

AMERICAN MUSIC TOURISM ACT OF 2025

APRIL 24, 2025.—Committed to the Committee of the Whole House on the State of the Union and ordered to be printed

Mr. GUTHRIE, from the Committee on Energy and Commerce,
submitted the following

R E P O R T

[To accompany H.R. 617]

The Committee on Energy and Commerce, to whom was referred the bill (H.R. 617) to amend the Visit America Act to promote music tourism, and for other purposes, having considered the same, reports favorably thereon without amendment and recommends that the bill do pass.

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PURPOSE AND SUMMARY

H.R. 617, the American Music Tourism Act of 2025, was introduced by Representative Harshbarger on January 22, 2025, and referred to the Committee on Energy and Commerce. H.R. 617 directs the National Travel and Tourism Office (NTTO) of the Department of Commerce to promote tourism to music-related and

sports attractions. The bill requires the NTTO to promote domestic and international travel and tourism to U.S. music festivals, concert venues, and other music-related attractions and locations. The bill also expands NTTO’s current mandate to facilitate sports and recreation events and activities to include the promotion of international travel and tourism to such activities in the United States. NTTO must report its activities and findings to Congress within one year after the bill’s enactment and, thereafter, every two years.

BACKGROUND AND NEED FOR LEGISLATION

Music and sporting events are defining elements of American identity, culture, and economy. The U.S. is home to a rich musical history with genres such as blues, country, jazz, hip-hop, and rock. H.R. 617, the American Music Tourism Act, builds on this legacy by directing the National Travel and Tourism Office (NTTO) to promote domestic and international travel and tourism to U.S. venues aiming to expand music’s already significant role in the economy.

Music tourism contributes billions to local and national economies. In Nashville, Tennessee—nicknamed “Music City”—the music industry contributes more than \$15.6 billion annually to the Nashville area economy and supports more than 80,757 jobs in the region.¹ Large music events such as the Bonnaroo Music and Arts Festival brought an estimated \$339.8 million in economic activity to the region and generated over \$5 million in local tax revenue.² On the national level, the music industry contributes \$212 billion to the U.S. GDP and supports more than 2.5 million jobs.³ Globally, music tourism is expected to reach \$13.8 billion by 2032.⁴

The COVID–19 pandemic dealt significant blows to the music and live entertainment industries. Thousands of concerts and festivals were canceled or postponed resulting in losses of over \$30 billion globally, with the U.S. bearing a substantial portion of that impact.⁵ Live music venues, especially independent and small community spaces, faced closures, and tourism in music-centric cities plummeted.

H.R. 617 addresses the long-term impacts of the pandemic by requiring the NTTO to develop and implement a strategy for promoting U.S. music attractions, while also reporting to Congress on its efforts. The bill creates a framework for maximizing the visibility and economic value of American music tourism on the global stage.

¹ See Nashville Area Chamber of Commerce, *Music Study for Metro Planning*, (June 11, 2020), <https://s3.amazonaws.com/nashvillechamber.com/PDFs/Music+Study+for+Metro+Planning+-+June+11.pdf>.

² See Adam Tamburin, *Bonnaroo’s Economic Impact Highlighted in New Study*, *Axios Nashville*, (Jan. 9, 2024), <https://www.axios.com/local/nashville/2024/01/09/study-bonnaroo-economic-impact>.

³ See RIAA, *The U.S. Music Industries: Jobs & Benefits 2024—Economists Incorporated*, Recording Industry Ass’n of Am. (2024), <https://www.riaa.com/reports/the-u-s-music-industries-jobs-benefits-2024-economists-incorporated/>.

⁴ See *The Rise of Music Tourism*, Travel Alliance Partnership, <https://travelalliancepartnership.com/the-rise-of-music-tourism/> (last visited Apr. 11, 2025).

⁵ See AP News, *Post-Pandemic Boom for Touring Artists Like Elton John, Celine Dion*, Associated Press (Apr. 17, 2023), <https://apnews.com/article/elton-john-celine-dion-coronavirus-pandemic-b63179e05d0768dcd907da5beecad52>.

COMMITTEE ACTION

On June 26, 2024, the Subcommittee on Innovation, Data, and Commerce held a hearing titled, “The Fiscal Year 2025 Department of Commerce Budget.” The Subcommittee received testimony from:

- Gina Raimondo, Secretary, Department of Commerce.

On April 8, 2025, the full Committee on Energy and Commerce met in open markup session and ordered H.R. 617, without amendment, favorably reported to the House by a vote of 52 yeas and 1 nay.

COMMITTEE VOTES

Clause 3(b) of rule XIII requires the Committee to list the record votes on the motion to report legislation and amendments thereto. The following reflects the record votes taken during the Committee consideration:

**COMMITTEE ON ENERGY AND COMMERCE
119TH CONGRESS
ROLL CALL VOTE # 8**

BILL: H.R. 617

AMENDMENT: Final Passage

DISPOSITION: Agreed to, by a roll call vote of 52 yeas and 1 nay.

