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2009

## Adventures in Space: The Future of Tourism, Exhibit Brochure

Sandra Varry

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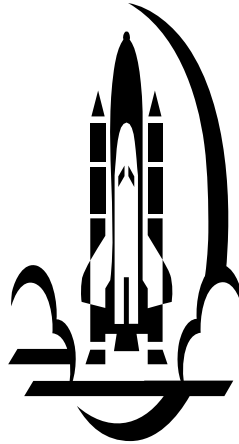
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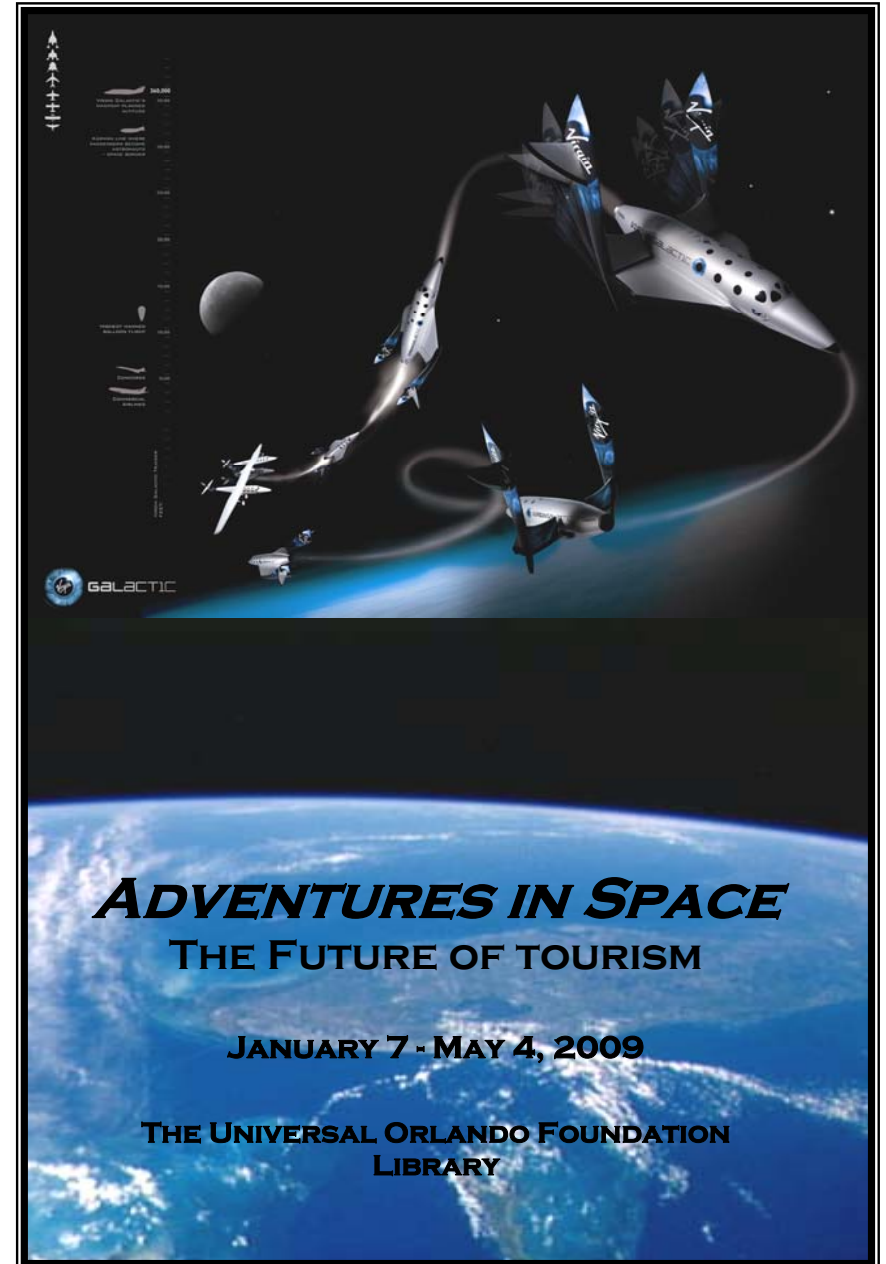
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## THE NEXT FRONTIER?

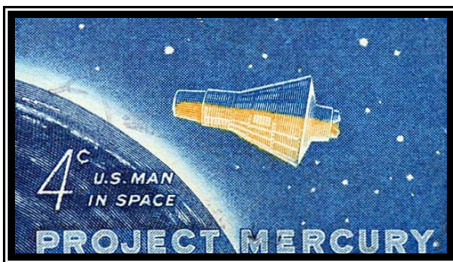
Space is often referred to as one of the up-and-coming tourist venues. However, in recent years many events have brought human space flight, outside of space agencies such as NASA and the ESA, into the present. After a long history of space exploration, the first official “tourist,” Dennis Tito, rode along on the Russian Soyuz spaceship on April 28, 2001. His “taxi” to the International Space Station cost \$20 million US dollars. Shortly after, Mark Shuttleworth also rode to the ISS. In the coming years plans are being made to create all types of orbital and sub-orbital crafts as well as a space station or two to be used by human tourists. The “desire for new experiences” and ability of more people to afford such luxuries than in decades previous will contribute to the push for these technologies to be made available. An interesting comparison is the excitement and exclusivity of the first Trans-Atlantic flight in 1939, which cost passengers \$75,000 in today’s dollars.



International Space Station

### A BRIEF HISTORY...

April 12, 1961, Yuri Gagarin became the first human in space and the first to orbit the Earth, followed May 6 by Alan B. Shepard, Jr. At first, the race between Russia and the US fueled technology and effort into their respective space programs. In later years, joint efforts have resulted in the International Space Station, which has been consistently staffed since 2000, creating a permanent human presence in space. Since the decline both in financing and urgency of many international programs, private passengers and corporations and the funding they bring are the new force behind the tourism of space.



1962 United States Stamp

## CURRENT PROJECTS...

For a deposit of \$20,000 and a total of \$200,000 you can arrange for your late 2009, early 2010 three hour flight at an altitude of 70 miles above sea level. Virgin Galactic, started by entrepreneur Richard Branson, appears at the forefront of space tourism and plans to invest \$240 million by 2013. Other competitors in the market will bring ticket prices down after the first few years. Benson Space of California, Space Adventures of Virginia, and EADS Astrium of Europe are scheduling flights as well, though later than Virgin. The second phase of space tourism is focusing on orbital hotels and resorts, where several days are spent in a weightless environment.



The Virgin Galactic Spaceship Two

### ADDITIONAL SOURCES...

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