



## **Discover Puerto Rico's CEO Showcases the Island's Tourism Recovery During U.S. Senate Hearings**

*Brad Dean participated in the event in his capacity as vice-chair of the U.S. Department of Commerce's Travel and Tourism Advisory Board*

**Washington, D.C., July 12, 2022** – Discover Puerto Rico CEO Brad Dean today showcased Puerto Rico's tourism industry recovery and commented on the U.S. 2022 National Travel and Tourism Strategy that calls for 90 million visitors to the U.S. and its territories by 2027, during a Senate [hearing](#).

Dean participated as vice-chair of the U.S. Commerce Secretary's Travel and Tourism Advisory Board.

"As we emerged from the depths of that crisis, the worst ever in the history of our industry, Puerto Rico's tourism industry set all-time records in 2021, with more visitors, more tax collections, and (perhaps the most important statistic of all) more people employed in leisure and hospitality than ever before in our history," Dean said during the hearing.

The plan outlines improvements in various areas such as infrastructure, technology, tourist visa procedures, transportation systems, and tourism's environmental footprint.

The CEO of Discover Puerto Rico characterized the plan as ambitious and stated that, due to the extensiveness of the strategy, the biggest challenge would be to identify priorities and take specific steps to complete the initiatives.

"The development of the first National Travel and Tourism Strategy in more than a decade is a necessary step forward in building a more resilient, sustainable, robust, and competitive travel industry for the future," Dean said.

Dean was invited to the hearing by Florida's Senator Rick Scott.

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