REPRESENTATIVE	YEAS	NAYS	PRESENT	REPRESENTATIVE	YEAS	NAYS	PRESENT
Mr. Guthrie	X			Mr. Pallone	X		
Mr. Latta	X			Ms. DeGette	X		
Mr. Griffith	X			Ms. Schakowsky	X		
Mr. Bilirakis	X			Ms. Matsui	X		
Mr. Hudson	X			Ms. Castor	X		
Mr. Carter (GA)	X			Mr. Tonko	X		
Mr. Palmer	X			Ms. Clarke		X	
Mr. Dunn	X			Mr. Ruiz	X		
Mr. Crenshaw	X			Mr. Peters	X		
Mr. Joyce	X			Mrs. Dingell	X		
Mr. Weber	X			Mr. Veasey	X		
Mr. Allen	X			Ms. Kelly	X		
Mr. Balderson	X			Ms. Barragán	X		
Mr. Fulcher	X			Mr. Soto	X		
Mr. Pfluger	X			Ms. Schrier	X		
Mrs. Harshbarger	X			Ms. Trahan	X		
Mrs. Miller-Meeks	X			Ms. Fletcher	X		
Mrs. Cammack				Ms. Ocasio-Cortez	X		
Mr. Obernolte	X			Mr. Auchincloss	X		
Mr. James	X			Mr. Carter (LA)	X		
Mr. Bentz	X			Mr. Menendez	X		
Mrs. Houchin	X			Mr. Mullin	X		
Mr. Fry	X			Mr. Landsman	X		
Ms. Lee	X			Ms. McClellan	X		
Mr. Langworthy	X						
Mr. Kean	X						
Mr. Rulli	X						
Mr. Evans	X						
Mr. Goldman	X						
Mrs. Fedorchak	X						

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OVERSIGHT FINDINGS AND RECOMMENDATIONS

Pursuant to clause 2(b)(1) of rule X and clause 3(c)(1) of rule XIII, the Committee held a hearing and made findings that are reflected in this report.

NEW BUDGET AUTHORITY, ENTITLEMENT AUTHORITY,
AND TAX EXPENDITURES

Pursuant to clause 3(c)(2) of rule XIII, the Committee finds that H.R. 617 would result in no new or increased budget authority, entitlement authority, or tax expenditures or revenues.

CONGRESSIONAL BUDGET OFFICE ESTIMATE

Pursuant to clause 3(c)(3) of rule XIII, at the time this report was filed, the cost estimate prepared by the Director of the Congressional Budget Office pursuant to section 402 of the Congressional Budget Act of 1974 was not available.

FEDERAL MANDATES STATEMENT

The Committee adopts as its own the estimate of Federal mandates prepared by the Director of the Congressional Budget Office pursuant to section 423 of the Unfunded Mandates Reform Act.

STATEMENT OF GENERAL PERFORMANCE GOALS AND OBJECTIVES

Pursuant to clause 3(c)(4) of rule XIII, the general performance goal or objective of this legislation is to promote tourism to music-related and sports attractions in America.

DUPLICATION OF FEDERAL PROGRAMS

Pursuant to clause 3(c)(5) of rule XIII, no provision of H.R. 617 is known to be duplicative of another Federal program, including any program that was included in a report to Congress pursuant to section 21 of Public Law 111–139 or the most recent Catalog of Federal Domestic Assistance.

RELATED COMMITTEE AND SUBCOMMITTEE HEARINGS

Pursuant to clause 3(c)(6) of rule XIII, the following hearing was used to develop or consider H.R. 617:

- On June 26, 2024, the Subcommittee on Innovation, Data, and Commerce held a hearing titled “The Fiscal Year 2025 Department of Commerce Budget.” The Subcommittee received testimony from:
 - Gina Raimondo, Secretary, Department of Commerce.

COMMITTEE COST ESTIMATE

Pursuant to clause 3(d)(1) of rule XIII, the Committee adopts as its own the cost estimate prepared by the Director of the Congressional Budget Office pursuant to section 402 of the Congressional Budget Act of 1974. At the time this report was filed, the estimate was not available.

EARMARK, LIMITED TAX BENEFITS, AND LIMITED TARIFF BENEFITS

Pursuant to clause 9(e), 9(f), and 9(g) of rule XXI, the Committee finds that H.R. 617 contains no earmarks, limited tax benefits, or limited tariff benefits.

ADVISORY COMMITTEE STATEMENT

No advisory committees within the meaning of section 5(b) of the Federal Advisory Committee Act were created by this legislation.

