

111TH CONGRESS
1ST SESSION

S. 1023

To establish a non-profit corporation to communicate United States entry policies and otherwise promote leisure, business, and scholarly travel to the United States.

IN THE SENATE OF THE UNITED STATES

MAY 12, 2009

Mr. DORGAN (for himself, Mr. ENSIGN, Mr. INOUE, Mr. MARTINEZ, Ms. KLOBUCHAR, Mr. BEGICH, Ms. MIKULSKI, Mr. BENNET, Mr. UDALL of New Mexico, Mr VITTER, Mr. UDALL of Colorado, and Mr. REID) introduced the following bill; which was read twice and referred to the Committee on Commerce, Science, and Transportation

A BILL

To establish a non-profit corporation to communicate United States entry policies and otherwise promote leisure, business, and scholarly travel to the United States.

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; TABLE OF CONTENTS.**

4 (a) SHORT TITLE.—This Act may be cited as the
5 “Travel Promotion Act of 2009”.

6 (b) TABLE OF CONTENTS.—The table of contents for
7 this Act is as follows:

Sec. 1. Short title; table of contents.

- Sec. 2. The Corporation for Travel Promotion.
- Sec. 3. Accountability measures.
- Sec. 4. Matching public and private funding.
- Sec. 5. Travel promotion fund fees.
- Sec. 6. Assessment authority.
- Sec. 7. Office of Travel Promotion.
- Sec. 8. Research program.

1 **SEC. 2. THE CORPORATION FOR TRAVEL PROMOTION.**

2 (a) ESTABLISHMENT.—The Corporation for Travel
 3 Promotion is established as a nonprofit corporation. The
 4 Corporation shall not be an agency or establishment of
 5 the United States Government. The Corporation shall be
 6 subject to the provisions of the District of Columbia Non-
 7 profit Corporation Act (D.C. Code, section 29–1001 et
 8 seq.), to the extent that such provisions are consistent
 9 with this section, and shall have the powers conferred
 10 upon a nonprofit corporation by that Act to carry out its
 11 purposes and activities.

12 (b) BOARD OF DIRECTORS.—

13 (1) IN GENERAL.—The Corporation shall have
 14 a board of directors of 11 members with knowledge
 15 of international travel promotion and marketing,
 16 broadly representing various regions of the United
 17 States, who are United States citizens. Members of
 18 the board shall be appointed by the Secretary of
 19 Commerce (after consultation with the Secretary of
 20 Homeland Security and the Secretary of State), as
 21 follows:

1 (A) 1 shall have appropriate expertise and
2 experience in the hotel accommodations sector;

3 (B) 1 shall have appropriate expertise and
4 experience in the restaurant sector;

5 (C) 1 shall have appropriate expertise and
6 experience in the small business or retail sector
7 or in associations representing that sector;

8 (D) 1 shall have appropriate expertise and
9 experience in the advertising sector;

10 (E) 1 shall have appropriate expertise and
11 experience in the attractions or recreations sec-
12 tor;

13 (F) 1 shall have appropriate expertise and
14 experience as officials of a city convention and
15 visitors' bureau;

16 (G) 2 shall have appropriate expertise and
17 experience as officials of a State tourism office;

18 (H) 1 shall have appropriate expertise and
19 experience in the passenger air sector;

20 (I) 1 shall have appropriate expertise and
21 experience in immigration law and policy, in-
22 cluding visa requirements and United States
23 entry procedures; and

24 (J) 1 shall have appropriate expertise in
25 the intercity passenger railroad business.

1 (2) INCORPORATION.—The members of the ini-
2 tial board of directors shall serve as incorporators
3 and shall take whatever actions are necessary to es-
4 tablish the Corporation under the District of Colum-
5 bia Nonprofit Corporation Act (D.C. Code, section
6 29–1001 et seq.).

7 (3) TERM OF OFFICE.—The term of office of
8 each member of the board appointed by the Sec-
9 retary shall be 3 years, except that, of the members
10 first appointed—

11 (A) 3 shall be appointed for terms of 1
12 year;

13 (B) 4 shall be appointed for terms of 2
14 years; and

15 (C) 4 shall be appointed for terms of 3
16 years.

17 (4) REMOVAL FOR CAUSE.—The Secretary of
18 Commerce may remove any member of the board for
19 good cause.

