

Calendar No. 30

119TH CONGRESS
1ST SESSION**S. 195****[Report No. 119–4]**

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

IN THE SENATE OF THE UNITED STATES

JANUARY 22, 2025

Mrs. BLACKBURN (for herself and Mr. HICKENLOOPER) introduced the following bill; which was read twice and referred to the Committee on Commerce, Science, and Transportation

MARCH 14, 2025

Reported by Mr. CRUZ, without amendment

A BILL

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,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “American Music Tour-
5 ism Act of 2025”.

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

3 (a) DOMESTIC TRAVEL AND TOURISM.—Section
4 605(b) of the Visit America Act (15 U.S.C. 9803(b)) is
5 amended—

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

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

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

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

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

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

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

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

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

10 “(4) identifying locations and events in the
11 United States that are important to music tourism
12 and facilitating and promoting international travel
13 and tourism to those locations and events.”.

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

17 “(4) REPORT ON GOALS RELATING TO DOMES-
18 TIC AND INTERNATIONAL TRAVEL.—Not later than
19 1 year after the date of enactment of the American
20 Music Tourism Act of 2025, and every 2 years
21 thereafter, the Assistant Secretary shall submit to
22 the Committee on Commerce, Science, and Trans-
23 portation of the Senate and the Committee on En-
24 ergy and Commerce of the House of Representatives
25 a report of activities, findings, achievements, and

1 vulnerabilities relating to the goals described in sub-
 2 sections (a) through (d).”.

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

6 (1) by redesignating paragraphs (1) and (2) as
 7 subparagraphs (A) and (B), respectively, and adjust-
 8 ing the margins accordingly;

9 (2) by striking “In this title, the term ‘COVID–
 10 19 public health emergency’—” and inserting the
 11 following:

12 “In this title:

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

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

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

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

24 “(B) the act of traveling to a State or lo-
 25 cality to attend a music festival, a concert, or

- 1 other live musical performance or music-related
- 2 special event.”.

Calendar No. 30

119TH CONGRESS
1ST Session

S. 195

[Report No. 119-4]

A BILL

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

MARCH 14, 2025

Reported without amendment