

# BUSINESS ADVOCATE

The U.S. Space and Rocket Center in Huntsville is Alabama's top tourist attraction. It has so much to see and do that you'll want to come back again and again.

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## *TRAVEL "OUT OF THIS WORLD" WITHOUT LEAVING ALABAMA*



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## THE U.S. SPACE & ROCKET CENTER IS ALABAMA'S TOP PAID TOURIST ATTRACTION AND HAS SOMETHING FOR THE WHOLE FAMILY

As you drive down Interstate 565 into Huntsville, you have a clear sign you have reached the Rocket City. A towering Saturn V rocket is the entry beacon to the city that sent America to the moon and is sending it back to the moon and on to Mars.

At 363 feet, the Saturn V rocket is not only the awe-inspiring entrance to the city, it's also the marker that you have arrived at the U.S. Space & Rocket Center, Alabama's top paid tourist attraction. The vertical Saturn V is a model of what is inside the Davidson Center for Space Exploration – the National Historic Landmark Saturn V. This dynamic test vehicle is one of only three Saturn Vs in the world and is a designated landmark to honor the team that designed the rocket at NASA's Marshall Space Flight Center, located a few miles away.

As Marshall's official visitor center, the Rocket Center tells the story of Dr. Wernher von Braun and the rocket engineers who came to a small Southern town and changed the world. The work done in this town once known for

cotton and watercress not only sent Apollo astronauts to the moon, it provided the propulsion work for the space shuttle program and now the Space Launch System, NASA's

## YOU CAN ALSO SEE THE ONLY FULL SHUTTLE STACK IN THE WORLD AND A MODEL OF THE INTERNATIONAL SPACE STATION

next deep space vehicle.

All of those programs are on display at the Rocket Center along with the command module from the Apollo 16 and a moon rock Apollo 12 Astronaut Alan Bean picked up on the surface of the

moon. You can also see the only full shuttle stack in the world and a model of the International Space Station, where astronauts are living and working right now.

A highlight of a visit to the Rocket Cen-

ter is meeting one of the NASA Emeritus Docents, men and women who worked on the programs on display. These volunteers tell their real-life stories of their work and the science behind it. They're easy to spot in their white lab coats with the NASA emblem emblazoned on the back.



A star of the Rocket Center is its INTUITIVE® Planetarium, which opened in 2019. With its 8K laser projection system and full dome theater, the planetarium provides an immersive, jaw-dropping trip through the universe and beyond. In addition to daily programming, the INTUITIVE® Planetarium also offers Friday night shows on the cosmos for the whole family.

The Rocket Center is also home to the world-renowned Space Camp® program. Since 1982, Space Camp has trained future engineers, scientists and astronauts, including NASA Astronaut Christina Koch. Koch, who recently set the record for the longest duration space flight by a woman, is one of six Space Camp graduates to go to space - so far. Among those six is Beth Moses, the chief astronaut trainer for Virgin Galactic and the first female commercial astronaut.

While Space Camp began as a program for children ages 9 to 18, it has expanded to include experiences for families, adults and for corporate training. Designed to fit into a long weekend, Family Space Camp and Adult Space Camp apply the same principals of leadership, team building

and fun the weeklong Space Camp programs offer to students.

One of the best parts about Space Camp is having the U.S. Space & Rocket Center for a classroom. It's one thing to read about space travel and the people who made it happen. It's another to gaze up at the tip of the Saturn V or peek inside the capsule that took three people to the moon and think about the bravery it took to go.

Imagining the future becomes possible.

For more about the U.S. Space & Rocket Center, visit [rocketcenter.com](http://rocketcenter.com). Learn more about Space Camp at [spacecamp.com](http://spacecamp.com). **BA**

### LEFT PAGE

*The INTUITIVE® Planetarium is an 8k laser projection theater that just opened in 2019.*

### THIS PAGE

**Left:** There's something for the whole family to enjoy at the U.S. Space and Rocket Center.

**Right:** View the only full shuttle stack on display in the entire world.

*The Business Advocate is published by the Business Council of Alabama, a non-partisan, statewide business association representing the interests and concerns of nearly 1 million working Alabamians through its member companies and its partnership with the Chamber of Commerce Association of Alabama. For more information on the Business Council of Alabama please contact us at (800) 665-9647 or visit us online at [bcatoday.org](http://bcatoday.org).*