20 (5) VACANCIES.—Any vacancy in the board
21 shall not affect its power, but shall be filled in the
22 manner required by this section. Any member whose
23 term has expired may serve until the member’s suc-
24 cessor has taken office, or until the end of the cal-
25 endar year in which the member’s term has expired,

1 whichever is earlier. Any member appointed to fill a
2 vacancy occurring prior to the expiration of the term
3 for which that member's predecessor was appointed
4 shall be appointed for the remainder of the prede-
5 cessor's term. No member of the board shall be eligi-
6 ble to serve more than 2 consecutive full 3-year
7 terms.

8 (6) ELECTION OF CHAIRMAN AND VICE CHAIR-
9 MAN.—Members of the board shall annually elect
10 one of the members to be Chairman and elect 1 or
11 2 of the members as Vice Chairman or Vice Chair-
12 men.

13 (7) STATUS AS FEDERAL EMPLOYEES.—Not-
14 withstanding any provision of law to the contrary,
15 no member of the board may be considered to be a
16 Federal employee of the United States by virtue of
17 his or her service as a member of the board.

18 (8) COMPENSATION; EXPENSES.—No member
19 shall receive any compensation from the Federal
20 government for serving on the Board. Each member
21 of the Board shall be paid actual travel expenses and
22 per diem in lieu of subsistence expenses when away
23 from his or her usual place of residence, in accord-
24 ance with section 5703 of title 5, United States
25 Code.

1 (c) OFFICERS AND EMPLOYEES.—

2 (1) IN GENERAL.—The Corporation shall have
3 a President, and such other officers as may be
4 named and appointed by the board for terms and at
5 rates of compensation fixed by the board. No indi-
6 vidual other than a citizen of the United States may
7 be an officer of the Corporation. The Corporation
8 may hire and fix the compensation of such employ-
9 ees as may be necessary to carry out its purposes.
10 No officer or employee of the Corporation may re-
11 ceive any salary or other compensation (except for
12 compensation for services on boards of directors of
13 other organizations that do not receive funds from
14 the Corporation, on committees of such boards, and
15 in similar activities for such organizations) from any
16 sources other than the Corporation for services ren-
17 dered during the period of his or her employment by
18 the Corporation. Service by any officer on boards of
19 directors of other organizations, on committees of
20 such boards, and in similar activities for such orga-
21 nizations shall be subject to annual advance ap-
22 proval by the board and subject to the provisions of
23 the Corporation's Statement of Ethical Conduct. All
24 officers and employees shall serve at the pleasure of
25 the board.

1 (2) NONPOLITICAL NATURE OF APPOINT-
2 MENT.—No political test or qualification shall be
3 used in selecting, appointing, promoting, or taking
4 other personnel actions with respect to officers,
5 agents, or employees of the Corporation.

6 (d) NONPROFIT AND NONPOLITICAL NATURE OF
7 CORPORATION.—

8 (1) STOCK.—The Corporation shall have no
9 power to issue any shares of stock, or to declare or
10 pay any dividends.

11 (2) PROFIT.—No part of the income or assets
12 of the Corporation shall inure to the benefit of any
13 director, officer, employee, or any other individual
14 except as salary or reasonable compensation for
15 services.

16 (3) POLITICS.—The Corporation may not con-
17 tribute to or otherwise support any political party or
18 candidate for elective public office.

19 (4) SENSE OF CONGRESS REGARDING LOBBYING
20 ACTIVITIES.—It is the sense of Congress that the
21 Corporation should not engage in lobbying activities
22 (as defined in section 3(7) of the Lobbying Disclo-
23 sure Act of 1995 (5 U.S.C. 1602(7)).

24 (e) DUTIES AND POWERS.—

1 (1) IN GENERAL.—The Corporation shall de-
2 velop and execute a plan—

3 (A) to provide useful information to for-
4 eign tourists, business people, students, schol-
5 ars, scientists, and others interested in travel-
6 ing to the United States, including the dis-
7 tribution of material provided by the Federal
8 government concerning entry requirements, re-
9 quired documentation, fees, processes, and in-
10 formation concerning declared public health
11 emergencies, to prospective travelers, travel
12 agents, tour operators, meeting planners, for-
13 eign governments, travel media and other inter-
14 national stakeholders;

15 (B) to identify, counter, and correct
16 misperceptions regarding United States entry
17 policies around the world;

18 (C) to maximize the economic and diplo-
19 matic benefits of travel to the United States by
20 promoting the United States of America to
21 world travelers through the use of, but not lim-
22 ited to, all forms of advertising, outreach to
23 trade shows, and other appropriate promotional
24 activities;

1 (D) to ensure that international travel ben-
2 efits all States and the District of Columbia
3 and to identify opportunities and strategies to
4 promote tourism to rural and urban areas
5 equally, including areas not traditionally visited
6 by international travelers; and

7 (E) to give priority to the Corporation's ef-
8 forts with respect to countries and populations
9 most likely to travel to the United States.

