IN THE HOUSE OF REPRESENTATIVES

JULY 18, 2019

Mr. WELCH (for himself, Mr. BILIRAKIS, Ms. TITUS, and Mr. LONG) introduced the following bill; which was referred to the Committee on Energy and Commerce, and in addition to the Committee on Homeland Security, 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 extend funding for Brand USA through fiscal year 2027, 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 “Brand USA Extension

5 Act”.

Committee Print

[SHOWING THE TEXT OF H.R. 3851 AS FORWARDED BY THE SUBCOMMITTEE ON CONSUMER PROTECTION AND COMMERCE ON NOVEMBER 14, 2019]
SEC. 2. THE CORPORATION FOR TRAVEL PROMOTION.

Subsection (b) of the Travel Promotion Act of 2009 (22 U.S.C. 2131(b)) is amended—

(1) in paragraph (2)(A)—

(A) in clause (ii), by inserting “or foodservice” after “restaurant”;

(B) in clause (v), by inserting “, such as outdoor recreation” before the semicolon at the end; and

(C) in clause (viii), by inserting “commercial or private” before “passenger air sector”;

(2) in paragraph (5)(A)—

(A) in clause (iii), by inserting “speaking conventions, sales missions,” after “trade shows,”;

(B) in clause (iv), by striking “and” at the end;

(C) in clause (v), by striking the period at the end and inserting “; and”; and

(D) by adding at the end the following:

“(vi) to promote tourism to the United States through digital media, online platforms, and other appropriate medium.”; and

(3) in paragraph (7)(C), by striking “3 days” and inserting “5 days”.

SEC. 3. ACCOUNTABILITY MEASURES.

Subsection (c) of the Travel Promotion Act of 2009 (22 U.S.C. 2131(c)) is amended—

(1) in paragraph (2), by striking “$500,000” and inserting “$450,000”; and

(2) in paragraph (3)—

(A) by redesignating subparagraph (I) as subparagraph (K);

(B) in subparagraph (H)(iii), by striking “and” at the end; and

(C) by inserting after subparagraph (H)(iii) the following:

“(I) a list of countries the Corporation identifies as emerging markets for tourism to the United States;

“(J) a description of the efforts the Corporation has made to promote tourism to rural areas of the United States; and”.

SEC. 4. EXTENSION OF FUNDING FOR BRAND USA.

Subsection (d) of the Travel Promotion Act of 2009 (22 U.S.C. 2131(d)) is amended—

(1) in paragraph (2)(B), by striking “2020” and inserting “2027”; and

(2) in paragraph (3)(B)(ii), by striking “70 percent” and inserting “50 percent”; and
(3) in paragraph (4)(B), by striking “2020” and inserting “2027”.

SEC. 5. PERFORMANCE PLAN.

Not later than 90 days after the date of the enactment of this Act, the Corporation for Travel Promotion shall make the performance metrics established pursuant to subsection (f)(1)(A) of the Travel Promotion Act of 2009 (22 U.S.C. 2131(f)(1)(A)) publicly available on the website of the Corporation.

SEC. 6. ELECTRONIC SYSTEM FOR TRAVEL AUTHORIZATION FEE INCREASE.
