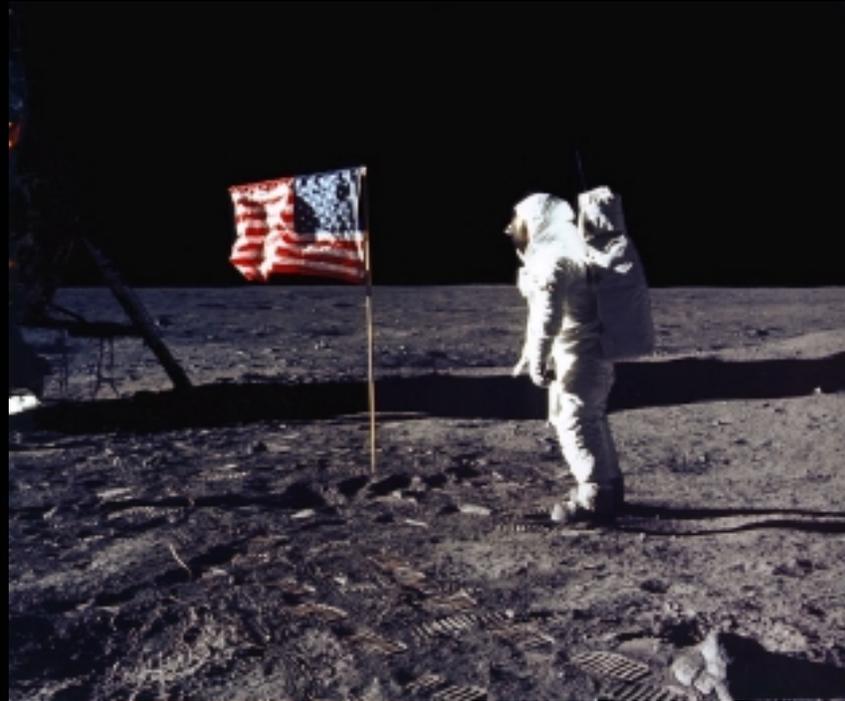




# "Market Opportunities in Space: Tourism"

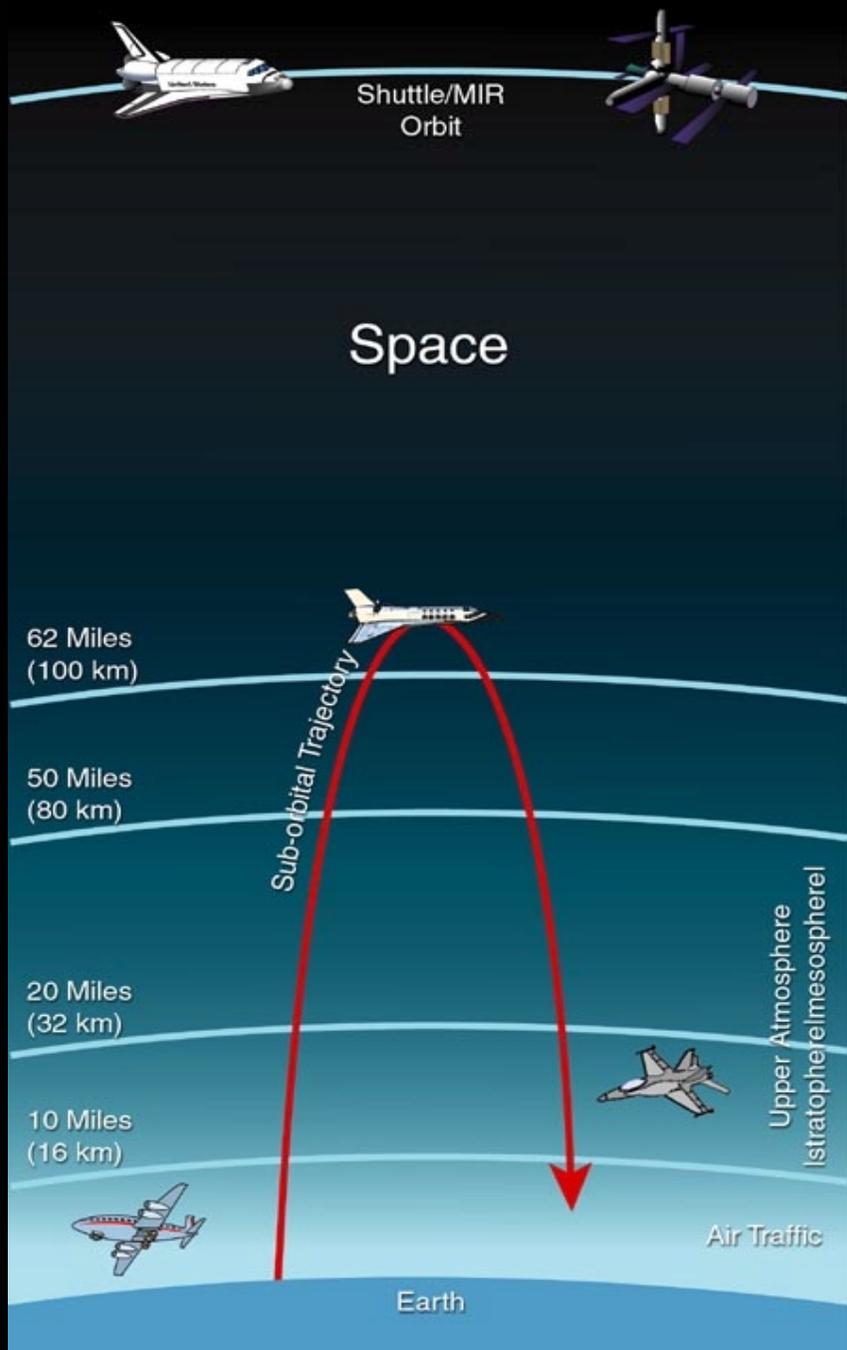
November 7, 2001

# First 20 Years



# Our First Space Tourist





# Flight Adventures

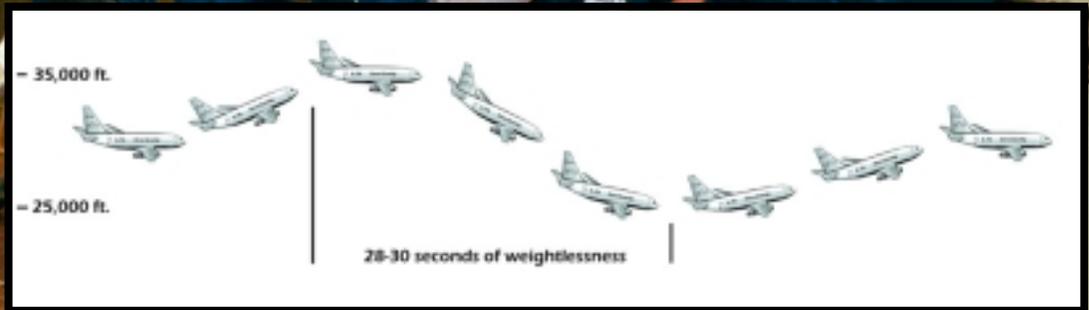
Your view from 82,000 feet:

The Edge  
of Space



MiG-25 "Foxbat"

# Zero-Gravity Flights



Our flights are flown aboard an IL-76 MDK, the same used during Cosmonaut training for zero gravity preparation.

