourism Satellite Accounts, including—

8 (A) State level travel and tourism spending
9 data;

10 (B) travel and tourism workforce data for
11 full-time and part-time employment; and

12 (C) Federal and State public lands outdoor
13 recreational activity and tourism spending data.

14 (3) NATIONAL TRAVEL AND TOURISM OF-
15 FICE.—The Director of the National Travel and
16 Tourism Office—

17 (A) in partnership with the Bureau of Eco-
18 nomic Analysis and other relevant Federal
19 agencies, shall report international arrival and
20 spending data on a regular monthly schedule,
21 which shall be made available to the Travel and
22 Tourism Advisory Board and to the public
23 through a publicly available website; and

24 (B) shall include questions in the Survey
25 of International Air Travelers regarding wait-

1 times, visits to public lands, and State data, to
2 the extent applicable.

3 **SEC. 4. TRAVEL AND TOURISM STRATEGY.**

4 Not less frequently than once every 10 years, the Sec-
5 retary of Commerce, in consultation with the United
6 States Travel and Tourism Advisory Board, the Tourism
7 Policy Council, the Secretary of State, and the Secretary
8 of Homeland Security, shall develop and submit to Con-
9 gress a 10-year travel and tourism strategy, which shall
10 include—

11 (1) the establishment of goals with respect to
12 the number of annual international visitors to the
13 United States and the annual value of travel and
14 tourism commerce in the United States during such
15 10-year period;

16 (2) the resources needed to achieve the goals es-
17 tablished pursuant to paragraph (1); and

18 (3) recommendations for statutory or regulatory
19 changes that would be necessary to achieve such
20 goals.

21 **SEC. 5. UNITED STATES TRAVEL AND TOURISM ADVISORY**
22 **BOARD.**

23 Section 3 of the Act of July 19, 1940, entitled “An
24 Act to encourage travel in the United States, and for other
25 purposes” (15 U.S.C. 1546) is amended—

1 (1) by striking “**SEC. 3**” and all that follows
2 through “The Secretary of the Interior is author-
3 ized” and inserting the following:

4 **“SEC. 3. UNITED STATES TRAVEL AND TOURISM ADVISORY**
5 **BOARD; ADVISORY COMMITTEE.**

6 “(a) UNITED STATES TRAVEL AND TOURISM ADVI-
7 SORY BOARD.—

8 “(1) IN GENERAL.—There is established the
9 United States Travel and Tourism Advisory Board
10 (referred to in this subsection as the ‘Board’), the
11 members of which shall be appointed by the Sec-
12 retary of Commerce for 2-year terms from among
13 companies and organizations in the travel and tour-
14 ism industry.

15 “(2) EXECUTIVE DIRECTOR.—The Assistant
16 Secretary for Travel and Tourism shall serve as the
17 Executive Director of the Board.

18 “(3) EXECUTIVE SECRETARIAT.—The Director
19 of the National Travel and Tourism Office of the
20 International Trade Administration shall serve as
21 the Executive Secretariat for the Board.

22 “(4) FUNCTIONS.—The Board’s Charter shall
23 specify that the Board will—

24 “(A) serve as the advisory body to the Sec-
25 retary of Commerce on matters relating to the

1 travel and tourism industry in the United
2 States;

3 “(B) advise the Secretary of Commerce on
4 Government policies and programs that affect
5 the United States travel and tourism industry;

6 “(C) offer counsel on current and emerg-
7 ing issues;

8 “(D) provide a forum for discussing and
9 proposing solutions to problems related to the
10 travel and tourism industry; and

11 “(E) provide advice regarding the domestic
12 travel and tourism industry as an economic en-
13 gine.

14 “(5) RECOVERY STRATEGY.—The Board shall
15 assist the Assistant Secretary in the development
16 and implementation of the COVID–19 public health
17 emergency recovery strategy required under section
18 3(e)(1) of the Visit America Act.

19 “(b) ADVISORY COMMITTEE FOR PROMOTION OF
20 TOURIST TRAVEL.—The Secretary of Commerce is au-
21 thorized”; and

22 (2) by striking “the Secretary of the Interior to
23 serve” and inserting “the Secretary of Commerce to
24 serve”.

1 **SEC. 6. DATA ON DOMESTIC TRAVEL AND TOURISM.**

2 The Secretary of Commerce, subject to the avail-
3 ability of appropriations, shall collect and make public ag-
4 gregate data on domestic travel and tourism trends.

5 **SEC. 7. COMPLETION OF PROCEEDING.**

6 If the Secretary of Commerce has, before the date
7 of the enactment of this Act, taken action that in whole
8 or in part implements this Act or the amendments made
9 by this Act, the Secretary is not required to revisit such
10 action, but only to the extent such action is consistent with
11 this Act and the amendments made by this Act.

12 **SEC. 8. DEFINED TERM.**

13 In this Act, the term “COVID–19 public health emer-
14 gency”—

15 (1) means the public health emergency first de-
16 clared on January 31, 2020, by the Secretary of
17 Health and Human Services under section 319 of
18 the Public Health Service Act (42 U.S.C. 247d) with
19 respect to COVID–19; and

1 (2) includes any renewal of such declaration
2 pursuant to such section 319.

 Passed the House of Representatives September 29,
2022.

Attest:

Clerk.

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