

Tucson company: Capsule will take travelers to space

Angelique Soenarie, The Republic | azcentral.com

5:52 p.m. MST September 6, 2014



(Photo: World View Rendering)

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A Tucson company that is developing a high-altitude balloon capsule for space travel could help solidify Arizona as a destination for adventure tourism.

World View Enterprises says its capsule will take travelers more than 100,000 feet above Earth for a view that would cost \$75,000. The operation would

join a growing roster of adventure-tourism-related operations in the state, including the Bob Bondurant School of High Performance Driving and Desert Splash Adventures, which offers aerial tours in Arizona. The Grand Canyon and houseboating on Lake Powell offer less expensive opportunities for adventure.

"The luxury-experience market is growing 50 percent faster than the sale of luxury goods," said Jane Poynter, who heads World View Enterprises. "Experiences such as world cruises and treks through remote parts of the world are on the rise and carry similar price points to our spectacular, edge-of-space human flight experience."

World View, like many other high-end adventure-tourism ventures, aims to appeal to the traveler willing to pay thousands of dollars for an extreme experience of a lifetime, Poynter said.

Sherry Henry, director of the Arizona Office of Tourism, said that if World View takes off it will bolster the state, and Tucson in particular, as a destination.

"Tucson is already a solid destination for leisure travel because of the amenities. It is a really beautiful geographical location with the Saguaro National Monument, beautiful resorts, hiking and biking and wineries nearby," Henry said. "We're just as anxious for

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Customer Appreciation



Entertaining – Dates to Remember

January 2015 Entertainment Calendar						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10 Monthly Brunch * 
11 <i>Conatt Jackson</i>	12 <i>Conatt Jackson</i>	13 <i>Conatt Jackson</i>	14 <i>Conatt Jackson</i>	15 <i>Conatt Jackson</i>	16 <i>Conatt Jackson</i>	17 <i>Conatt Jackson</i>
18 <i>Conatt Jackson</i>	19	20	21	22	23	24
25	26  WASTE MANAGEMENT PHOENIX OPEN	27  WASTE MANAGEMENT PHOENIX OPEN	28  WASTE MANAGEMENT PHOENIX OPEN	29  WASTE MANAGEMENT PHOENIX OPEN	30  WASTE MANAGEMENT PHOENIX OPEN	31  WASTE MANAGEMENT PHOENIX OPEN
2/1 						

PLAN AHEAD!

Schedule:

- VIP Entertainment
- Client Appreciation Event
- Island Party
- Private Hangar Event
- Roosevelt Picnic
- City Light Tours
- VIP Transportation

* Brunch on Roosevelt Lake with private chef, wine maker and local farm seating for up to 15 guests

For a complete calendar of events or to schedule a charter, please call (877) 588-8819