

**AMENDMENT TO RULES COMMITTEE PRINT 117-**

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**OFFERED BY MS. TITUS OF NEVADA**

At the end of title II of division C, add the following:

1           **Subtitle C—Visit America**

2   **SEC. 20221. PURPOSES.**

3           The purposes of this subtitle are—

4                 (1) to support the travel and tourism industry,  
5           which produces economic impacts that are vital our  
6           national economy;

7                 (2) to address the recent decline in the percent-  
8           age of international travelers who visit the United  
9           States; and

10                (3) to establish national goals for international  
11           visitors to the United States, including—

12                         (A) recommendations for achieving such  
13           goals and timelines for implementing such rec-  
14           ommendations;

15                        (B) coordination between Federal and  
16           State agencies;

17                        (C) the resources needed by each Govern-  
18           ment agency to achieve such goals; and

1 (D) national travel export goals.

2 **SEC. 20222. SENSE OF CONGRESS.**

3 It is the sense of Congress that—

4 (1) the national goal for international visitors  
5 referred to in section 20221(3) should reach  
6 116,000,000 per year by 2028;

7 (2) the national goal for travel exports referred  
8 to in section 20221(3)(D) should reach  
9 \$445,000,000,000 by 2028;

10 (3) the travel industry is an essential part of  
11 the United States services exports with respect to  
12 both business travel and leisure travel;

13 (4) the promotion of travel and visitation by  
14 Brand USA is vital to increasing visitation and ar-  
15 ticulating the visitation laws of the United States;  
16 and

17 (5) there is an urgent need for a coordinated  
18 travel and tourism industry response and strategy in  
19 the event of unforeseen circumstances leading to a  
20 decline in travel or tourism.

21 **SEC. 20223. ASSISTANT SECRETARY FOR TRAVEL AND**  
22 **TOURISM.**

23 Section 2(d) of the Reorganization Plan Numbered  
24 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. 20224. RESPONSIBILITIES OF THE ASSISTANT SEC-**  
15 **RETARY OF COMMERCE FOR TRAVEL AND**  
16 **TOURISM.**

17 (a) VISITATION GOALS.—The Assistant Secretary of  
18 Commerce for Travel and Tourism (referred to in this sec-  
19 tion as the “Assistant Secretary”), appointed pursuant to  
20 section 2(d) of the Reorganization Plan Numbered 3 of  
21 1979, as amended by section 20223, shall—

22 (1) establish an annual goal for—

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

25 (B) travel exports;

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

4           (3) ensure coordination between—

5                   (A) the Department of Commerce, the De-  
6                   partment of Homeland Security, the Depart-  
7                   ment of State, the Department of Transpor-  
8                   tation, the Department of Labor for policy de-  
9                   velopment and recommendations for utilizing:

10                           (i) the National Travel and Tourism  
11                           Office;

12                           (ii) Brand USA;

13                           (iii) the United States Travel and  
14                           Tourism Advisory Board;

15                           (iv) the Task Force on Travel and  
16                           Tourism established by Executive Order  
17                           13597 of January 19, 2012; and

18                           (v) travel industry partners, including  
19                           public and private destination marketing  
20                           organizations and travel and tourism sup-  
21                           pliers;

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

1           (5) conduct Federal agency needs assessments  
2           to identify the resources, statutory or regulatory  
3           changes, and private sector engagement needed to  
4           achieve the annual visitation goals.

5           (b) VISA ADJUDICATION.—The Assistant Secretary,  
6           in consultation with the Secretary of State and the Sec-  
7           retary of Homeland Security, shall—

8           (1) provide support for improving visitor visa  
9           processing with respect to—

10           (A) the maximum time for processing  
11           visas, by visitation type;

12           (B) regulatory and policy changes needed  
13           to meet the visa processing goals referred to in  
14           subparagraph (A), including changes regarding  
15           technology, processing centers, and training;  
16           and

17           (C) streamlining visa applications and ad-  
18           judications, including application design and  
19           data collection procedures; and

20           (2) explore opportunities to establish pilot pro-  
21           grams to integrate technology into the visitor visa  
22           adjudication process, including video conferencing  
23           and biometrics.

