

**Suspend the Rules and Pass the Bill, H.R. 6965, With an Amendment**

**(The amendment strikes all after the enacting clause and inserts a new text)**

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

# H. R. 6965

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

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## IN THE HOUSE OF REPRESENTATIVES

MARCH 7, 2022

Ms. TITUS (for herself, Mr. CASE, and Mr. YOUNG) introduced the following bill; which was referred to the Committee on Energy and Commerce, and in addition to the Committees on Foreign Affairs, and the Judiciary, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned

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## A BILL

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,*

3 **SECTION 1. SHORT TITLE.**

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

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

6 Section 2(d) of the Reorganization Plan Numbered  
7 3 of 1979 (93 Stat. 1382; 5 U.S.C. App.) is amended—

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

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

8 “(2) The Assistant Secretary of Commerce for Travel  
9 and Tourism shall—

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

12 “(B) report directly to the Under Secretary for  
13 International Trade.”.

14 **SEC. 3. RESPONSIBILITIES OF THE ASSISTANT SECRETARY**  
15 **OF COMMERCE FOR TRAVEL AND TOURISM.**

16 (a) VISITATION GOALS.—The Assistant Secretary of  
17 Commerce for Travel and Tourism (referred to in this sec-  
18 tion as the “Assistant Secretary”), appointed pursuant to  
19 section 2(d) of the Reorganization Plan Numbered 3 of  
20 1979, as amended by section 2, shall—

21 (1) establish an annual visitation goal, con-  
22 sistent with the goals of the travel and tourism  
23 strategy developed pursuant to section 4(1), for—

24 (A) the number of international visitors to  
25 the United States; and

1 (B) the value of travel and tourism com-  
2 merce;

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

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

7 (A) the Tourism Policy Council;

8 (B) the Secretary of Homeland Security;

9 (C) the National Travel and Tourism Of-  
10 fice;

11 (D) Brand USA;

12 (E) the United States Travel and Tourism  
13 Advisory Board; and

14 (F) travel industry partners, including  
15 public and private destination marketing orga-  
16 nizations, travel and tourism suppliers, and  
17 labor representatives from these industries;

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

21 (5) conduct Federal agency needs assessments,  
22 in consultation with the Office of Management and  
23 Budget, to identify the resources, statutory or regu-  
24 latory changes, and private sector engagement need-  
25 ed to achieve the annual visitation goals; and

1           (6) provide assessments and recommendations  
2           to—

3                   (A) the Committee on Commerce, Science,  
4                   and Transportation of the Senate;

5                   (B) the Committee on Energy and Com-  
6                   merce of the House of Representatives; and

7                   (C) the public through a publicly accessible  
8                   website.

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

11                   (1) evaluate, on an ongoing basis, domestic pol-  
12                   icy options for supporting competitiveness with re-  
13                   spect to the strengths, weaknesses, and growth of  
14                   the domestic travel industry;

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

18                   (3) engage public and private stakeholders to  
19                   support domestic tourism.

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

21                   (1) consult with the Secretary of Labor to de-  
22                   velop strategies and best practices for improving the  
23                   timeliness and reliability of travel and tourism work-  
24                   force data;

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

4           (3) provide recommendations for policy en-  
5 hancements and efficiencies.

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

11           (1) facilitating large meetings, incentives, con-  
12 ferences, and exhibitions to be hosted in the United  
13 States;

14           (2) emphasizing rural and other destinations  
15 rich in cultural heritage or ecological tourism,  
16 among other uniquely American destinations, as lo-  
17 cations for hosting international meetings, incen-  
18 tives, conferences, and exhibitions in the United  
19 States; and

20           (3) facilitating sports and recreation events and  
21 activities, which shall be hosted in the United  
22 States.

23           (e) RECOVERY STRATEGY.—

24           (1) INITIAL RECOVERY STRATEGY.—Not later  
25 than 1 year after amounts are appropriated to ac-

1        accomplish the purposes of this section, the Assistant  
2        Secretary, in consultation with public and private  
3        stakeholders identified in subsection (a)(3) and pub-  
4        lic health officials, shall develop and implement a  
5        COVID–19 public health emergency recovery strat-  
6        egy to assist the United States travel and tourism  
7        industry to quickly recover from the pandemic.

8            (2) FUTURE RECOVERY STRATEGIES.—After  
9        assisting in the implementation of the strategy de-  
10       developed pursuant to paragraph (1), the Assistant  
11       Secretary, in consultation with appropriate public  
12       and private stakeholders, shall develop additional re-  
13       covery strategies for the travel and tourism industry  
14       in anticipation of other unforeseen catastrophic  
15       events that would significantly affect the travel and  
16       tourism industry, such as hurricanes, floods,  
17       tsunamis, tornadoes, terrorist attacks, and  
18       pandemics.

