

In the House of Representatives, U. S.,

October 7, 2009.

Resolved, That the House agree to the amendment of the Senate to the bill (H.R. 1035) entitled “An Act to amend the Morris K. Udall Scholarship and Excellence in National Environmental and Native American Public Policy Act of 1992 to honor the legacy of Stewart L. Udall, and for other purposes.”, with the following

AMENDMENT:

In lieu of the deletion proposed by the amendment of the Senate, in the House engrossed bill: (1) beginning on page 8, strike line 14 and all that follows through page 9, line 2; and (2) add at the end the following:

1 ***SEC. 11. TRAVEL PROMOTION ACT OF 2009.***

2 (a) *SHORT TITLE*.—*This section may be cited as the*
3 *“Travel Promotion Act of 2009”.*

4 (b) *THE CORPORATION FOR TRAVEL PROMOTION*.—

5 (1) *ESTABLISHMENT*.—*The Corporation for*
6 *Travel Promotion is established as a nonprofit cor-*
7 *poration. The Corporation shall not be an agency or*
8 *establishment of the United States Government. The*
9 *Corporation shall be subject to the provisions of the*
10 *District of Columbia Nonprofit Corporation Act (D.C.*
11 *Code, section 29–1001 et seq.), to the extent that such*

1 provisions are consistent with this subsection, and
2 shall have the powers conferred upon a nonprofit cor-
3 poration by that Act to carry out its purposes and ac-
4 tivities.

5 (2) *BOARD OF DIRECTORS.*—

6 (A) *IN GENERAL.*—The Corporation shall
7 have a board of directors of 11 members with
8 knowledge of international travel promotion and
9 marketing, broadly representing various regions
10 of the United States, who are United States citi-
11 zens. Members of the board shall be appointed by
12 the Secretary of Commerce (after consultation
13 with the Secretary of Homeland Security and
14 the Secretary of State), as follows:

15 (i) 1 shall have appropriate expertise
16 and experience in the hotel accommodations
17 sector;

18 (ii) 1 shall have appropriate expertise
19 and experience in the restaurant sector;

20 (iii) 1 shall have appropriate expertise
21 and experience in the small business or re-
22 tail sector or in associations representing
23 that sector;

1 (iv) 1 shall have appropriate expertise
2 and experience in the travel distribution
3 services sector;

4 (v) 1 shall have appropriate expertise
5 and experience in the attractions or recre-
6 ations sector;

7 (vi) 1 shall have appropriate expertise
8 and experience as officials of a city conven-
9 tion and visitors' bureau;

10 (vii) 2 shall have appropriate expertise
11 and experience as officials of a State tour-
12 ism office;

13 (viii) 1 shall have appropriate exper-
14 tise and experience in the passenger air sec-
15 tor;

16 (ix) 1 shall have appropriate expertise
17 and experience in immigration law and
18 policy, including visa requirements and
19 United States entry procedures; and

20 (x) 1 shall have appropriate expertise
21 in the intercity passenger railroad business.

22 (B) INCORPORATION.—The members of the
23 initial board of directors shall serve as
24 incorporators and shall take whatever actions
25 are necessary to establish the Corporation under

1 *the District of Columbia Nonprofit Corporation*
2 *Act (D.C. Code, section 29–301.01 et seq.).*

3 (C) *TERM OF OFFICE.*—*The term of office of*
4 *each member of the board appointed by the Sec-*
5 *retary shall be 3 years, except that, of the mem-*
6 *bers first appointed—*

7 (i) *3 shall be appointed for terms of 1*
8 *year;*

9 (ii) *4 shall be appointed for terms of 2*
10 *years; and*

11 (iii) *4 shall be appointed for terms of*
12 *3 years.*

13 (D) *REMOVAL FOR CAUSE.*—*The Secretary*
14 *of Commerce may remove any member of the*
15 *board for good cause.*

16 (E) *VACANCIES.*—*Any vacancy in the board*
17 *shall not affect its power, but shall be filled in*
18 *the manner required by this subsection. Any*
19 *member whose term has expired may serve until*
20 *the member’s successor has taken office, or until*
21 *the end of the calendar year in which the mem-*
22 *ber’s term has expired, whichever is earlier. Any*
23 *member appointed to fill a vacancy occurring*
24 *prior to the expiration of the term for which that*
25 *member’s predecessor was appointed shall be ap-*

