

S. 4212 BLACKBURN SUBSTITUTE

AMENDMENT NO. _____

Calendar No. _____

Purpose: In the nature of a substitute.

IN THE SENATE OF THE UNITED STATES—118th Cong., 2d Sess.

S. _____

To amend the Visit America Act to promote music tourism,
and for other purposes.

Referred to the Committee on _____ and
ordered to be printed

Ordered to lie on the table and to be printed

AMENDMENT IN THE NATURE OF A SUBSTITUTE intended
to be proposed by Mrs. BLACKBURN (for herself and
Mr. HICKENLOOPER)

Viz:

1 Strike all after the enacting clause and insert the fol-

2 lowing:

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “American Music Tour-
5 ism Act of 2024”.

6 **SEC. 2. RESPONSIBILITIES OF THE ASSISTANT SECRETARY**
7 **OF COMMERCE FOR TRAVEL AND TOURISM.**

8 (a) DOMESTIC TRAVEL AND TOURISM.—Section
9 605(b) of the Visit America Act (15 U.S.C. 9803(b)) is
10 amended—

1 (1) in paragraph (2), by striking “; and” and
2 inserting a semicolon;

3 (2) in paragraph (3), by striking the period at
4 the end and inserting “; and”; and

5 (3) by adding at the end the following:

6 “(4) identify locations and events in the United
7 States that are important to music tourism and fa-
8 cilitate and promote domestic travel and tourism to
9 those locations and events.”.

10 (b) FACILITATION OF INTERNATIONAL BUSINESS
11 AND LEISURE TRAVEL.—Section 605 of the Visit America
12 Act (15 U.S.C. 9803) is amended by striking subsection
13 (d) and inserting the following:

14 “(d) FACILITATION OF INTERNATIONAL BUSINESS
15 AND LEISURE TRAVEL.—The Assistant Secretary, in co-
16 ordination with relevant Federal agencies, shall strive to
17 increase and facilitate international business and leisure
18 travel to the United States and ensure competitiveness
19 by—

20 “(1) facilitating large meetings, incentives, con-
21 ferences, and exhibitions in the United States;

22 “(2) emphasizing rural and other destinations
23 in the United States that are rich in cultural herit-
24 age or ecological tourism, among other uniquely
25 American destinations, as locations for hosting inter-

1 national meetings, incentives, conferences, and exhi-
2 bitions;

3 “(3) facilitating and promoting international
4 travel and tourism to sports and recreation events
5 and activities in the United States; and

6 “(4) identifying locations and events in the
7 United States that are important to music tourism
8 and facilitating and promoting international travel
9 and tourism to those locations and events.”.

10 (c) REPORTING REQUIREMENTS.—Section 605(f) of
11 the Visit America Act (15 U.S.C. 9803(f)) is amended by
12 adding at the end the following:

13 “(4) REPORT ON GOALS RELATING TO DOMES-
14 TIC AND INTERNATIONAL TRAVEL.—Not later than
15 1 year after the date of enactment of the American
16 Music Tourism Act of 2024, and every 2 years
17 thereafter, the Assistant Secretary shall submit to
18 the Subcommittee on Tourism, Trade, and Export
19 Promotion of the Committee on Commerce, Science,
20 and Transportation of the Senate and the Sub-
21 committee on Innovation, Data, and Commerce of
22 the Committee on Energy and Commerce of the
23 House of Representatives a report of activities, find-
24 ings, achievements, and vulnerabilities relating to
25 the goals described in subsections (a) through (d).”.

1 (d) DEFINITION.—Section 600 of the Visit America
2 Act (15 U.S.C. 9801) is amended—

3 (1) by redesignating paragraphs (1) and (2) as
4 subparagraphs (A) and (B), respectively;

5 (2) by striking “In this title, the term ‘COVID-
6 19 public health emergency’—” and inserting the
7 following:

8 “In this title:

9 “(1) COVID-19 PUBLIC HEALTH EMER-
10 GENCY.—The term ‘COVID-19 public health emer-
11 gency’—”; and

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

13 “(2) MUSIC TOURISM.—The term ‘music tour-
14 ism’ means—

15 “(A) the act of traveling to a State or lo-
16 cality to visit historic or modern day music-re-
17 lated attractions, including museums, studios,
18 venues of all sizes, and other sites related to
19 music; or

20 “(B) the act of traveling to a State or lo-
21 cality to attend a music festival, a concert, or
22 other live musical performance or music-related
23 special event.”.