10 (2) SPECIFIC POWERS.—In order to carry out
11 the purposes of this section, the Corporation may—

12 (A) obtain grants from and make contracts
13 with individuals and private companies, State,
14 and Federal agencies, organizations, and insti-
15 tutions;

16 (B) hire or accept the voluntary services of
17 consultants, experts, advisory boards, and pan-
18 els to aid the Corporation in carrying out its
19 purposes; and

20 (C) take such other actions as may be nec-
21 essary to accomplish the purposes set forth in
22 this section.

23 (3) PUBLIC OUTREACH AND INFORMATION.—
24 The Corporation shall develop and maintain a pub-
25 licly accessible website.

1 (f) OPEN MEETINGS.—Meetings of the board of di-
2 rectors of the Corporation, including any committee of the
3 board, shall be open to the public. The board may, by ma-
4 jority vote, close any such meeting only for the time nec-
5 essary to preserve the confidentiality of commercial or fi-
6 nancial information that is privileged or confidential, to
7 discuss personnel matters, or to discuss legal matters af-
8 fecting the Corporation, including pending or potential liti-
9 gation.

10 (g) MAJOR CAMPAIGNS.—The board may not author-
11 ize the Corporation to obligate or expend more than
12 \$25,000,000 on any advertising campaign, promotion, or
13 related effort unless—

14 (1) the obligation or expenditure is approved by
15 an affirmative vote of at least $\frac{2}{3}$ of the members of
16 the board present at the meeting;

17 (2) at least 6 members of the board are present
18 at the meeting at which it is approved; and

19 (3) each member of the board has been given
20 at least 3 days advance notice of the meeting at
21 which the vote is to be taken and the matters to be
22 voted upon at that meeting.

23 (h) FISCAL ACCOUNTABILITY.

1 (1) FISCAL YEAR.—The Corporation shall es-
2 tablish as its fiscal year the 12-month period begin-
3 ning on October 1.

4 (2) BUDGET.—The Corporation shall adopt a
5 budget for each fiscal year.

6 (3) ANNUAL AUDITS.—The Corporation shall
7 engage an independent accounting firm to conduct
8 an annual financial audit of the Corporation’s oper-
9 ations and shall publish the results of the audit. The
10 Comptroller General of the United States may re-
11 view any audit of a financial statement conducted
12 under this subsection by an independent accounting
13 firm and may audit the Corporation’s operations at
14 the discretion of the Comptroller General. The
15 Comptroller General shall have full and complete ac-
16 cess to the books and records of the Corporation.

17 (4) PROGRAM AUDITS.—Not later than 2 years
18 after the date of enactment of this Act, the Comp-
19 troller General shall conduct a review of the pro-
20 grammatic activities of the Corporation for Travel
21 Promotion. This report shall be provided to appro-
22 priate congressional committees.

23 **SEC. 3. ACCOUNTABILITY MEASURES.**

24 (a) OBJECTIVES.—The Board shall establish annual
25 objectives for the Corporation for each fiscal year subject

1 to approval by the Secretary of Commerce (after consulta-
2 tion with the Secretary of Homeland Security and the Sec-
3 retary of State). The Corporation shall establish a mar-
4 keting plan for each fiscal year not less than 60 days be-
5 fore the beginning of that year and provide a copy of the
6 plan, and any revisions thereof, to the Secretary.

7 (b) BUDGET.—The board shall transmit a copy of the
8 Corporation’s budget for the forthcoming fiscal year to the
9 Secretary not less than 60 days before the beginning of
10 each fiscal year, together with an explanation of any ex-
11 penditure provided for by the budget in excess of
12 \$5,000,000 for the fiscal year. The Corporation shall
13 make a copy of the budget and the explanation available
14 to the public and shall provide public access to the budget
15 and explanation on the Corporation’s website.

