

HB648 INTRODUCED



1 HB648
2 11M2NLL-1
3 By Representative Clarke
4 RFD: Ways and Means General Fund
5 First Read: 31-Mar-26



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SYNOPSIS:

This bill would create a grant program for certain eligible tourism businesses with the goal of boosting state tourism economies affected by global trade disruptions and foreign travel slowdowns.

This bill would create international tourism marketing campaigns.

This bill would create a competitive grant program to fund tourism-related infrastructure projects.

This bill would coordinate a domestic advertising effort.

This bill would also create the Tourism Sector Economic Monitoring Council.

A BILL
TO BE ENTITLED
AN ACT

Relating to the Alabama Tourism Department; to establish the Tourism Revenue Recovery and Global Promotion Act; to create a grant program for certain eligible tourism businesses; to create international marketing campaigns; to create a competitive grant program to fund tourism-related



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29 infrastructure; to coordinate a domestic advertising effort;
30 and to create the Tourism Sector Economic Monitoring Council.
31 BE IT ENACTED BY THE LEGISLATURE OF ALABAMA:

32 Section 1. This act shall be known and may be cited as
33 the Tourism Revenue Recovery and Global Promotion Act.

34 Section 2. The purpose of this act is to support the
35 recovery and expansion of the state's tourism industry in
36 response to global travel and economic disruptions related to
37 trade policies and international conditions.

38 Section 3. For the purpose of this act, the following
39 terms have the following meanings:

40 (1) DEPARTMENT. The Alabama Tourism Department.

41 (2) ELIGIBLE TOURISM BUSINESS. A company engaged in
42 lodging, travel, entertainment, attractions, or hospitality
43 services.

44 (3) TOURISM-RELATED DISRUPTION. Any decline in
45 visitation, revenue, or operations due to global travel
46 restrictions, retaliatory trade measures, or macroeconomic
47 trade effects.

48 Section 4. (a) A grant program for eligible tourism
49 businesses adversely affected by tourism-related disruptions
50 is created to be administered by the department.

51 (b) Grant funds may be used for:

52 (1) Retaining or rehiring staff;

53 (2) Updating facilities or safety protocols; or

54 (3) Marketing or operational continuity.

55 (c) The department may not award more than one hundred
56 thousand dollars (\$100,000) to any single entity.



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57 Section 5. (a) The department shall administer
58 international tourism marketing campaigns to:

59 (1) Expand brand presence in emerging or alternative
60 travel markets;

61 (2) Restore inbound travel from countries affected by
62 trade tensions; and

63 (3) Partner with airlines, travel platforms, and
64 influencers.

65 (b) These campaigns shall be data-driven and
66 coordinated with destination marketing organizations.

67 Section 6. (a) A competitive grant program to fund
68 tourism-related infrastructure projects is created to be
69 administered by the department.

70 (b) Grant funds may be used for:

71 (1) Improvements to parks, trails, cultural landmarks,
72 and public event venues;

73 (2) Construction or renovation of visitor centers and
74 welcome facilities;

75 (3) Signage, wayfinding, and mobility improvements; and

76 (4) International and domestic trade shows and tour
77 operators.

78 Section 7. (a) The department shall coordinate a
79 domestic advertising effort to promote:

80 (1) In-state tourism and short-term travel;

81 (2) Heritage, outdoor recreation, and culinary
82 experiences;

83 (3) Events and seasonal travel in regions experiencing
84 downturns in tourism; and



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85 (4) International and domestic trade shows and tour
86 operators.

87 (b) These campaigns shall utilize television, digital
88 media, print, and social channels.

89 Section 8. (a) The Tourism Sector Economic Monitoring
90 Council is established.

91 (b) The council shall consist of five members with one
92 member each appointed by the Governor, the Speaker of the
93 House of Representatives, the House Minority Leader, the
94 President Pro Tempore of the Senate, and the Senate Minority
95 Leader.

96 (c) After the initial appointments, each member shall
97 serve a term of four years and may be reappointed for one
98 additional term.

99 (d) The council members shall not receive compensation
100 for their services but shall receive per diem and
101 reimbursement for necessary expenses incurred for conducting
102 official business and attending required official meetings.

103 (e) The council shall have the following duties:

104 (1) Monitor national and international trends.

105 (2) Analyze risks related to trade and global economic
106 conditions.

107 (3) Advise the Governor and Legislature on adaptive
108 strategies.

109 (4) Publish an annual tourism impact report. The
110 department shall post this report publicly on its website.

111 Section 9. Any program, campaign, or initiative
112 provided by this act may be funded from any of the following



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113 revenue sources:

114 (1) Revenue sources as directed by, and at the
115 discretion of, the Legislature.

116 (2) Appropriations as directed by, and at the
117 discretion of, the Legislature.

118 (3) Any other lawful source, including, but not limited
119 to, private funding, gifts, donations, and bequests.

120 Section 10. If any provision of this act is held
121 invalid, such invalidity shall not affect other provisions
122 which can be given effect without the invalid provision.

123 Section 11. This act shall become effective on October
124 1, 2026.