Industry’s Perspectives on ORSA

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Benefits of ORSA to Industry

1. Credibility / Greater public acceptance
2. Greater distribution and awareness
   - “Legs of its own”
3. Provides a seat at the table
Feedback About Initial ORSA Results

• BEA estimates < Industry estimates:
  - Industry would like to somehow include:
    - Travel <50 miles
    - Imports
    - Allocating guided trips to the correct activity

• Results are sound, can be rectified with their numbers

• Being compared to other industries - Very powerful!
  – Greater-than-average growth rates, too, are a strong message.

• Annual updates will help address effects of recent events and policies on trade.
Going Forward

• Industry wants ORSA to be continued:
  – Keep industry in touch and they will help:
    • Secure & maintain funding
    • Provide necessary data

• Treat industry as a partner, not a dependent:
  – Industry might think you have other sources, and stop production of some data elements
  – Industry will continue to speak towards ORSA’s funding needs
  – Caution: Industry data collection can vary, not be consistent
Thank you!

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