

107TH CONGRESS
1ST SESSION

H. R. 3157

To authorize the Secretary of Commerce to establish a Travel and Tourism
Promotion Bureau.

IN THE HOUSE OF REPRESENTATIVES

OCTOBER 17, 2001

Mr. UNDERWOOD (for himself, Mr. ACEVEDO-VILÁ, Mrs. CHRISTENSEN, Mr.
FALEOMAVAEGA, and Mr. RODRIGUEZ) introduced the following bill;
which was referred to the Committee on Energy and Commerce

A BILL

To authorize the Secretary of Commerce to establish a Travel
and Tourism Promotion Bureau.

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 “Rediscover America
5 Act of 2001”.

6 **SEC. 2. FINDINGS AND PURPOSE.**

7 (a) FINDINGS.—Congress finds that—

8 (1) the revitalization of the travel and tourism
9 industry following the September 11, 2001, terrorist

1 attacks on the United States is a national economic
2 necessity;

3 (2) in light of the effect that the attacks have
4 had on the tourism industry, it is important to put
5 measures immediately into place to restore consumer
6 confidence in travel and in the economy;

7 (3) safety and security in travel is of utmost
8 importance in order to restore consumer confidence
9 in the industry;

10 (4) the travel and tourism industry has a large
11 impact on the U.S. economy—adding nearly 5 per-
12 cent to the GDP, generating more than
13 \$578,000,000 in revenues, supporting more than
14 17,000,000 jobs, and providing a \$14,000,000 trade
15 surplus for the country; and

16 (5) more than 95 percent of the businesses in
17 travel and tourism are small to medium sized enter-
18 prises.

19 (b) PURPOSE.—The purpose of this Act is to assist
20 the travel and tourism industry in its effort to restore con-
21 sumer confidence in the wake of the September 11, 2001,
22 terrorist attacks on the United States.

1 **SEC. 3. UNITED STATES TRAVEL AND TOURISM PRO-**
2 **MOTION BUREAU.**

3 (a) ESTABLISHMENT.—There is established in the
4 Department of Commerce a United States Travel and
5 Tourism Promotion Bureau.

6 (b) PURPOSE.—The Bureau shall—

7 (1) work to help restore consumer confidence in
8 travel in the two years following the September 11,
9 2001, terrorist attacks on the United States; and

10 (2) work in conjunction with private industry
11 and industry employee representatives to design and
12 implement public service announcements and adver-
13 tising to promote tourism, encouraging Americans
14 and foreign visitors to rediscover the nation's treas-
15 ures.

16 (c) POWERS.—To carry out the purposes of this Act,
17 the Bureau may—

18 (1) distribute funds to any travel and tourism
19 related organization or association;

20 (2) enter into contracts with private organiza-
21 tions or business;

22 (3) utilize up to three existing employees of the
23 Department of Commerce, as may be assigned by
24 the Secretary; and

25 (4) conduct any and all acts necessary and
26 proper to carry out the purposes of this Act.

1 **SEC. 4. UNITED STATES TRAVEL AND TOURISM PRO-**
2 **MOTION BUREAU ADVISORY COMMITTEE.**

3 (a) **ESTABLISHMENT.**—There is established a United
4 States Travel and Tourism Promotion Bureau Advisory
5 Committee for the purpose of recommending activities to
6 the Bureau.

7 (b) **MEMBERS.**—Within 30 days after enactment of
8 this Act, the Secretary of Commerce shall appoint the
9 members of the Advisory Committee as follows:

10 (1) 1 member representing the aviation indus-
11 try;

12 (2) 1 member representing airline workers;

13 (3) 1 member representing the hotel industry;

14 (4) 1 member representing hotel workers;

15 (5) 1 member representing the restaurant in-
16 dustry;

17 (6) 1 member representing restaurant workers;

18 (7) 1 member representing amusement parks;

19 and

20 (8) 1 member of the Rural Tourism Founda-
21 tion;

22 (c) **CHAIR.**—The Advisory Committee shall elect a
23 Chair for an initial term of 6 months. After such initial
24 term, the Chair shall be elected for such term as the Com-
25 mittee may designate.

1 (d) VACANCIES.—If a vacancy occurs in the member-
2 ship of the Committee, the Secretary of Commerce shall
3 fill the vacancy, provided that the membership of the Com-
4 mittee remains consistent with subsection (b).

5 **SEC. 5. QUARTERLY REPORTING PROVISION.**

6 Not less than once every 90 days, the Bureau shall
7 report to the U.S. Senate Committee on Commerce,
8 Science and Transportation and the U.S. House of Rep-
9 resentatives Committee on Energy and Commerce on—

10 (1) the Bureau's activities to promote travel
11 and tourism; and

12 (2) the state of the travel and tourism industry.

13 **SEC. 6. SUNSET.**

14 The provisions of this Act shall terminate two years
15 after the date of enactment of this Act.

16 **SEC. 7. AUTHORIZATION OF APPROPRIATIONS.**

17 (A) APPROPRIATION.—Of the funds provided in Pub-
18 lic Law 107–38, not less than \$60,000,000 shall be used
19 for the purpose of carrying out this Act.

20 (b) AVAILABILITY OF FUNDS.—The funds made
21 available pursuant to subsection (a) shall be available to
22 be expended in fiscal year 2002 and fiscal year 2003.

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