

118TH CONGRESS
2D SESSION

S. _____

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

IN THE SENATE OF THE UNITED STATES

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

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 2024”.

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) identifying locations and events in the
7 United States that are important to music tourism
8 and promoting domestic travel and tourism to those
9 sites and events.”.

10 (b) FACILITATION OF INTERNATIONAL BUSINESS
11 TRAVEL.—Section 605(d) of the Visit America Act (15
12 U.S.C. 9803(d)) is amended—

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

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

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

18 “(4) identifying locations and events in the
19 United States that are important to music tourism
20 and promoting international travel and tourism to
21 those sites and events.”.

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

1 “(4) REPORT ON GOALS RELATING TO DOMES-
2 TIC AND INTERNATIONAL TRAVEL.—Not later than
3 1 year after the date of enactment of the American
4 Music Tourism Act of 2024, and each year there-
5 after, the Assistant Secretary shall submit to the
6 Subcommittee on Tourism, Trade, and Export Pro-
7 motion of the Committee on Commerce, Science, and
8 Transportation of the Senate and the Subcommittee
9 on Innovation, Data, and Commerce of the Com-
10 mittee on Energy and Commerce of the House of
11 Representatives a report of activities, findings,
12 achievements, and vulnerabilities relating to the
13 goals described in subsections (a) through (d).”.

14 (d) DEFINITION.—Section 605 of the Visit America
15 Act (15 U.S.C. 9803), as amended by this Act, is amended
16 by adding at the end the following:

17 “(g) MUSIC TOURISM DEFINED.—For the purposes
18 of this section, the term ‘music tourism’ means—

19 “(1) the act of traveling to a State or locality
20 to visit historic or modern day music-related attrac-
21 tions, including museums, studios, venues of all
22 sizes, and other sites related to music; or

23 “(2) the act of traveling to a State or locality
24 to attend a music festival, a concert, or other live
25 musical performance.”.