

161st CONGRESS
1st Session

H. R. 15

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

IN THE HOUSE OF REPRESENTATIVES

January 22, 2023

Mr. Lionheart (for himself) introduced the following bill;

A BILL

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

Be it enacted by the Senate and House of Representatives of the
United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the ``United States-Mexico Tourism
Improvement Act of 2023''.

SEC. 2. STATEMENT OF POLICY.

It is the policy of the United States--

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

(2) to improve third-party tourism to the United States
and

Mexico through joint international promotional efforts; and

(3) to seek to prioritize and expand the tourism industries in both countries by emphasizing exchanges in various international economic sectors, including those relating to--
 (A) hospitality and accommodation;
 (B) retail; and
 (C) cultural education.

SEC. 3. STRATEGY TO EXPAND BILATERAL TOURISM THROUGH COOPERATION WITH MEXICO.

(a) In General.--The Secretary of State shall develop a strategy through the High-Level Economic Dialogue (HLED) platform to carry out the bilateral tourism policy described in section 2 and to encourage the Government of Mexico to take reciprocal action relating to bilateral tourism.

(b) Elements.--The strategy required under subsection (a) shall--
 (1) encourage more joint tourism initiatives between the United States and Mexico, including collaborations between governmental and nongovernmental entities; and
 (2) encourage the United States and Mexican nonprofit institutions and private businesses to assist prospective and developing entrepreneurs in strengthening their business skills in the United States and Mexico.

(c) Report.--Not later than 180 days after the date of the enactment of this Act, the Secretary of State shall submit to Congress a report on the strategy required under subsection (a).