# Terrestrial Tours

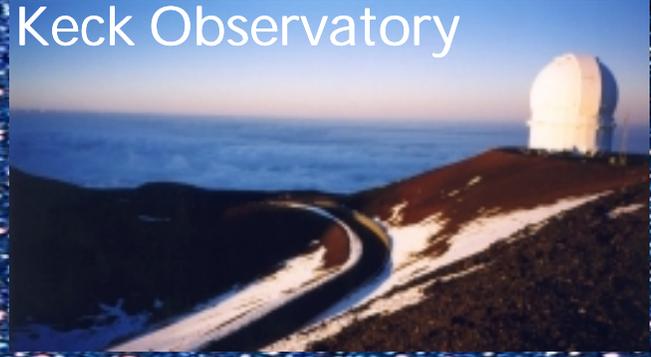
Shuttle Launch  
Tours



Cosmonaut Training



Keck Observatory



Arecibo



Meteor Crater



Simulations



Neutral Buoyancy

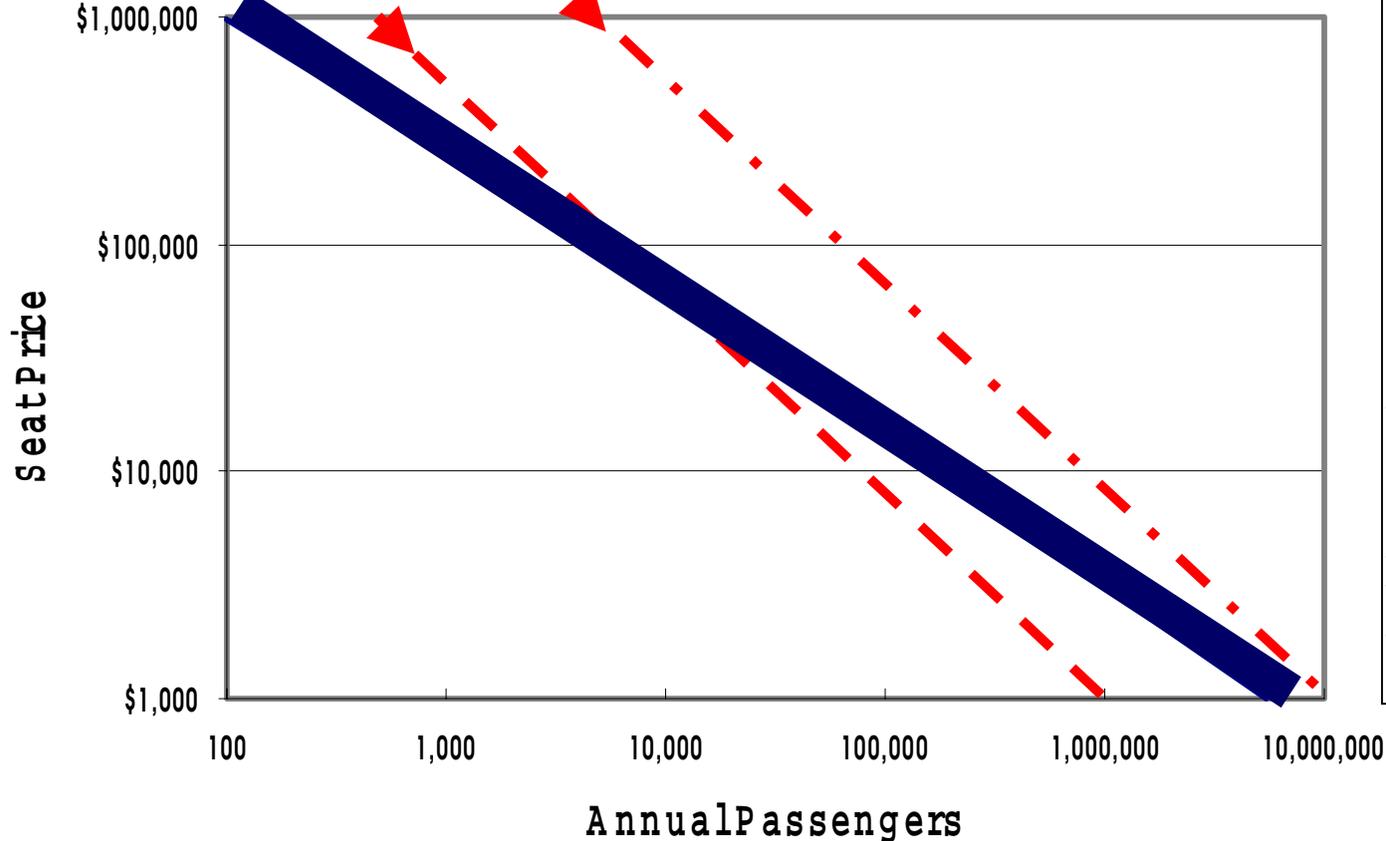


# Historical Market Studies

\$1 Billion Line

\$10 Billion Line

Market Research Studies



Composite Graph:  
Results from these Market  
Research Studies:

- Harris Interactive
- CST S - Low
- CST S - Medium
- CST S - High
- Society Expeditions
- Penn - Low
- Penn - High
- S. Abitzsch
- Woodcock - Low
- Woodcock - High

# Space Experiences Market

EXPERIENCE	CUSTOMER BASE	PRICE
SPACE FLIGHT	10,000's (10's)	\$100K (\$20M+)
High-Altitude	100,000's	\$10K-\$20K
Zero-G	100,000's	\$5K-\$10K
Educational Experiences	100,000's	\$1K-\$5K
Space Simulations & Space Park	Tens of Millions	\$10-\$100
Virtual Space Flight	Hundreds of Millions	FREE

# How the Government can Help

## Financing

- Tax credits and investment subsidies
- Tax deferred and tax free income
- Government-backed bond financing
- Small and large companies supported

## Regulatory

- Administrative approvals
- Import/Export

## Liability



THANK YOU!

Michael Lyon, *VP of Corporate Development*  
[mlyon@spaceadventures.com](mailto:mlyon@spaceadventures.com)