



New Mexico Spaceport Authority

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FOR IMMEDIATE RELEASE •
OCTOBER 6, 2010 •

SPACEPORT SEEKS INFORMATION FOR VISITOR SERVICES

LAS CRUCES, NM - The New Mexico Spaceport Authority (NMSA) has issued a Request for Information (RFI) to help in the planning and development for the operation of visitor services directly related to Spaceport America.

The RFI process is intended to gather input from all interested parties related to the issuance of a Request for Proposal (RFP) later this year. The RFP will result in a single contract to manage visitor services at Spaceport America, the world's first purpose-built commercial spaceport nearing completion near Upham, New Mexico.

Spaceport America is envisioned to become a world-class tourism destination, with the operational spaceport planned as the centerpiece of a 'visitor experience'. This includes two off-site welcome centers, transportation services to and from the site, an on-site visitor complex with experiential exhibits and activities, concessions, retail, food and beverage opportunities and special events.

"All input is welcome and encouraged," said NMSA Executive Director Rick Homans. "Most helpful are specific ideas on the kinds of public visitor experiences one might expect to encounter at Spaceport America, as well as feedback on how best to manage the various aspects of the operations."

A preliminary market demand study, performed by Overview Research of Las Cruces, estimates that once visitor infrastructure is complete, the spaceport may experience total annual visitor volume as high as 562,000 persons, making it one of the top visitor destinations in the state. The

RFI includes information on the five data sets and research methodology used to complete the study, and it requests validation from hospitality industry and destination planning and management experts regarding those methods and conclusions.

An accurate visitor forecast will be essential for the NMSA to plan for appropriate visitor parking at the welcome centers and for the size and scope of all spaceport-related visitor facilities.

The input from the RFI will help the NMSA develop a plan to provide the most efficient, effective methods to procure, structure, implement and maintain operations of visitors services and activities at Spaceport America. The RFI does not obligate the NMSA, the State of New Mexico or any of its agencies to the issuance of an RFP or the eventual awarding of any contracts, but does help form the strategy for further development of the visitor experience.

For more information on the Visitors Center RFI-2011-02, please consult the 'Request for Proposals' section of the Spaceport America website at:

<http://www.spaceportamerica.com/news/requests-for-proposals.html>

A downloadable PDF can be found titled "RFI Visitor Services Final 06 2010.pdf"

Spaceport America has been providing commercial launch services since 2006. The state-of-the-art launch facility is under construction near Truth or Consequences, New Mexico, and is expected to become fully operational in 2011. Officials at Spaceport America have been working closely with leading aerospace firms such as Armadillo Aerospace, Virgin Galactic, Lockheed Martin, Moog-FTS, and UP Aerospace to develop commercial spaceflight at the new facility. The economic impact of launches, tourism and new construction at Spaceport America are already delivering on its promise to the people of New Mexico.

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(For additional information and images of Spaceport America go to www.spaceportamerica.com or contact David Wilson at david@wilson-binkley.com or at 575-524-8118)