24           (c) DOMESTIC TRAVEL.—The Assistant Secretary  
25           shall—

1           (1) conduct a study to better understand do-  
2           mestic policy options for supporting competitiveness  
3           with respect to the strengths, weaknesses, and  
4           growth of the domestic travel industry;

5           (2) develop recommendations and goals to sup-  
6           port domestic tourism, separated by business and  
7           leisure; and

8           (3) engage public and private stakeholders to  
9           support domestic tourism.

10          (d) **WORKFORCE.**—The Assistant Secretary—

11           (1) in coordination with the Secretary of Labor,  
12           shall provide timely and reliable workforce data re-  
13           garding workforce and labor market needs;

14           (2) shall work to improve tourism industry data  
15           collection by the Bureau of Economic Analysis; and

16           (3) shall provide recommendations for policy en-  
17           hancements and streamlining.

18          (e) **TRAVEL EXPORT PROMOTION.**—The Assistant  
19          Secretary, in coordination with the Director General of the  
20          United States and Foreign Commercial Service, shall work  
21          to promote and facilitate travel exports abroad and ensure  
22          competitiveness by—

23           (1) participating in and organizing meetings,  
24           incentives, conferences, and exhibitions;

1           (2) emphasizing rural and other destinations  
2           rich in cultural heritage or ecological tourism,  
3           among other uniquely American destinations; and

4           (3) promoting sports and recreation events and  
5           activities.

6           (f) TRAVEL SECURITY.—The Assistant Secretary  
7           shall investigate and provide recommendations regarding  
8           utilizing and expanding existing security programs to bet-  
9           ter meet the needs of the United States travel and tourism  
10          industry, including—

11          (1) the Visa Waiver Program authorized under  
12          section 217 of the Immigration and Nationality Act  
13          (8 U.S.C. 1187);

14          (2) preclearance operations;

15          (3) the Trusted Traveler Program;

16          (4) the biometric entry-exit control system re-  
17          quired under section 110 of the Illegal Immigration  
18          Reform and Immigrant Responsibility Act of 1996  
19          (division C of Public Law 104–208; 8 U.S.C. 1221  
20          note); and

21          (5) the establishment of a system to provide in-  
22          creased resilience to travel during pandemics.

23          (g) RECOVERY STRATEGY.—

24          (1) INITIAL RECOVERY STRATEGY.—Not later  
25          than 60 days after the date of the enactment of this

1 Act, the Assistant Secretary, in consultation with  
2 the United States Travel and Tourism Advisory  
3 Board and travel industry partners, shall develop  
4 and implement a COVID–19 pandemic recovery  
5 strategy to assist in the United States travel and  
6 tourism industry to quickly recover from the travel  
7 restrictions necessitated by the pandemic.

8 (2) FUTURE RECOVERY STRATEGIES.—After  
9 assisting in the implementation of the strategy de-  
10 veloped pursuant to paragraph (1), the Assistant  
11 Secretary, in consultation with the entities referred  
12 to in such paragraph, shall develop additional recov-  
13 ery strategies for the travel and tourism industry in  
14 anticipation of other unforeseen catastrophic events  
15 that would significantly affect the travel and tourism  
16 industry, such as hurricanes, floods, tsunamis, tor-  
17 nadoes, or pandemics.

18 (h) REPORTING REQUIREMENTS.—

19 (1) ASSISTANT SECRETARY.—The Assistant  
20 Secretary shall produce an annual forecasting report  
21 on the travel and tourism industry, which shall in-  
22 clude current and anticipated—

23 (A) domestic employment needs;

24 (B) international inbound volume and  
25 spending, taking into account the lasting effects



1 of the COVID–19 pandemic and the impact of  
2 the recovery strategy implemented pursuant to  
3 subsection (g)(1); and

4 (C) domestic volume and spending, includ-  
5 ing Federal and State public land travel and  
6 tourism data.

7 (2) BUREAU OF ECONOMIC ANALYSIS.—The Di-  
8 rector of the Bureau of Economic Analysis should  
9 update the Travel and Tourism Satellite Accounts  
10 quarterly, including—

11 (A) State level travel and tourism export  
12 data;

13 (B) travel and tourism workforce data for  
14 full-time and part-time employment; and

15 (C) Federal and State public lands visita-  
16 tion and spending data.