1 *pointed for the remainder of the predecessor's*
2 *term. No member of the board shall be eligible to*
3 *serve more than 2 consecutive full 3-year terms.*

4 (F) *ELECTION OF CHAIRMAN AND VICE*
5 *CHAIRMAN.—Members of the board shall annu-*
6 *ally elect one of the members to be Chairman*
7 *and elect 1 or 2 of the members as Vice Chair-*
8 *man or Vice Chairmen.*

9 (G) *STATUS AS FEDERAL EMPLOYEES.—*
10 *Notwithstanding any provision of law to the con-*
11 *trary, no member of the board may be considered*
12 *to be a Federal employee of the United States by*
13 *virtue of his or her service as a member of the*
14 *board.*

15 (H) *COMPENSATION; EXPENSES.—No mem-*
16 *ber shall receive any compensation from the Fed-*
17 *eral government for serving on the Board. Each*
18 *member of the Board shall be paid actual travel*
19 *expenses and per diem in lieu of subsistence ex-*
20 *penses when away from his or her usual place of*
21 *residence, in accordance with section 5703 of*
22 *title 5, United States Code.*

23 (3) *OFFICERS AND EMPLOYEES.—*

24 (A) *IN GENERAL.—The Corporation shall*
25 *have an executive director and such other officers*

1 *as may be named and appointed by the board*
2 *for terms and at rates of compensation fixed by*
3 *the board. No individual other than a citizen of*
4 *the United States may be an officer of the Cor-*
5 *poration. The Corporation may hire and fix the*
6 *compensation of such employees as may be nec-*
7 *essary to carry out its purposes. No officer or*
8 *employee of the Corporation may receive any*
9 *salary or other compensation (except for com-*
10 *penetration for services on boards of directors of*
11 *other organizations that do not receive funds*
12 *from the Corporation, on committees of such*
13 *boards, and in similar activities for such organi-*
14 *zations) from any sources other than the Cor-*
15 *poration for services rendered during the period*
16 *of his or her employment by the Corporation.*
17 *Service by any officer on boards of directors of*
18 *other organizations, on committees of such*
19 *boards, and in similar activities for such organi-*
20 *zations shall be subject to annual advance ap-*
21 *proval by the board and subject to the provisions*
22 *of the Corporation's Statement of Ethical Con-*
23 *duct. All officers and employees shall serve at the*
24 *pleasure of the board.*

1 (B) *NONPOLITICAL NATURE OF APPOINT-*
 2 *MENT.*—No political test or qualification shall be
 3 used in selecting, appointing, promoting, or tak-
 4 ing other personnel actions with respect to offi-
 5 cers, agents, or employees of the Corporation.

6 (4) *NONPROFIT AND NONPOLITICAL NATURE OF*
 7 *CORPORATION.*—

8 (A) *STOCK.*—The Corporation shall have no
 9 power to issue any shares of stock, or to declare
 10 or pay any dividends.

11 (B) *PROFIT.*—No part of the income or as-
 12 sets of the Corporation shall inure to the benefit
 13 of any director, officer, employee, or any other
 14 individual except as salary or reasonable com-
 15 pensation for services.

16 (C) *POLITICS.*—The Corporation may not
 17 contribute to or otherwise support any political
 18 party or candidate for elective public office.

19 (D) *SENSE OF CONGRESS REGARDING LOB-*
 20 *BYING ACTIVITIES.*—It is the sense of Congress
 21 that the Corporation should not engage in lob-
 22 bying activities (as defined in section 3(7) of the
 23 Lobbying Disclosure Act of 1995 (5 U.S.C.
 24 1602(7)).