19            (3) COST-BENEFIT ANALYSIS.—In developing  
20       the COVID–19 public health emergency recovery  
21       strategy under paragraph (1) and additional recov-  
22       ery strategies for the travel and tourism industry  
23       under paragraph (2), the Assistant Secretary shall  
24       conduct cost-benefit analyses that take into account  
25       the health and economic effects of public health

1 mitigation measures on the travel and tourism in-  
2 dustry.

3 (f) REPORTING REQUIREMENTS.—

4 (1) ASSISTANT SECRETARY.—The Assistant  
5 Secretary shall produce an annual forecasting report  
6 on the travel and tourism industry, to the extent  
7 feasible, which shall include current and antici-  
8 pated—

9 (A) domestic employment needs;

10 (B) international inbound volume and  
11 spending, taking into account the lasting effects  
12 of the COVID–19 public health emergency and  
13 the impact of the recovery strategy implemented  
14 pursuant to subsection (e)(1); and

15 (C) domestic volume and spending, includ-  
16 ing Federal and State public land travel and  
17 tourism data.

18 (2) BUREAU OF ECONOMIC ANALYSIS.—The Di-  
19 rector of the Bureau of Economic Analysis should  
20 annually update, to the extent feasible, the Travel  
21 and Tourism Satellite Accounts, including—

22 (A) State level travel and tourism spending  
23 data;

24 (B) travel and tourism workforce data for  
25 full-time and part-time employment; and

1 (C) Federal and State public lands outdoor  
2 recreational activity and tourism spending data.

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

6 (A) in partnership with the Bureau of Eco-  
7 nomic Analysis, shall report international ar-  
8 rival and spending data on a regular monthly  
9 schedule, which shall be made available to the  
10 Travel and Tourism Advisory Board and to the  
11 public through a publicly available website; and

12 (B) shall include questions in the Survey  
13 of International Air Travelers regarding wait-  
14 times, visits to public lands, and State data, to  
15 the extent applicable.

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

17 Not less frequently than once every 10 years, the Sec-  
18 retary of Commerce, in consultation with the United  
19 States Travel and Tourism Advisory Board, the Tourism  
20 Policy Council, and the Secretary of Homeland Security,  
21 shall develop and submit to Congress a 10-year travel and  
22 tourism strategy, which shall include—

23 (1) the establishment of goals with respect to  
24 the number of annual international visitors to the  
25 United States and the annual value of travel and



1 tourism commerce in the United States during such  
2 10-year period;

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

5 (3) recommendations for statutory or regulatory  
6 changes that would be necessary to achieve such  
7 goals.

8 **SEC. 5. UNITED STATES TRAVEL AND TOURISM ADVISORY**  
9 **BOARD.**

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

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

16 **“SEC. 3. UNITED STATES TRAVEL AND TOURISM ADVISORY**  
17 **BOARD; ADVISORY COMMITTEE.**

18 “(a) UNITED STATES TRAVEL AND TOURISM ADVI-  
19 SORY BOARD.—

20 “(1) IN GENERAL.—There is established the  
21 United States Travel and Tourism Advisory Board  
22 (referred to in this subsection as the ‘Board’), the  
23 members of which shall be appointed by the Sec-  
24 retary of Commerce for 2-year terms from among

1 companies and organizations in the travel and tour-  
2 ism industry.

3 “(2) EXECUTIVE DIRECTOR.—The Assistant  
4 Secretary for Travel and Tourism shall serve as the  
5 Executive Director of the Board.

6 “(3) EXECUTIVE SECRETARIAT.—The Director  
7 of the National Travel and Tourism Office of the  
8 International Trade Administration shall serve as  
9 the Executive Secretariat for the Board.

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

12 “(A) serve as the advisory body to the Sec-  
13 retary of Commerce on matters relating to the  
14 travel and tourism industry in the United  
15 States;

16 “(B) advise the Secretary of Commerce on  
17 Government policies and programs that affect  
18 the United States travel and tourism industry;

19 “(C) offer counsel on current and emerg-  
20 ing issues;

21 “(D) provide a forum for discussing and  
22 proposing solutions to problems related to the  
23 travel and tourism industry; and

1           “(E) provide advice regarding the domestic  
2           travel and tourism industry as an economic en-  
3           gine.

4           “(5) RECOVERY STRATEGY.—The Board shall  
5           assist the Assistant Secretary in the development  
6           and implementation of the COVID–19 public health  
7           emergency recovery strategy required under section  
8           3(e)(1) of the Visit America Act.

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

12           (2) by striking “the Secretary of the Interior to  
13          serve” and inserting “the Secretary of Commerce to  
14          serve”.

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

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

19          **SEC. 7. COMPLETION OF PROCEEDING.**

20          If the Secretary of Commerce has, before the date  
21          of the enactment of this Act, taken action that in whole  
22          or in part implements this Act or the amendments made  
23          by this Act, the Secretary is not required to revisit such  
24          action, but only to the extent such action is consistent with  
25          this Act and the amendments made by this Act.

1 **SEC. 8. DEFINED TERM.**

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

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

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