

117TH CONGRESS  
2D SESSION

# H. R. 6965

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## 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 recovery  
7       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 industry.  
12      industry.

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 anticipated—  
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.*

117<sup>TH</sup> CONGRESS  
2<sup>D</sup> SESSION

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