25 (5) *DUTIES AND POWERS.*—

1 (A) *IN GENERAL.*—*The Corporation shall*
2 *develop and execute a plan—*

3 (i) *to provide useful information to*
4 *foreign tourists, business people, students,*
5 *scholars, scientists, and others interested in*
6 *traveling to the United States, including the*
7 *distribution of material provided by the*
8 *Federal government concerning entry re-*
9 *quirements, required documentation, fees,*
10 *processes, and information concerning de-*
11 *clared public health emergencies, to prospec-*
12 *tive travelers, travel agents, tour operators,*
13 *meeting planners, foreign governments,*
14 *travel media and other international stake-*
15 *holders;*

16 (ii) *to identify, counter, and correct*
17 *misperceptions regarding United States*
18 *entry policies around the world;*

19 (iii) *to maximize the economic and*
20 *diplomatic benefits of travel to the United*
21 *States by promoting the United States of*
22 *America to world travelers through the use*
23 *of, but not limited to, all forms of adver-*
24 *tising, outreach to trade shows, and other*
25 *appropriate promotional activities;*

1 (iv) to ensure that international travel
2 benefits all States and the District of Co-
3 lumbia and to identify opportunities and
4 strategies to promote tourism to rural and
5 urban areas equally, including areas not
6 traditionally visited by international trav-
7 elers; and

8 (v) to give priority to the Corpora-
9 tion's efforts with respect to countries and
10 populations most likely to travel to the
11 United States.

12 (B) SPECIFIC POWERS.—In order to carry
13 out the purposes of this subsection, the Corpora-
14 tion may—

15 (i) obtain grants from and make con-
16 tracts with individuals and private compa-
17 nies, State, and Federal agencies, organiza-
18 tions, and institutions;

19 (ii) hire or accept the voluntary serv-
20 ices of consultants, experts, advisory boards,
21 and panels to aid the Corporation in car-
22 rying out its purposes; and

23 (iii) take such other actions as may be
24 necessary to accomplish the purposes set
25 forth in this subsection.

1 (C) *PUBLIC OUTREACH AND INFORMA-*
2 *TION.—The Corporation shall develop and main-*
3 *tain a publicly accessible website.*

4 (6) *OPEN MEETINGS.—Meetings of the board of*
5 *directors of the Corporation, including any committee*
6 *of the board, shall be open to the public. The board*
7 *may, by majority vote, close any such meeting only*
8 *for the time necessary to preserve the confidentiality*
9 *of commercial or financial information that is privi-*
10 *leged or confidential, to discuss personnel matters, or*
11 *to discuss legal matters affecting the Corporation, in-*
12 *cluding pending or potential litigation.*

13 (7) *MAJOR CAMPAIGNS.—The board may not au-*
14 *thorize the Corporation to obligate or expend more*
15 *than \$25,000,000 on any advertising campaign, pro-*
16 *motion, or related effort unless—*

17 (A) *the obligation or expenditure is ap-*
18 *proved by an affirmative vote of at least 2/3 of*
19 *the members of the board present at the meeting;*

20 (B) *at least 6 members of the board are*
21 *present at the meeting at which it is approved;*
22 *and*

23 (C) *each member of the board has been*
24 *given at least 3 days advance notice of the meet-*

ing at which the vote is to be taken and the matters to be voted upon at that meeting.

(8) *FISCAL ACCOUNTABILITY.*—

(A) *FISCAL YEAR.*—The Corporation shall establish as its fiscal year the 12-month period beginning on October 1.

(B) *BUDGET.*—The Corporation shall adopt a budget for each fiscal year.

(C) *ANNUAL AUDITS.*—The Corporation shall engage an independent accounting firm to conduct an annual financial audit of the Corporation's operations and shall publish the results of the audit. The Comptroller General of the United States may review any audit of a financial statement conducted under this paragraph by an independent accounting firm and may audit the Corporation's operations at the discretion of the Comptroller General. The Comptroller General and the Congress shall have full and complete access to the books and records of the Corporation.

