

# Tourism to the Red Planet



Considerations for Early Martian Expedition Planning

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# Introduction

Possibility of early Mars missions paving the way for future tourism to the Red Planet?

This abstract uses the scenario of a human base established on Mars in 2019 around Meridiani Planum.

Examines some of the issues surrounding tourism to Mars which should be considered by mission planners.

Includes planetary protection, environmental considerations and provision of tourism infrastructure.

# Tourism to the Red Planet

Why does tourism and tourism planning have a role to play in general expedition planning?

Flow-on benefit to the exploration and colonisation of Mars.

Provides a commercial rationale for developing new technologies aimed at getting people to Mars faster/more efficiently.

Facilitates infrastructure and activities which can be enjoyed by permanent residents.

Tourist activities can highlight the need for a continued presence on Mars.

# Space Tourism in the 21<sup>st</sup> Century

Covers a vast array of activities i.e. planetariums, 'zero-g' flights, visits to the ISS (Tito et al).

Tourism further afield (Moon, Mars) yet to become a reality.

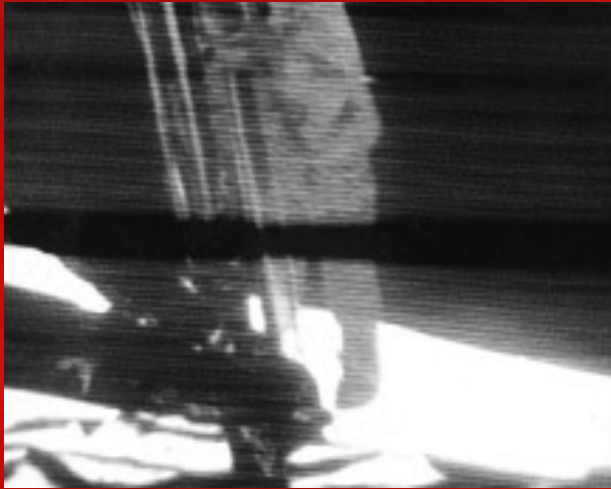
Obvious development? Example of 'prestige-worthy' tourism.

Plans to land humans on Mars (i.e. Aurora program) may act as a catalyst for commercial or private travel to Mars.

Critical planning issues to be considered before this happens.

Which ones should be considered in early expedition planning?

# Future Martian Tourist Destinations



Mountains (Olympus Mons)

The Poles (Chasma Boreale)

Deserts (Syrtis Major)

Historical sites (1<sup>st</sup> landing site?  
Landing areas of spacecraft?)

System of national parks on Mars  
(Cockell and Horneck, 2004)

# Preserving/Protecting Destinations

Earmarking part of Mars for protected status.

Regulations covering no. of visitors, type of transport, accommodation and waste management.

Needs to be worked out in advance of the first wave of humans to Mars.

# Tourist Facilities and Accommodation

Not likely to be luxurious, spacious.

Thought given to how best to accommodate groups of people on Mars.

Consider issues such as conservation of resources, health and safety, psychological issues.

By the time tourists land on Mars, there could be a body of knowledge in existence on these issues.

Need for outlets for entertainment and leisure.

# Recreational Facilities

Might help expeditioners with morale, social contact and relaxation and could have future tourism application.

Restaurants, cinemas, cafes, sports facilities?

Facilities for tourism might present different architectural or design challenges.

Bands, singers and musicians – use talents of expeditioners?

Outlet for social drinking – psychological benefits.

Museums – need for conservation/preservation of 'exhibits.'

Art, craft galleries – purchase works by expeditioners as souvenirs.

Provision of public transport – research to consider shuttle services, best routes.



# Tourist Activities on Mars

Thought should be given to the type of activities future tourists are likely to want to experience on Mars.

Early expeditions could catalogue and explore likely destinations and activities. Provide expeditioners with recreation time to experience tourism 'hot spots.'

Collect data on issues of safety, accessibility.

Mountain-climbing, polar tours, canyon or wilderness treks, visits to volcanoes, photographs of Earth.

Observe expeditioners at work via visitor facility or centre. Use it to put Mars expeditions in context i.e. displays.

Education, talks by scientists.

Develop unique sports to take advantage of local conditions?

# Comparison with Antarctic Travel

Closest analogy might be tourism in Antarctica.

Isolation, harsh environment, lack of tourist infrastructure.

Different types of experiences available to cater for different needs and motivations.

Leaving the base or transport requires special protection.

Need to provide recreation facilities for 'permanent residents.'

Useful model for protection of destinations and international cooperation.

# Conclusion

Tourism to Mars could happen in our lifetime or the next generation!

“Within 25 years I suspect we’ll have the first small colonies [on] Mars. In 50 years we’ll be going beyond Mars and the tourists will follow,” (Harrison, 2001).

Not too early to begin planning for tourism on Mars.

Ideally planning should begin before the first human presence on the Red Planet, so that tourism considerations are part of mission design.

Spin-off for expeditioners – makes their time on Mars less stressful and potentially more productive.