

119TH CONGRESS
1ST SESSION

S. 195

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

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”.

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 2025, and every 2 years
17 thereafter, the Assistant Secretary shall submit to
18 the Committee on Commerce, Science, and Trans-
19 portation of the Senate and the Committee on En-
20 ergy and Commerce of the House of Representatives
21 a report of activities, findings, achievements, and
22 vulnerabilities relating to the goals described in sub-
23 sections (a) through (d).”.

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

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

7 (2) by striking “In this title, the term ‘COVID-
 8 19 public health emergency’—” and inserting the
 9 following:

10 “In this title:

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

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

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

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

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

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