(D) *PROGRAM AUDITS.*—Not later than 2 years after the date of enactment of this section, the Comptroller General shall conduct a review of the programmatic activities of the Corporation

1 *for Travel Promotion. This report shall be pro-*
2 *vided to appropriate congressional committees.*

3 (c) *ACCOUNTABILITY MEASURES.*—

4 (1) *OBJECTIVES.*—*The Board shall establish an-*
5 *annual objectives for the Corporation for each fiscal year*
6 *subject to approval by the Secretary of Commerce*
7 *(after consultation with the Secretary of Homeland*
8 *Security and the Secretary of State). The Corporation*
9 *shall establish a marketing plan for each fiscal year*
10 *not less than 60 days before the beginning of that*
11 *year and provide a copy of the plan, and any revi-*
12 *sions thereof, to the Secretary.*

13 (2) *BUDGET.*—*The board shall transmit a copy*
14 *of the Corporation's budget for the forthcoming fiscal*
15 *year to the Secretary not less than 60 days before the*
16 *beginning of each fiscal year, together with an expla-*
17 *nation of any expenditure provided for by the budget*
18 *in excess of \$5,000,000 for the fiscal year. The Cor-*
19 *poration shall make a copy of the budget and the ex-*
20 *planation available to the public and shall provide*
21 *public access to the budget and explanation on the*
22 *Corporation's website.*

23 (3) *ANNUAL REPORT TO CONGRESS.*—*The Cor-*
24 *poration shall submit an annual report for the pre-*
25 *ceding fiscal year to the Secretary of Commerce for*

1 *transmittal to the Congress on or before the 15th day*
2 *of May of each year. The report shall include—*

3 *(A) a comprehensive and detailed report of*
4 *the Corporation's operations, activities, financial*
5 *condition, and accomplishments under this sec-*
6 *tion;*

7 *(B) a comprehensive and detailed inventory*
8 *of amounts obligated or expended by the Cor-*
9 *poration during the preceding fiscal year;*

10 *(C) a detailed description of each in-kind*
11 *contribution, its fair market value, the indi-*
12 *vidual or organization responsible for contrib-*
13 *uting, its specific use, and a justification for its*
14 *use within the context of the Corporation's mis-*
15 *sion;*

16 *(D) an objective and quantifiable measure-*
17 *ment of its progress, on an objective-by-objective*
18 *basis, in meeting the objectives established by the*
19 *board;*

20 *(E) an explanation of the reason for any*
21 *failure to achieve an objective established by the*
22 *board and any revisions or alterations to the*
23 *Corporation's objectives under paragraph (1);*

1 (F) a comprehensive and detailed report of
 2 the Corporation's operations and activities to
 3 promote tourism in rural and urban areas; and

4 (G) such recommendations as the Corpora-
 5 tion deems appropriate.

6 (4) *LIMITATION ON USE OF FUNDS.*—Amounts
 7 deposited in the Fund may not be used for any pur-
 8 pose inconsistent with carrying out the objectives,
 9 budget, and report described in this subsection.

10 (d) *MATCHING PUBLIC AND PRIVATE FUNDING.*—

11 (1) *ESTABLISHMENT OF TRAVEL PROMOTION*
 12 *FUND.*—There is hereby established in the Treasury a
 13 fund which shall be known as the Travel Promotion
 14 Fund.

15 (2) *FUNDING.*—

16 (A) *START-UP EXPENSES.*—For fiscal year
 17 2010, the Secretary of the Treasury shall make
 18 available to the Corporation such sums as may
 19 be necessary, but not to exceed \$10,000,000, from
 20 amounts deposited in the general fund of the
 21 Treasury from fees under section
 22 217(h)(3)(B)(i)(I) of the Immigration and Na-
 23 tionality Act (8 U.S.C. 1187(h)(3)(B)(i)(I)) to
 24 cover the Corporation's initial expenses and ac-
 25 tivities under this section. Transfers shall be

1 *made at least quarterly, beginning on January*
2 *1, 2010, on the basis of estimates by the Sec-*
3 *retary, and proper adjustments shall be made in*
4 *amounts subsequently transferred to the extent*
5 *prior estimates were in excess or less than the*
6 *amounts required to be transferred.*