APPLICABILITY TO LEGISLATIVE BRANCH

The Committee finds that the legislation does not relate to the terms and conditions of employment or access to public services or accommodations within the meaning of section 102(b)(3) of the Congressional Accountability Act.

SECTION-BY-SECTION ANALYSIS OF THE LEGISLATION

Section 1. Short title

This section provides that this Act may be cited as the “American Music and Tourism Act of 2024.”

Section 2. Responsibilities of the Assistant Secretary of Commerce for Travel and Tourism

Section 2 amends the Visit America Act (15 U.S.C. 9803(b)) to identify locations and events in the United States that are important to music tourism and to promote domestic travel and tourism to those locations; to increase and facilitate international business and leisure travel to the United States; and to require a report to Congress of activities, findings, achievements, and vulnerabilities relating to the goals described in subsections (a) through (d) of this Act.

Section 2 also amends Section 600 of the title VI of division BB of the Consolidated Appropriations Act, 2023 (15 U.S.C. 9801) to add a definition of “music tourism, which is defined as the act of traveling to a State or locality to visit historic or modern day music-related attractions, including museums, studios, venues of all sizes, and other sites related to music, or the act of traveling to a State or locality to attend a music festival, a concert, or other live musical performance or music-related special event.”

CHANGES IN EXISTING LAW MADE BY THE BILL, AS REPORTED

In compliance with clause 3(e) of rule XIII of the Rules of the House of Representatives, changes in existing law made by the bill, as reported, are shown as follows (existing law proposed to be omitted is enclosed in black brackets, new matter is printed in italics, and existing law in which no change is proposed is shown in roman):

CONSOLIDATED APPROPRIATIONS ACT, 2023

* * * * *

DIVISION BB—CONSUMER PROTECTION AND COMMERCE

* * * * *

TITLE VI—TRAVEL AND TOURISM

SEC. 600. DEFINED TERM.

【In this title, the term “COVID-19 public health emergency”—】
In this title:

(1) *COVID-19 PUBLIC HEALTH EMERGENCY.*—*The term “COVID-19 public health emergency”—*

【(1)】 (A) means the public health emergency first declared on January 31, 2020, by the Secretary of Health and Human Services under section 319 of the Public Health Service Act (42 U.S.C. 247d) with respect to COVID-19; and

【(2)】 (B) includes any renewal of such declaration pursuant to such section 319.

(2) *MUSIC TOURISM.*—*The term “music tourism” means—*

(A) *the act of traveling to a State or locality to visit historic or modern day music-related attractions, including museums, studios, venues of all sizes, and other sites related to music; or*

(B) *the act of traveling to a State or locality to attend a music festival, a concert, or other live musical performance or music-related special event.*

Subtitle A—Travel Promotion

SEC. 601. SHORT TITLE.

This subtitle may be cited as the “Visit America Act”.

* * * * *

SEC. 605. RESPONSIBILITIES OF THE ASSISTANT SECRETARY OF COMMERCE FOR TRAVEL AND TOURISM.

(a) *VISITATION GOALS.*—The Assistant Secretary of Commerce for Travel and Tourism (referred to in this section as the “Assistant Secretary”) shall—

(1) after consultation with the travel and tourism industry, work with the Travel Promotion Committee and the United States Travel and Tourism Advisory Board to establish an annual goal, consistent with the goals of the travel and tourism strategy developed pursuant to section 606(1), for—

(A) the number of international visitors to the United States; and

(B) the value of travel and tourism commerce;

(2) develop recommendations for achieving the annual goals established pursuant to paragraph (1);

(3) ensure that travel and tourism policy is developed in consultation with—

(A) the Tourism Policy Council;

(B) the Secretary of State;

- (C) the Secretary of Homeland Security;
- (D) the Corporation for Travel Promotion;
- (E) the United States Travel and Tourism Advisory Board; and
- (F) travel and tourism industry representatives, including public and private destination marketing organizations, travel and tourism suppliers, gig economy representatives, and labor representatives from these industries;
- (4) establish short, medium, and long-term timelines for implementing the recommendations developed pursuant to paragraph (2);
- (5) conduct Federal agency needs assessments, in consultation with the Office of Management and Budget and other relevant Federal agencies, to identify the resources, statutory or regulatory changes, and private sector engagement needed to achieve the annual visitation goals; and
- (6) provide assessments and recommendations to—
 - (A) the Committee on Commerce, Science, and Transportation of the Senate;
 - (B) the Committee on Energy and Commerce of the House of Representatives; and
 - (C) the public through a publicly accessible website.
- (b) DOMESTIC TRAVEL AND TOURISM.—The Assistant Secretary, to the extent feasible, shall—
 - (1) evaluate, on an ongoing basis, domestic policy options for supporting competitiveness with respect to the strengths, weaknesses, and growth of the domestic travel industry;
 - (2) develop recommendations and goals to support and enhance domestic tourism, separated by business and leisure~~]; and~~;
 - (3) engage public and private stakeholders to support domestic tourism~~].~~ *and*
 - (4) *identify locations and events in the United States that are important to music tourism and facilitate and promote domestic travel and tourism to those locations and events.*
- (c) WORKFORCE.—The Assistant Secretary shall—
 - (1) consult with the Secretary of Labor to develop strategies and best practices for improving the timeliness and reliability of travel and tourism workforce data;
 - (2) work with the Secretary of Labor and the Bureau of Economic Analysis to improve travel and tourism industry data;
 - (3) provide recommendations for policy enhancements and efficiencies; and
 - (4) provide policy recommendations regarding the gig economy as it relates to travel and tourism.
- ~~[(d) FACILITATION OF INTERNATIONAL BUSINESS TRAVEL.—The Assistant Secretary, in coordination with relevant Federal agencies, shall strive to increase and facilitate international business travel to the United States and ensure competitiveness by—

