

BUSINESS INNOVATION SYMPOSIUM (E6)
New Space Markets + Investment Opportunities (3)

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SEGMENTATION OF TOURIST SPACEFLIGHTS MARKET. POSSIBLE WAYS OF ITS
DEVELOPMENT

Abstract

It is possible to prognosis some segments of tourist spaceflight market for real outlook: low suborbital ($H = 100 - 200$ km); high suborbital ($H = 400 - 750$ km); short duration (2-3 orbits) autonomous orbital; mid duration (2-7 days) autonomous orbital; to orbital stations expeditions (7 – 14 days); Moon around flight (7 – 14 days). These segments are distinguished by height and duration of flight, the volume of tourist's training, the set of using hardware, the tour prices. It is offered to use for effective marketing: Combination of space tourism with another its forms and show-business elements too; Perspective technologies and schemes at the same time with traditional: - large-sized transformational and transparent modules for freedom weightless soaring; - transformational hotel-modules; - multi seats partially multiusing spaceships; - transformational brake shields and parafoils for crew modules and rocket stages return to earth; - air launch from serial transport plane. It may be used own optimal set of engineering, marketing and organizing solutions in every segment of this market. So potential client will be able to select for him set of different tours and corresponding technologies.