7 *(B) SUBSEQUENT YEARS.—For each of fis-*
8 *cal years 2011 through 2014, from amounts de-*
9 *posited in the general fund of the Treasury dur-*
10 *ing the preceding fiscal year from fees under sec-*
11 *tion 217(h)(3)(B)(i)(I) of the Immigration and*
12 *Nationality Act (8 U.S.C. 1187(h)(B)(i)(I)), the*
13 *Secretary of the Treasury shall transfer not more*
14 *than \$100,000,000 to the Fund, which shall be*
15 *made available to the Corporation, subject to*
16 *paragraph (3) of this subsection, to carry out its*
17 *functions under this section. Transfers shall be*
18 *made at least quarterly on the basis of estimates*
19 *by the Secretary, and proper adjustments shall*
20 *be made in amounts subsequently transferred to*
21 *the extent prior estimates were in excess or less*
22 *than the amounts required to be transferred.*

23 *(3) MATCHING REQUIREMENT.—*

24 *(A) IN GENERAL.—No amounts may be*
25 *made available to the Corporation under this*

1 *subsection after fiscal year 2010, except to the ex-*
2 *tent that—*

3 *(i) for fiscal year 2011, the Corpora-*
4 *tion provides matching amounts from non-*
5 *Federal sources equal in the aggregate to 50*
6 *percent or more of the amount transferred*
7 *to the Fund under paragraph (2); and*

8 *(ii) for any fiscal year after fiscal year*
9 *2011, the Corporation provides matching*
10 *amounts from non-Federal sources equal in*
11 *the aggregate to 100 percent of the amount*
12 *transferred to the Fund under paragraph*
13 *(2) for the fiscal year.*

14 *(B) GOODS AND SERVICES.—For the pur-*
15 *pose of determining the amount received from*
16 *non-Federal sources by the Corporation, other*
17 *than money—*

18 *(i) the fair market value of goods and*
19 *services (including advertising) contributed*
20 *to the Corporation for use under this section*
21 *may be included in the determination; but*

22 *(ii) the fair market value of such goods*
23 *and services may not account for more than*
24 *80 percent of the matching requirement*

1 under subparagraph (A) for the Corporation
2 in any fiscal year.

3 (C) *RIGHT OF REFUSAL.*—The Corporation
4 may decline to accept any contribution in-kind
5 that it determines to be inappropriate, not use-
6 ful, or commercially worthless.

7 (D) *LIMITATION.*—The Corporation may
8 not obligate or expend funds in excess of the total
9 amount received by the Corporation for a fiscal
10 year from Federal and non-Federal sources.

11 (4) *CARRYFORWARD.*—

12 (A) *FEDERAL FUNDS.*—Amounts transferred
13 to the Fund under paragraph (2)(B) shall re-
14 main available until expended.

15 (B) *MATCHING FUNDS.*—Any amount re-
16 ceived by the Corporation from non-Federal
17 sources in fiscal year 2010, 2011, 2012, 2013, or
18 2014 that cannot be used to meet the matching
19 requirement under paragraph (3)(A) for the fis-
20 cal year in which amount was collected may be
21 carried forward and treated as having been re-
22 ceived in the succeeding fiscal year for purposes
23 of meeting the matching requirement of para-
24 graph (3)(A) in such succeeding fiscal year.

1 (e) *TRAVEL PROMOTION FUND FEES.*—Section
 2 *217(h)(3)(B) of the Immigration and Nationality Act (8*
 3 *U.S.C. 1187(h)(3)(B)) is amended to read as follows:*

4 “(B) *FEES.*—

5 “(i) *IN GENERAL.*—No later than 6
 6 months after the date of enactment of the
 7 Travel Promotion Act of 2009, the Secretary
 8 of Homeland Security shall establish a fee
 9 for the use of the System and begin assess-
 10 ment and collection of that fee. The initial
 11 fee shall be the sum of—

12 “(I) \$10 per travel authorization;
 13 and

14 “(II) an amount that will at least
 15 ensure recovery of the full costs of pro-
 16 viding and administering the System,
 17 as determined by the Secretary.

18 “(ii) *DISPOSITION OF AMOUNTS COL-*
 19 *LECTED.*—Amounts collected under clause
 20 (i)(I) shall be credited to the Travel Pro-
 21 motion Fund established by subsection (d)
 22 of section 11 of the Travel Promotion Act of
 23 2009. Amounts collected under clause (i)(II)
 24 shall be transferred to the general fund of

1 the Treasury and made available to pay the
2 costs incurred to administer the System.

