

110TH CONGRESS
1ST SESSION

H. R. 3670

To direct the Secretary of State to enhance diplomatic relations with foreign countries and to promote domestic business interests abroad by establishing a grant program to promote international travel to the United States.

IN THE HOUSE OF REPRESENTATIVES

SEPTEMBER 26, 2007

Mr. FARR (for himself, Mr. PORTER, Mr. DELAHUNT, and Mr. BLUNT) introduced the following bill; which was referred to the Committee on Energy and Commerce, and in addition to the Committee on Foreign Affairs, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned

A BILL

To direct the Secretary of State to enhance diplomatic relations with foreign countries and to promote domestic business interests abroad by establishing a grant program to promote international travel to the United States.

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 “Improving Public Di-
5 plomacy through International Travel Act”.

1 **SEC. 2. FINDINGS.**

2 Congress finds the following:

3 (1) The United States has experienced a 17
4 percent decline in overseas visitors since September
5 11, 2001.

6 (2) Business travel to the United States fell 10
7 percent from 2004 to 2005 while Europe witnessed
8 an 8 percent increase over this same time period.

9 (3) The United States market share of inter-
10 national travel has declined from 7.5 percent before
11 September 11, 2001, to about 6 percent in 2007.

12 (4) The economic impact of declining United
13 States market share has resulted in 60 million fewer
14 travelers, 194,000 lost jobs, \$94 billion in lost
15 spending, and \$15.6 billion in lost tax receipts.

16 (5) While in 2007 the United States will spend
17 less than \$4 million on international travel pro-
18 motion, currently Greece spends \$151 million, Mex-
19 ico spends \$149 million, Australia spends \$113 mil-
20 lion, the United Kingdom spends \$80 million, and
21 Canada spends \$60 million.

22 (6) In a recent survey by the Discover America
23 Partnership, international travelers ranked the
24 United States as having the “world’s worst” entry
25 process, and 66 percent of travelers in the survey

1 feared that a simple mistake could lead to being de-
2 tained for hours or worse.

3 (7) The perception around the world is that the
4 United States does not welcome international visi-
5 tors, but that perception could be changed by adopt-
6 ing an international travel promotion program.

7 (8) An international travel promotion program
8 can expect a 6:1 return on investment.

9 (9) An international travel promotion program
10 can be an effective tool to enhance the United States
11 public diplomacy efforts.

12 **SEC. 3. ESTABLISHMENT OF GRANT PROGRAM.**

13 (a) IN GENERAL.—In order to enhance diplomatic re-
14 lations with foreign countries and promote domestic busi-
15 ness interests abroad, the Secretary of State (in this Act
16 referred to as the “Secretary”), acting through the Under
17 Secretary of State for Public Diplomacy and Public Af-
18 fairs, shall establish a competitive grant program to pro-
19 mote international travel to the United States in foreign
20 countries.

21 (b) RANGE OF GRANT MONETARY AMOUNTS.—No
22 grant shall be less than \$150,000 or more than
23 \$1,000,000.

24 (c) USE OF GRANT FUNDS.—

1 (1) IN GENERAL.—A recipient of a grant under
2 this Act shall use the funds to develop a promotion
3 program focused on the overseas markets described
4 in paragraph (2) to encourage international travel to
5 the United States and to effectively communicate
6 United States entry requirements, including required
7 documentation, fees, and processes.

8 (2) PHASE-IN OF MARKETS.—The promotion
9 programs described in paragraph (1) shall target, in
10 each of the following fiscal years that begin after the
11 date of enactment of this Act, the following markets:

12 (A) In the first fiscal year, Canada.

13 (B) In the second fiscal year, Canada and
14 Mexico.

15 (C) In the third fiscal year, Canada, Mex-
16 ico, and the United Kingdom.

17 (D) In the fourth fiscal year, Canada,
18 Mexico, the United Kingdom, and Japan.

19 (E) In the fifth fiscal year, Canada, Mex-
20 ico, the United Kingdom, Japan, and Germany.

21 (d) ELIGIBILITY.—In order to be eligible to receive
22 a grant under this Act, an entity shall prepare and submit
23 an application at such time, in such form, and with such
24 information and assurances as the Under Secretary of
25 State for Public Diplomacy and Public Affairs may re-

1 quire, including a description of the populations and for-
2 eign countries targeted by the promotion program, the
3 marketing strategy, how the entity intends to execute its
4 promotion program, and the expected return on invest-
5 ment.

6 (e) MATCHING REQUIREMENT.—

7 (1) IN GENERAL.—As a condition of receipt of
8 a grant under this Act, the grant recipient shall pro-
9 vide (directly or through donations from public or
10 private entities) non-Federal matching funds, which
11 may include in-kind donations of goods and services
12 valued at their fair market rate, in an amount equal
13 to the amount of the grant.

14 (2) SPECIAL RULE FOR IN-KIND DONATIONS.—

15 Of the amount of non-Federal matching funds re-
16 quired to be provided by each grant recipient under
17 paragraph (1), not more than 25 percent shall be
18 provided through in-kind donations of goods and
19 services.

20 (f) RESERVATIONS.—The Secretary shall reserve 20
21 percent of the funds used to award grants under this Act
22 for grants for promotion programs for destinations that
23 do not currently have the resources to market themselves
24 internationally.

1 (g) REPORTS.—Not later than 6 months after the
2 end of each fiscal year in which grants were awarded by
3 the Secretary under this Act, the Secretary shall submit
4 a report to Congress on—

5 (1) whether the promotion programs increased
6 the number of international travelers from the tar-
7 geted countries;

8 (2) the return on investment analysis of the
9 grant program; and

10 (3) recommendations for changes in law nec-
11 essary to improve communication about United
12 States entry requirements, including required docu-
13 mentation, fees, and processes.

14 **SEC. 4. AUTHORIZATION OF APPROPRIATIONS.**

15 (a) IN GENERAL.—There is authorized to be appro-
16 priated \$10,000,000 for grants under this Act for each
17 of the first 5 fiscal years that begin after the date of enact-
18 ment of this Act.

19 (b) CARRY OVER.—Amounts appropriated pursuant
20 to the authorization of appropriations under subsection (a)
21 shall remain available until expended.

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