



Adventure Tourism



Space tourism includes activities with space themes available to the general public for entertainment purposes on the ground, in the air or in space. Florida offers easy access to all.

The Market Horizon

More than 82 million visitors generated \$62 billion. Tourism represented more than 10 percent of Florida's overall GDP in 2008, and numbers are expected to grow as the world's economy recovers.

Florida's tourism edge and its position as the threshold for human space travel are advantages that can clearly maximize the state's capability to capture the global space tourism market. By capitalizing on our strengths and legacies, Florida can exploit markets with multiple stakeholders, expand the markets for tourism into super-high-wealth individuals, and can capture true high-end adventure, all while raising awareness of Florida's aerospace industry.

Florida already has the capability to offer ground-based experiences, such as rides, simulators and training programs; and adventure experiences such as micro gravity and high-speed flights. Extreme Adventure space experiences will eventually include suborbital options that launch and land at the same site and those that launch tourists, take them into space and land at another site. Orbital space tourism is currently conducted by only one company launching from Russia to the International Space Station. However, several companies are developing technology to enter and expand this market, and Florida's stronghold on tourism makes it a logical base for operations.

Timing

- In place: Market and infrastructure for ground-based (mid-price level) experiences
- In place: Market and infrastructure for aviation (high-price level) experiences
- By 2011: Industry consortium development
- By 2012: Technology for sub-orbital launch and return option available
- By 2014: Technology for sub-orbital transportation flights available
- Markets and infrastructure for Florida-based orbital flights
- Work with the FAA to support pre-flight optimal medical guidelines for passenger space adventure tourism
- Work with VISIT FLORIDA to enhance space tourism market growth, both national and international

Florida's Edge

- Florida's superior mid- to high-end tourism infrastructure
- Proximity to the launch vehicles and pre-/post-flight activities
- Hospitality and aerospace workforce and specialty companies (such as Stretch, Zero G, Starfighters and SpaceX)
- A wide spectrum of micro gravity testing environments ranging from Fastrack and parabolic flights up to and including long duration, on orbit testing via either government or commercial providers.



Zero Gravity Corporation offers both educational and recreational flights aboard their Boeing 727, G-Force One. The aircraft flies along a parabolic path, which simulates 30-second periods of micro gravity. Image credit: Zero Gravity Corporation



Epcot's Mission Space ride simulates what an astronaut might experience on a journey to Mars. Image credit: Joe Shlabotnik – CC BY 2.0



Targets for Florida

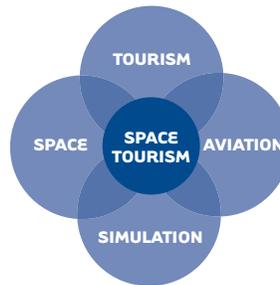
- Florida becomes the leading space tourism region in the world
- Florida-based consortium of space/tourism industry leaders
- Space Florida-FLA USA joint initiatives
- Space experience for every tourism cost point/level
- Increase public awareness and excitement surrounding space
- Expand market opportunities for ground-based experiences
- Expand market opportunities for aviation
- Expand market opportunities for simulation
- Expand market opportunities for space experiences

In Sight and Achievable

- Expansion of Florida’s market share in medium, high and ultra-high end tourism markets
- Development of Florida’s adventure tourism markets
- Establish the state as a leader in Space Adventure Tourism
- High-visibility space activities to support Florida’s image and capabilities

Tactical Development Strategies

- Create state Space Adventure Tourism Consortium
- Broker experience bundles (arrival to departure)
- Develop the experience, bundle the experience: orientation, training, physical, fitting of personal equipment
- Fold into state tourism marketing programs
- Enhance state partnerships (OTTED, VISIT FLORIDA, Space Florida)
- Commercially-funded hospitality fellowships through VISIT FLORIDA, Rosen School, hoteliers associations, Orlando Visitors and Convention Bureau



This concept drawing shows the ultimate goal of space technology startup Bigelow Aerospace: a space station that serves as an orbital hotel. The station is composed of multiple inflatable modules, prototypes of which were already successfully placed into orbit in 2006 and 2007. A small assembled station is hoped to be in place by 2014. Image Credit: Bigelow Aerospace

Artist’s rendering of the proposed National Flight Academy which will be located adjacent to the National Naval Aviation Museum in Pensacola, Florida. Image credit: National Flight Academy



The Motion-Based Simulator ride is a five minute, multi-sensory experience that combines a movie-like audiovisual presentation, high-definition projection screen and surround-sound, with the motion of the ride compartment. The fully enclosed capsule, which accommodates up to 15 passengers, can move in six directions, allowing you to experience horizontal rolls, longitudinal pitches and vertical climbs. Image credit: Naval Aviation Museum Foundation



Space Shuttle Plaza, Kennedy Space Center Visitor Complex. Image credit: Kennedy Space Center

Cecil Field, Jacksonville, FL, when approved by the FFA, will be a node on the network of horizontal launch facilities in the state.



Space Florida was created to strengthen Florida’s position as the global leader in aerospace research, investment, exploration and commerce. As Florida’s aerospace development organization, Space Florida is dedicated to attracting and expanding the next generation of space industry businesses. Created by the State of Florida as a special district in May 2006, Space Florida serves space-related functions in all three aerospace sectors: civil, military and commercial. Florida’s attributes include its superlative workforce, proven infrastructure and unparalleled record of achievement.