3 “(iii) *SUNSET OF TRAVEL PROMOTION*
4 *FUND FEE.*—The Secretary may not collect
5 the fee authorized by clause (i)(I) for fiscal
6 years beginning after September 30, 2014.”.

7 (f) *ASSESSMENT AUTHORITY.*—

8 (1) *IN GENERAL.*—Except as otherwise provided
9 in this subsection, the Corporation may impose an
10 annual assessment on United States members of the
11 international travel and tourism industry (other than
12 those described in subsection (b)(2)(A)(iii) or (H))
13 represented on the Board in proportion to their share
14 of the aggregate international travel and tourism rev-
15 enue of the industry. The Corporation shall be respon-
16 sible for verifying, implementing, and collecting the
17 assessment authorized by this subsection.

18 (2) *INITIAL ASSESSMENT LIMITED.*—The Cor-
19 poration may establish the initial assessment after the
20 date of enactment of this section at no greater, in the
21 aggregate, than \$20,000,000.

22 (3) *REFERENDA.*—

23 (A) *IN GENERAL.*—The Corporation may
24 not impose an annual assessment unless—

1 (i) the Corporation submits the pro-
 2 posed annual assessment to members of the
 3 industry in a referendum; and

4 (ii) the assessment is approved by a
 5 majority of those voting in the referendum.

6 (B) *PROCEDURAL REQUIREMENTS.*—In con-
 7 ducting a referendum under this paragraph, the
 8 Corporation shall—

9 (i) provide written or electronic notice
 10 not less than 60 days before the date of the
 11 referendum;

12 (ii) describe the proposed assessment or
 13 increase and explain the reasons for the ref-
 14 erendum in the notice; and

15 (iii) determine the results of the ref-
 16 erendum on the basis of weighted voting ap-
 17 portioned according to each business enti-
 18 ty's relative share of the aggregate annual
 19 United States international travel and tour-
 20 ism revenue for the industry per business
 21 entity, treating all related entities as a sin-
 22 gle entity.

23 (4) *COLLECTION.*—

24 (A) *IN GENERAL.*—The Corporation shall
 25 establish a means of collecting the assessment

1 *that it finds to be efficient and effective. The*
2 *Corporation may establish a late payment*
3 *charge and rate of interest to be imposed on any*
4 *person who fails to remit or pay to the Corpora-*
5 *tion any amount assessed by the Corporation*
6 *under this section.*

7 *(B) ENFORCEMENT.—The Corporation may*
8 *bring suit in Federal court to compel compliance*
9 *with an assessment levied by the Corporation*
10 *under this section.*

11 *(5) INVESTMENT OF FUNDS.—Pending disburse-*
12 *ment pursuant to a program, plan, or project, the*
13 *Corporation may invest funds collected through as-*
14 *sessments, and any other funds received by the Cor-*
15 *poration, only in obligations of the United States or*
16 *any agency thereof, in general obligations of any*
17 *State or any political subdivision thereof, in any in-*
18 *terest-bearing account or certificate of deposit of a*
19 *bank that is a member of the Federal Reserve System,*
20 *or in obligations fully guaranteed as to principal and*
21 *interest by the United States.*

22 *(g) OFFICE OF TRAVEL PROMOTION.—Title II of the*
23 *International Travel Act of 1961 (22 U.S.C. 2121 et seq.)*
24 *is amended by inserting after section 201 the following:*

1 **“SEC. 202. OFFICE OF TRAVEL PROMOTION.**

2 “(a) *OFFICE ESTABLISHED.*—*There is established*
3 *within the Department of Commerce an office to be known*
4 *as the Office of Travel Promotion.*

5 “(b) *DIRECTOR.*—

6 “(1) *APPOINTMENT.*—*The Office shall be headed*
7 *by a Director who shall be appointed by the Sec-*
8 *retary.*

9 “(2) *QUALIFICATIONS.*—*The Director shall be a*
10 *citizen of the United States and have experience in a*
11 *field directly related to the promotion of travel to and*
12 *within the United States.*