 - [(1) facilitating large meetings, incentives, conferences, and exhibitions in the United States;
 - [(2) emphasizing rural and other destinations in the United States that are rich in cultural heritage or ecological tourism, among other uniquely American destinations, as locations for~~

hosting international meetings, incentives, conferences, and exhibitions; and

【(3) facilitating sports and recreation events and activities in the United States.】

(d) *FACILITATION OF INTERNATIONAL BUSINESS AND LEISURE TRAVEL.*—*The Assistant Secretary, in coordination with relevant Federal agencies, shall strive to increase and facilitate international business and leisure travel to the United States and ensure competitiveness by—*

(1) *facilitating large meetings, incentives, conferences, and exhibitions in the United States;*

(2) *emphasizing rural and other destinations in the United States that are rich in cultural heritage or ecological tourism, among other uniquely American destinations, as locations for hosting international meetings, incentives, conferences, and exhibitions;*

(3) *facilitating and promoting international travel and tourism to sports and recreation events and activities in the United States; and*

(4) *identifying locations and events in the United States that are important to music tourism and facilitating and promoting international travel and tourism to those locations and events.*

(e) *RECOVERY STRATEGIES.*—

(1) *IN GENERAL.*—Not later than 1 year after amounts are appropriated to the Department of Commerce to accomplish the purposes of this section, the Assistant Secretary, in consultation with the entities referred to in subsection (a)(3), shall develop recovery strategies for the travel and tourism industry in response to the economic impacts of the COVID-19 pandemic and in anticipation of other unpredictable catastrophic events that would significantly affect the travel and tourism industry, such as hurricanes, floods, tsunamis, tornadoes, wildfires, terrorist attacks, and pandemics.

(2) *COST-BENEFIT ANALYSIS.*—In developing the recovery strategies under paragraph (1), the Assistant Secretary shall conduct cost-benefit analyses that take into account the health and economic effects of public health mitigation measures on the travel and tourism industry.

(f) *REPORTING REQUIREMENTS.*—

(1) *ASSISTANT SECRETARY.*—The Assistant Secretary, subject to the availability of appropriations, shall produce an annual forecasting report on the travel and tourism industry, which shall include current and anticipated—

(A) domestic employment needs;

(B) international inbound volume and spending, taking into account the lasting effects of the COVID-19 public health emergency and the impact of the recovery strategy implemented pursuant to subsection (e)(1); and

(C) domestic volume and spending, including Federal and State public land travel and tourism data.

(2) *BUREAU OF ECONOMIC ANALYSIS.*—The Director of the Bureau of Economic Analysis, subject to the availability of appropriations and to the extent feasible, should make quarterly updates to the Travel and Tourism Satellite Accounts, including—

- (A) State-level travel and tourism spending data;
 - (B) travel and tourism workforce data for full-time and part-time employment; and
 - (C) Federal and State public lands outdoor recreational activity and tourism spending data.
- (3) NATIONAL TRAVEL AND TOURISM OFFICE.—The Director of the National Travel and Tourism Office—
- (A) in partnership with the Bureau of Economic Analysis and other relevant Federal agencies, shall provide a monthly report on international arrival and spending data to—
 - (i) the Travel and Tourism Advisory Board; and
 - (ii) the public through a publicly accessible website; and
 - (B) shall include questions in the Survey of International Air Travelers regarding wait-times, visits to public lands, and State data, to the extent applicable.
- (4) *REPORT ON GOALS RELATING TO DOMESTIC AND INTERNATIONAL TRAVEL.*—*Not later than 1 year after the date of enactment of the American Music Tourism Act of 2025, and every 2 years thereafter, the Assistant Secretary shall submit to the Committee on Commerce, Science, and Transportation of the Senate and the Committee on Energy and Commerce of the House of Representatives a report of activities, findings, achievements, and vulnerabilities relating to the goals described in subsections (a) through (d).*

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