16 (c) ANNUAL REPORT TO CONGRESS.—The Corpora-
17 tion shall submit an annual report for the preceding fiscal
18 year to the Secretary of Commerce for transmittal to the
19 Congress on or before the 15th day of May of each year.
20 The report shall include—

21 (1) a comprehensive and detailed report of the
22 Corporation’s operations, activities, financial condi-
23 tion, and accomplishments under this Act;

1 (2) a comprehensive and detailed inventory of
2 amounts obligated or expended by the Corporation
3 during the preceding fiscal year;

4 (3) a detailed description of each in-kind con-
5 tribution, its fair market value, the individual or or-
6 ganization responsible for contributing, its specific
7 use, and a justification for its use within the context
8 of the Corporation's mission;

9 (4) an objective and quantifiable measurement
10 of its progress, on an objective-by-objective basis, in
11 meeting the objectives established by the board;

12 (5) an explanation of the reason for any failure
13 to achieve an objective established by the board and
14 any revisions or alterations to the Corporation's ob-
15 jectives under subsection (a);

16 (6) a comprehensive and detailed report of the
17 Corporation's operations and activities to promote
18 tourism in rural and urban areas; and

19 (7) such recommendations as the Corporation
20 deems appropriate.

21 **SEC. 4. MATCHING PUBLIC AND PRIVATE FUNDING.**

22 (a) ESTABLISHMENT OF TRAVEL PROMOTION
23 FUND.—There is hereby established in the Treasury a
24 fund which shall be known as the Travel Promotion Fund.

25 (b) FUNDING.—

1 (1) START-UP EXPENSES.—For the period be-
2 ginning on October 1, 2009, and ending on Decem-
3 ber 31, 2009, the Secretary of the Treasury shall
4 make available to the Corporation such sums as may
5 be necessary, but not to exceed \$10,000,000, from
6 amounts deposited in the general fund of the Treas-
7 ury from fees under section 217(h)(3)(B)(i)(I) of the
8 Immigration and Nationality Act (8 U.S.C.
9 1187(h)(3)(B)(i)(I)) to cover the Corporation’s ini-
10 tial expenses and activities under this Act.

11 (2) FISCAL YEAR 2010 AND SUBSEQUENT
12 YEARS.—For the period beginning on January 1,
13 2010, and ending on September 30, 2010, and for
14 each of fiscal years 2011 through 2014, from
15 amounts deposited in the general fund of the Treas-
16 ury during the preceding fiscal year from fees under
17 section 217(h)(3)(B)(i)(I) of the Immigration and
18 Nationality Act (8 U.S.C. 1187(h)(3)(B)(i)(I)), the
19 Secretary of the Treasury shall transfer not more
20 than \$100,000,000 to the Fund, which shall be
21 made available to the Corporation, subject to sub-
22 sections (c) and (d) of this section, to carry out its
23 functions under this Act. Transfers shall be made at
24 least quarterly on the basis of estimates by the Sec-
25 retary of the Treasury of the amounts required to be

1 transferred in accordance with subsection (c), and
2 proper adjustments shall be made in amounts subse-
3 quently transferred to the extent prior estimates
4 were in excess or less than the amounts required to
5 be transferred.

6 (c) MATCHING REQUIREMENT.—

7 (1) IN GENERAL.—The Secretary of the Treas-
8 ury shall make available to the Corporation at least
9 quarterly from amounts available in the Fund for
10 the period beginning on January 1, 2010, and end-
11 ing on September 30, 2010, and for each of fiscal
12 years 2011, 2012, 2013, and 2014, an amount equal
13 to the amount received from non-Federal sources by
14 the Corporation. The amount made available to the
15 Corporation under this paragraph for the period
16 ending on September 30, 2010, and for each of
17 those fiscal years, may not exceed \$100,000,000.

18 (2) GOODS AND SERVICES.—For the purpose of
19 determining the amount received from non-Federal
20 sources by the Corporation, other than money—

21 (A) the fair market value of goods and
22 services (including advertising) contributed to
23 the Corporation for use under this Act may be
24 included in the determination; but

1 (B) the fair market value of such goods
2 and services may not account for more than 80
3 percent of the matching requirement under
4 paragraph (1) for the Corporation in any fiscal
5 year.

6 (3) RIGHT OF REFUSAL.—The Corporation may
7 decline to accept any contribution in-kind that it de-
8 termines to be inappropriate, not useful, or commer-
9 cially worthless.

10 (4) LIMITATION.—The Corporation may not ob-
11 ligate or expend funds in excess of the total amount
12 received by the Corporation for a fiscal year from
13 Federal and non-Federal sources.

14 (d) CARRYFORWARD.—

15 (1) FEDERAL FUNDS.—Amounts transferred to
16 the Fund under subsection (b)(2) shall remain avail-
17 able until expended.