13 “(3) *DUTIES.*—*The Director shall be responsible*
14 *for ensuring the office is carrying out its functions ef-*
15 *fectively and shall report to the Secretary.*

16 “(c) *FUNCTIONS.*—*The Office shall—*

17 “(1) *serve as liaison to the Corporation for Trav-*
18 *el Promotion established by subsection (b) of section*
19 *11 of the Travel Promotion Act of 2009 and support*
20 *and encourage the development of programs to in-*
21 *crease the number of international visitors to the*
22 *United States for business, leisure, educational, med-*
23 *ical, exchange, and other purposes;*

24 “(2) *work with the Corporation, the Secretary of*
25 *State and the Secretary of Homeland Security—*

1 “(A) to disseminate information more effec-
2 tively to potential international visitors about
3 documentation and procedures required for ad-
4 mission to the United States as a visitor;

5 “(B) to ensure that arriving international
6 visitors are generally welcomed with accurate in-
7 formation and in an inviting manner;

8 “(C) to collect accurate data on the total
9 number of international visitors that visit each
10 State; and

11 “(D) enhance the entry and departure expe-
12 rience for international visitors through the use
13 of advertising, signage, and customer service;
14 and

15 “(3) support State, regional, and private sector
16 initiatives to promote travel to and within the United
17 States.

18 “(d) *REPORTS TO CONGRESS*.—Within a year after the
19 date of enactment of the Travel Promotion Act of 2009, and
20 periodically thereafter as appropriate, the Secretary shall
21 transmit a report to the Senate Committee on Commerce,
22 Science, and Transportation, the Senate Committee on
23 Homeland Security and Governmental Affairs, the Senate
24 Committee on Foreign Relations, the House of Representa-
25 tives Committee on Energy and Commerce, the House of

1 *Representatives Committee on Homeland Security, and the*
 2 *House of Representatives Committee on Foreign Affairs de-*
 3 *scribing the Office’s work with the Corporation, the Sec-*
 4 *retary of State and the Secretary of Homeland Security to*
 5 *carry out subsection (c)(2).”.*

6 (h) *RESEARCH PROGRAM.—Title II of the Inter-*
 7 *national Travel Act of 1961 (22 U.S.C. 2121 et seq.), as*
 8 *amended by subsection (g), is further amended by inserting*
 9 *after section 202 the following:*

10 **“SEC. 203. RESEARCH PROGRAM.**

11 “(a) *IN GENERAL.—The Office of Travel and Tourism*
 12 *Industries shall expand and continue its research and devel-*
 13 *opment activities in connection with the promotion of inter-*
 14 *national travel to the United States, including—*

15 “(1) *expanding access to the official Mexican*
 16 *travel surveys data to provide the States with traveler*
 17 *characteristics and visitation estimates for targeted*
 18 *marketing programs;*

19 “(2) *expanding the number of inbound air trav-*
 20 *elers sampled by the Commerce Department’s Survey*
 21 *of International Travelers to reach a 1 percent sample*
 22 *size and revising the design and format of question-*
 23 *naires to accommodate a new survey instrument, im-*
 24 *prove response rates to at least double the number of*

1 *States and cities with reliable international visitor*
2 *estimates and improve market coverage;*

3 “(3) *developing estimates of international travel*
4 *exports (expenditures) on a State-by-State basis to en-*
5 *able each State to compare its comparative position*
6 *to national totals and other States;*

7 “(4) *evaluate the success of the Corporation in*
8 *achieving its objectives and carrying out the purposes*
9 *of the Travel Promotion Act of 2009; and*

10 “(5) *research to support the annual reports re-*
11 *quired by section 202(d) of this Act.*

12 “(b) *AUTHORIZATION OF APPROPRIATIONS.—There*
13 *are authorized to be appropriated to the Secretary of Com-*
14 *merce for fiscal years 2010 through 2014 such sums as may*
15 *be necessary to carry out this section.”.*

Attest:

Clerk.

11TH CONGRESS
1ST SESSION

H.R. 1035

AMENDMENT