17 (3) NATIONAL TRAVEL AND TOURISM OF-  
18 FICE.—The Director of the National Travel and  
19 Tourism Office shall—

20 (A) report international arrival and spend-  
21 ing data on a regular monthly schedule; and

22 (B) shall include questions in the Survey  
23 of International Air Travelers regarding wait-  
24 times, visits to public lands, and State data, to  
25 the extent applicable.

1 **SEC. 20225. TRAVEL AND TOURISM STRATEGY.**

2 (a) IN GENERAL.—The Secretary of Commerce, in  
3 consultation with the United States Travel and Tourism  
4 Advisory Board, shall develop and submit to Congress a  
5 10-year travel and tourism strategy, which shall include—

6 (1) the establishment of goals with respect to  
7 the number of annual international visitors to the  
8 United States and the annual amount of travel ex-  
9 ports during such 10-year period;

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

12 (3) recommendations for statutory or regulatory  
13 changes that would be necessary to achieve such  
14 goals.

15 (b) INTERAGENCY COORDINATION.—The Secretary  
16 of Commerce shall coordinate an interagency strategy with  
17 the Secretary of State and the Secretary of Homeland Se-  
18 curity for—

19 (1) identify impediments to reaching the goals  
20 referred to in subsection (a)(1); and

21 (2) recommends solutions for overcoming such  
22 impediments.

1 **SEC. 20226. UNITED STATES TRAVEL AND TOURISM ADVI-**  
2 **SORY BOARD.**

3 Section 3 of the Act entitled “An Act to encourage  
4 travel in the United States, and for other purposes” (15  
5 U.S.C. 1546) is amended—

6 (1) by amending the section heading to read as  
7 follows: “**UNITED STATES TRAVEL AND TOURISM**  
8 **ADVISORY BOARD; ADVISORY COMMITTEE FOR**  
9 **PROMOTION OF TOURIST TRAVEL**”; and

10 (2) by striking “The Secretary of Commerce is  
11 authorized” and inserting the following:

12 “(a) **UNITED STATES TRAVEL AND TOURISM ADVI-**  
13 **SORY BOARD.**—

14 “(1) **IN GENERAL.**—There is established the  
15 United States Travel and Tourism Advisory Board  
16 (referred to in this subsection as the ‘Board’), which  
17 shall be composed of not more than 32 members,  
18 who shall be appointed by the Secretary of Com-  
19 merce for 2-year terms from among companies and  
20 organizations in the travel and tourism industry.

21 “(2) **EXECUTIVE DIRECTOR.**—The Assistant  
22 Secretary for Travel and Tourism shall serve as the  
23 Executive Director of the Board.

24 “(3) **EXECUTIVE SECRETARIAT.**—The National  
25 Travel and Tourism Office of the International

1 Trade Administration shall serve as the Executive  
2 Secretariat for the Board.

3 “(4) FUNCTIONS.—The Board shall comply  
4 with its Charter, including—

5 “(A) serving as the advisory body to the  
6 Secretary of Commerce on matters relating to  
7 the travel and tourism industry in the United  
8 States;

9 “(B) advising the Secretary of Commerce  
10 on government policies and programs that af-  
11 fect the United States travel and tourism indus-  
12 try;

13 “(C) offering counsel on current and  
14 emerging issues;

15 “(D) providing a forum for discussing and  
16 proposing solutions to problems related to the  
17 travel and tourism industry; and

18 “(E) examining the domestic travel and  
19 tourism industry as an economic engine.

20 “(5) RECOVERY STRATEGY.—The Board shall  
21 assist the Assistant Secretary in the development  
22 and implementation of the COVID–19 pandemic re-  
23 covery strategy required under section 20224(g)(1)  
24 of the America COMPETES Act of 2022.

1       “(b) ADVISORY COMMITTEE FOR PROMOTION OF  
2 TOURIST TRAVEL.—The Secretary of Commerce is au-  
3 thorized”.