18 (2) MATCHING FUNDS.—Any amount received
19 by the Corporation from non-Federal sources in fis-
20 cal year 2010, 2011, 2012, 2013, or 2014 that can-
21 not be used to meet the matching requirement under
22 subsection (c)(1) for the fiscal year in which amount
23 was collected may be carried forward and treated as
24 having been received in the succeeding fiscal year for

1 purposes of meeting the matching requirement of
2 subsection (c)(1) in such succeeding fiscal year.

3 **SEC. 5. TRAVEL PROMOTION FUND FEES.**

4 Section 217(h)(3)(B) of the Immigration and Nation-
5 ality Act (8 U.S.C. 1187(h)(3)(B)) is amended to read as
6 follows:

7 “(B) FEES.—

8 “(i) IN GENERAL.—No later than September
9 30, 2009, the Secretary of Homeland Security shall
10 establish a fee for the use of the System and begin
11 assessment and collection of that fee. The initial fee
12 shall be the sum of—

13 “(I) \$10 per travel authorization; and

14 “(II) an amount that will at least ensure
15 recovery of the full costs of providing and ad-
16 ministering the System, as determined by the
17 Secretary.

18 “(ii) DISPOSITION OF AMOUNTS COLLECTED.—

19 Amounts collected under clause (i)(I) shall be cred-
20 ited to the Travel Promotion Fund established by
21 section 4 of the Travel Promotion Act of 2009.

22 Amounts collected under clause (i)(II) shall be
23 transferred to the general fund of the Treasury and
24 made available to pay the costs incurred to admin-
25 ister the System.

1 “(iii) SUNSET OF TRAVEL PROMOTION FUND
2 FEE.—The Secretary may not collect the fee author-
3 ized by clause (i)(I) for fiscal years beginning after
4 September 30, 2014.”.

5 **SEC. 6. ASSESSMENT AUTHORITY.**

6 (a) IN GENERAL.—Except as otherwise provided in
7 this section, the Corporation may impose an annual as-
8 sessment on United States members of the international
9 travel and tourism industry (other than those described
10 in section 2(b)(1)(C) or (H)) represented on the Board
11 in proportion to their share of the aggregate international
12 travel and tourism revenue of the industry. The Corpora-
13 tion shall be responsible for verifying, implementing, and
14 collecting the assessment authorized by this section.

15 (b) INITIAL ASSESSMENT LIMITED.—The Corpora-
16 tion may establish the initial assessment after the date
17 of enactment of the Travel and Tourism Promotion Act
18 at no greater, in the aggregate, than \$20,000,000.

19 (c) REFERENDA.—

20 (1) IN GENERAL.—The Corporation may not
21 impose an annual assessment unless—

22 (A) the Corporation submits the proposed
23 annual assessment to members of the industry
24 in a referendum; and

1 (B) the assessment is approved by a ma-
2 jority of those voting in the referendum.

3 (3) PROCEDURAL REQUIREMENTS.—In con-
4 ducting a referendum under this subsection, the Cor-
5 poration shall—

6 (A) provide written or electronic notice not
7 less than 60 days before the date of the ref-
8 erendum;

9 (B) describe the proposed assessment or
10 increase and explain the reasons for the ref-
11 erendum in the notice; and

12 (C) determine the results of the ref-
13 erendum on the basis of weighted voting appor-
14 tioned according to each business entity's rel-
15 ative share of the aggregate annual United
16 States international travel and tourism revenue
17 for the industry per business entity, treating all
18 related entities as a single entity.

19 (d) COLLECTION.—

20 (1) IN GENERAL.—The Corporation shall estab-
21 lish a means of collecting the assessment that it
22 finds to be efficient and effective. The Corporation
23 may establish a late payment charge and rate of in-
24 terest to be imposed on any person who fails to

1 remit or pay to the Corporation any amount as-
2 sessed by the Corporation under this Act.

3 (2) ENFORCEMENT.—The Corporation may
4 bring suit in Federal court to compel compliance
5 with an assessment levied by the Corporation under
6 this Act.

7 (e) INVESTMENT OF FUNDS.—Pending disbursement
8 pursuant to a program, plan, or project, the Corporation
9 may invest funds collected through assessments, and any
10 other funds received by the Corporation, only in obliga-
11 tions of the United States or any agency thereof, in gen-
12 eral obligations of any State or any political subdivision
13 thereof, in any interest-bearing account or certificate of
14 deposit of a bank that is a member of the Federal Reserve
15 System, or in obligations fully guaranteed as to principal
16 and interest by the United States.

