

119TH CONGRESS
1ST SESSION

S. 195

AN ACT

To amend the Visit America Act to promote music tourism,
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 “American Music Tour-
3 ism Act of 2025”.

4 **SEC. 2. RESPONSIBILITIES OF THE ASSISTANT SECRETARY**
5 **OF COMMERCE FOR TRAVEL AND TOURISM.**

6 (a) DOMESTIC TRAVEL AND TOURISM.—Section
7 605(b) of the Visit America Act (15 U.S.C. 9803(b)) is
8 amended—

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

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

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

14 “(4) identify locations and events in the United
15 States that are important to music tourism and fa-
16 cilitate and promote domestic travel and tourism to
17 those locations and events.”.

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

22 “(d) FACILITATION OF INTERNATIONAL BUSINESS
23 AND LEISURE TRAVEL.—The Assistant Secretary, in co-
24 ordination with relevant Federal agencies, shall strive to
25 increase and facilitate international business and leisure

1 travel to the United States and ensure competitiveness
 2 by—

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

5 “(2) emphasizing rural and other destinations
 6 in the United States that are rich in cultural herit-
 7 age or ecological tourism, among other uniquely
 8 American destinations, as locations for hosting inter-
 9 national meetings, incentives, conferences, and exhi-
 10 bitions;

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

14 “(4) identifying locations and events in the
 15 United States that are important to music tourism
 16 and facilitating and promoting international travel
 17 and tourism to those locations and events.”.

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

21 “(4) REPORT ON GOALS RELATING TO DOMES-
 22 TIC AND INTERNATIONAL TRAVEL.—Not later than
 23 1 year after the date of enactment of the American
 24 Music Tourism Act of 2025, and every 2 years
 25 thereafter, the Assistant Secretary shall submit to

1 the Committee on Commerce, Science, and Trans-
 2 portation of the Senate and the Committee on En-
 3 ergy and Commerce of the House of Representatives
 4 a report of activities, findings, achievements, and
 5 vulnerabilities relating to the goals described in sub-
 6 sections (a) through (d).”.

7 (d) DEFINITION.—Section 600 of title VI of division
 8 BB of the Consolidated Appropriations Act, 2023 (15
 9 U.S.C. 9801) is amended—

10 (1) by redesignating paragraphs (1) and (2) as
 11 subparagraphs (A) and (B), respectively, and adjust-
 12 ing the margins accordingly;

13 (2) by striking “In this title, the term ‘COVID–
 14 19 public health emergency’—” and inserting the
 15 following:

16 “In this title:

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

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

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

23 “(A) the act of traveling to a State or lo-
 24 cality to visit historic or modern day music-re-
 25 lated attractions, including museums, studios,

1 venues of all sizes, and other sites related to
2 music; or

3 “(B) the act of traveling to a State or lo-
4 cality to attend a music festival, a concert, or
5 other live musical performance or music-related
6 special event.”.

Passed the Senate May 14, 2025.

Attest:

Secretary.

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