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(Original Signature of Member)

117TH CONGRESS
1ST SESSION

H. R. _____

To promote bilateral tourism through cooperation between the United States
and Mexico.

IN THE HOUSE OF REPRESENTATIVES

Mr. CUELLAR introduced the following bill; which was referred to the
Committee on _____

A BILL

To promote bilateral tourism through cooperation between
the United States and Mexico.

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 “United States-Mexico
5 Tourism Improvement Act of 2021”.

6 **SEC. 2. FINDINGS.**

7 Congress finds the following:

8 (1) The United States and Mexico have bene-
9 fitted economically from a bilateral, mutually bene-

1 ficial partnership focused on enhancing the tourism
2 industry in both countries.

3 (2) In 2016, Mexican tourism to the United
4 States peaked at 18,990,585 visitors, constituting 1
5 in 4 (24.9 percent) of all tourists that year.

6 (3) Additionally, in 2016, spending by Mexican
7 tourists in the United States totaled \$17.5 billion,
8 which represented a 0.7 percent growth from 2015.

9 (4) Tourist activity to the United States from
10 Mexico has declined since 2016, which is in contrast
11 to an overall international tourism industry increase
12 in the United States.

13 (5) In 2019, international tourist arrivals to-
14 taled 79,300,000, up 3.8 percent from 76,400,000 in
15 2016.

16 (6) However, also in 2019, there was a 3.5-per-
17 cent decline in visitors to the United States from
18 Mexico compared to 2016, comprising a loss of
19 662,404 Mexican tourists.

20 (7) In addition, the total spending from Mexi-
21 can tourists has plateaued, only increasing slightly
22 from \$17.5 billion in 2016 to \$17.6 billion in 2019,
23 comprising an increase of \$72 million, or 0.4 per-
24 cent.

1 (8) This is a critical economic trend given that
2 annually Mexico is the biggest source of inter-
3 national visitors to the United States after Canada.

4 **SEC. 3. STATEMENT OF POLICY.**

5 It is the policy of the United States—

6 (1) to continue deepening bilateral tourism
7 through governmental cooperation between the
8 United States and Mexico;

9 (2) to improve third-party tourism to the
10 United States and Mexico through joint inter-
11 national promotional efforts; and

12 (3) to seek to prioritize and expand the tourism
13 industries in both countries by emphasizing ex-
14 changes in various international economic sectors,
15 including relating to—

16 (A) hospitality and accommodation;

17 (B) retail; and

18 (C) cultural education.

19 **SEC. 4. STRATEGY TO EXPAND BILATERAL TOURISM**
20 **THROUGH COOPERATION WITH MEXICO.**

21 (a) **IN GENERAL.**—The Secretary of State shall de-
22 velop a strategy through the High Level Economic Dia-
23 logue (HLED) platform to carry out the bilateral tourism
24 policy described in section 3 and to encourage the Govern-

1 ment of Mexico to take reciprocal action relating to bilat-
2 eral tourism.

3 (b) ELEMENTS.—The strategy required under sub-
4 section (a) shall—

5 (1) encourage more joint tourism initiatives be-
6 tween the United States and Mexico, including col-
7 laborations between governmental and nongovern-
8 mental entities; and

9 (2) encourage United States and Mexican non-
10 profit institutions and private businesses to assist
11 prospective and developing entrepreneurs in
12 strengthening their business skills in the United
13 States and Mexico.

14 (c) REPORT.—Not later than 180 days after the date
15 of the enactment of this Act, the Secretary of State shall
16 submit to Congress a report on the strategy required
17 under subsection (a).