

# Marketing Suborbital Spaceflight to the Next Generation: Millennial Insights

Laura Forczyk  
Astralytical

## Abstract

Millennials (born 1981 to 2000) are now the largest demographic in the workforce in the United States. Increasingly, millennials are running companies and departments and entering into decision-making roles. Many millennials have different priorities, opinions, and preferences than their older colleagues which require a new approach when marketing suborbital spaceflight opportunities.

In my new book, *Rise of the Space Age Millennials*<sup>1</sup>, I interviewed over 100 millennials working or studying to work in the space sector. Many of the interviewees are current, future, and potential suborbital spaceflight users. Current millennial users already see the scientific benefit of suborbital spaceflight. Future and potential suborbital millennial users include researchers, tourists, educators, pilots, and travelers.

One factor important to millennials is the increase of accessible spaceflight. Many interviewees expressed inspiration and excitement over the recent progress of reusable rocketry. Some interviewees looked ahead to a future of rapid and global suborbital spaceflight for science, education, public outreach, and global transportation.

By increasing the accessibility of suborbital spaceflight, many interviewees remarked how the average person's perspective on spaceflight, space commercialization, Earth science, space science, and geopolitics may change for the better. Efforts toward inclusivity, environmentalism, and global unity are especially important to some millennials.

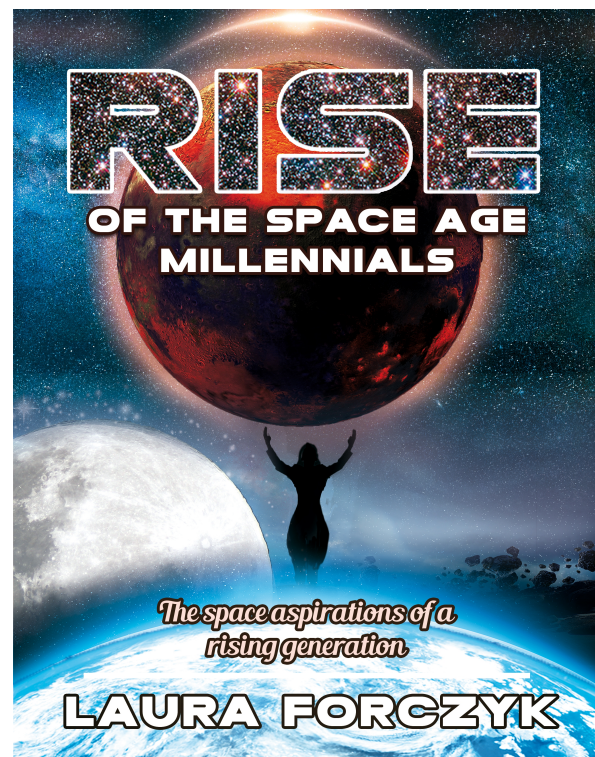
Millennials grew up with the emergence of accessible, mobile technology which earned millennials the title of being the most connected generation until the growth of Generation Z. Connectivity and international partnerships are natural priorities for millennials. Some interviewees saw potential in suborbital spaceflight for global transportation which will lead to increased international partnerships and new methods of connection. Suborbital spaceflight has the potential to create a more connected, unified global population, a priority for many millennials.

Another factor important to millennials is inspiring the

next generations. Cubesat's standardization and affordability brought space technology into classrooms, inspiring students to study science and pursue space careers. Similarly, frequent and relatively affordable suborbital spaceflight has the opportunity to inspire younger generations to pursue science educations and careers.

Most millennials interviewed understood that testing new technology and pursuing ambitious goals require risk-taking. Safety was a high priority for most interviewees, but almost all interviewees understood risks must be taken and failures are expected. Suborbital spaceflight providers may do well to understand millennials' comfort level with risky new technologies.

Millennials are the largest potential pool of suborbital spaceflight users in the near future. Suborbital spaceflight providers and facilitators will benefit from understanding the millennial mindset to effectively market and cater to this growing demographic.



<sup>1</sup> Forczyk, Laura. *Rise of the Space Age Millennials*. Astralytical, 2020.