17 **SEC. 7. OFFICE OF TRAVEL PROMOTION.**

18 Title II of the International Travel Act of 1961 (22
19 U.S.C. 2121 et seq.) is amended by inserting after section
20 201 the following:

21 **“SEC. 202. OFFICE OF TRAVEL PROMOTION.**

22 “(a) OFFICE ESTABLISHED.—There is established
23 within the Department of Commerce an office to be known
24 as the Office of Travel Promotion.

25 “(b) DIRECTOR.—

1 “(1) APPOINTMENT.—The Office shall be head-
2 ed by a Director who shall be appointed by the Sec-
3 retary.

4 “(2) QUALIFICATIONS.—The Director shall be a
5 citizen of the United States and have experience in
6 a field directly related to the promotion of travel to
7 and within the United States.

8 “(3) DUTIES.—The Director shall be respon-
9 sible for ensuring the office is carrying out its func-
10 tions effectively and shall report to the Secretary.

11 “(c) FUNCTIONS.—The Office shall—

12 “(1) serve as liaison to the Corporation for
13 Travel Promotion established by section 2 of the
14 Travel Promotion Act of 2009 and support and en-
15 courage the development of programs to increase the
16 number of international visitors to the United States
17 for business, leisure, educational, medical, exchange,
18 and other purposes;

19 “(2) work with the Corporation, the Secretary
20 of State and the Secretary of Homeland Security—

21 “(A) to disseminate information more ef-
22 fectively to potential international visitors about
23 documentation and procedures required for ad-
24 mission to the United States as a visitor;

1 “(B) to ensure that arriving international
2 visitors are generally welcomed with accurate
3 information and in an inviting manner;

4 “(C) to collect accurate data on the total
5 number of international visitors that visit each
6 State; and

7 “(D) enhance the entry and departure ex-
8 perience for international visitors through the
9 use of advertising, signage, and customer serv-
10 ice; and

11 “(3) support State, regional, and private sector
12 initiatives to promote travel to and within the
13 United States.

14 “(d) REPORTS TO CONGRESS.—Within a year after
15 the date of enactment of the Travel Promotion Act of
16 2009, and periodically thereafter as appropriate, the Sec-
17 retary shall transmit a report to the Senate Committee
18 on Commerce, Science, and Transportation, the Senate
19 Committee on Homeland Security and Government Af-
20 fairs, the Senate Committee on Foreign Relations, the
21 House of Representatives Committee on Energy and Com-
22 merce, the House of Representatives Committee on Home-
23 land Security, and the House of Representatives Com-
24 mittee on Foreign Affairs describing the Office’s work
25 with the Corporation, the Secretary of State and the Sec-

1 retary of Homeland Security to carry out subsection
2 (c)(2).”.

3 **SEC. 8. RESEARCH PROGRAM.**

4 Title II of the International Travel Act of 1961 (22
5 U.S.C. 2121 et seq.), as amended by section 7, is further
6 amended by inserting after section 202 the following:

7 **“SEC. 203. RESEARCH PROGRAM.**

8 “(a) IN GENERAL.—The Office of Travel and Tour-
9 ism Industries shall expand and continue its research and
10 development activities in connection with the promotion of
11 international travel to the United States, including—

12 “(1) expanding access to the official Mexican
13 travel surveys data to provide the States with trav-
14 eler characteristics and visitation estimates for tar-
15 geted marketing programs;

16 “(2) expanding the number of inbound air trav-
17 elers sampled by the Commerce Department’s Sur-
18 vey of International Travelers to reach a 1 percent
19 sample size and revising the design and format of
20 questionnaires to accommodate a new survey instru-
21 ment, improve response rates to at least double the
22 number of States and cities with reliable inter-
23 national visitor estimates and improve market cov-
24 erage;

1 “(3) developing estimates of international travel
2 exports (expenditures) on a State-by-State basis to
3 enable each State to compare its comparative posi-
4 tion to national totals and other States;

5 “(4) evaluate the success of the Corporation in
6 achieving its objectives and carrying out the pur-
7 poses of the Travel Promotion Act of 2009; and

8 “(5) research to support the annual reports re-
9 quired by section 202(d) of this Act.

10 “(b) AUTHORIZATION OF APPROPRIATIONS.—There
11 are authorized to be appropriated to the Secretary of Com-
12 merce for fiscal years 2010 through 2014 such sums as
13 may be necessary to carry out this section.”.

○