



18th and 19th

October 2011



What is la Cité de l'espace?

A Science Center dedicated to space and astronomy, based in Toulouse, capital for aerospace industry in Europe



Opening date :
June 1997



Three goals for the Cité de l'espace

EDUTAINMENT

Education through entertainment

A SHOWCASE

for the space companies' know-how

A TOOL allowing **Toulouse**
to become a real **tourist destination**
and to assert it as a **city of knowledge**



Achieved thanks to its main facilities...

- **Interactive exhibitions** permanent or temporary

- **IMAX** theater

- **2 Planetariums**

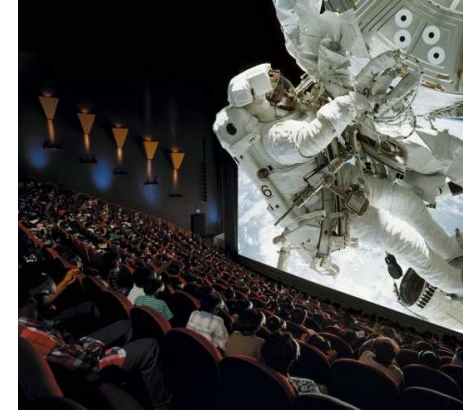
- **2 facilities for kids**

- **Terr@dome**

- The only **Moon rock** exhibited to public in France

- A **garden** with a lot of objects and experiments

- A genuine **MIR** station and a genuine **SOYOUZ** capsule

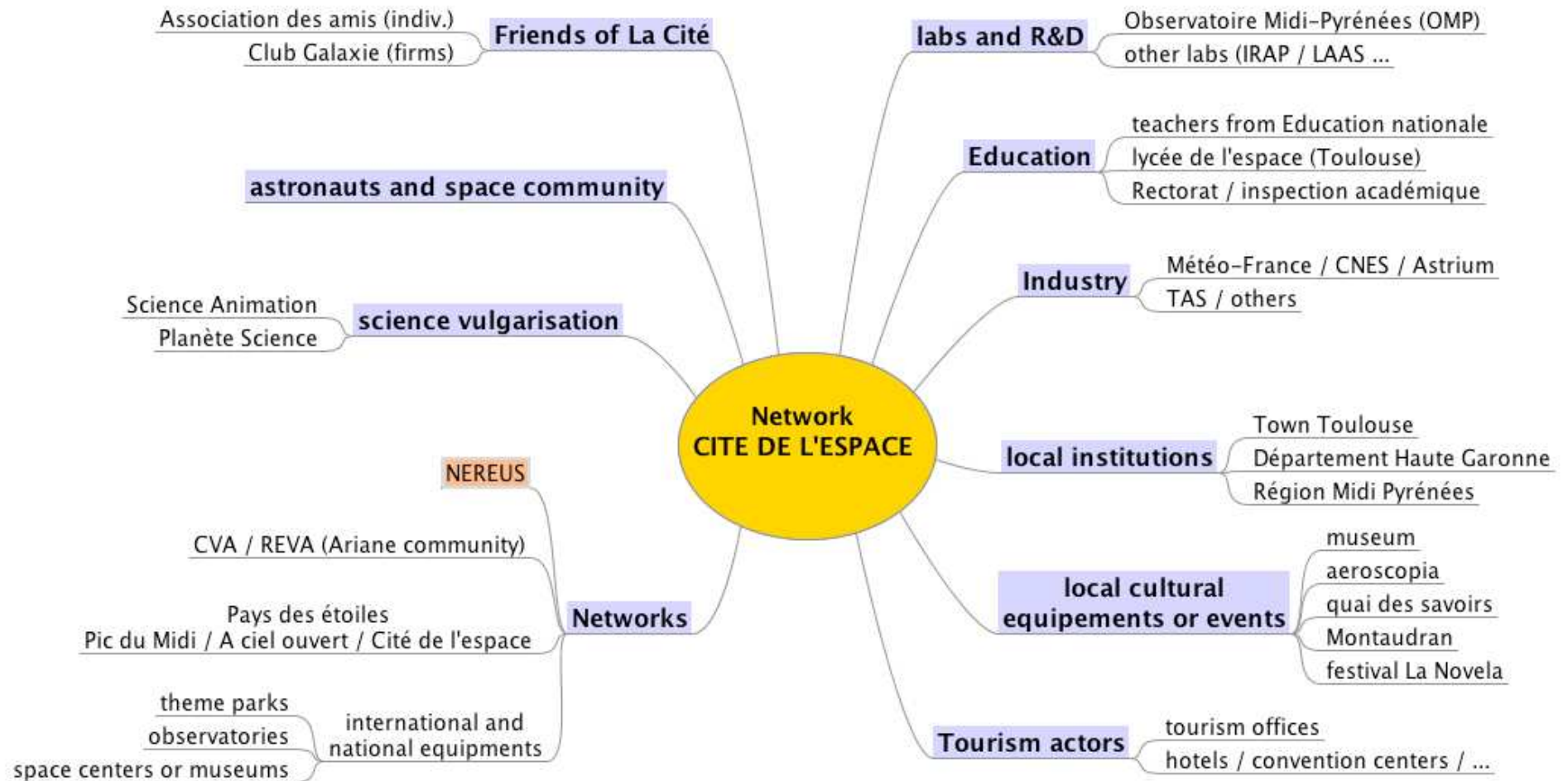


...And the variety of activities offered

- **Activities for schoolgroups**
(junior labs, themed visits, school competitions)
- Activities with **facilitators** for families, in the exhibitions
- A dense program of **events** (researcher's night, conference programs, stars night...)
- Events linked with **space news** (live broadcast of launchings, meetings with astronauts...)

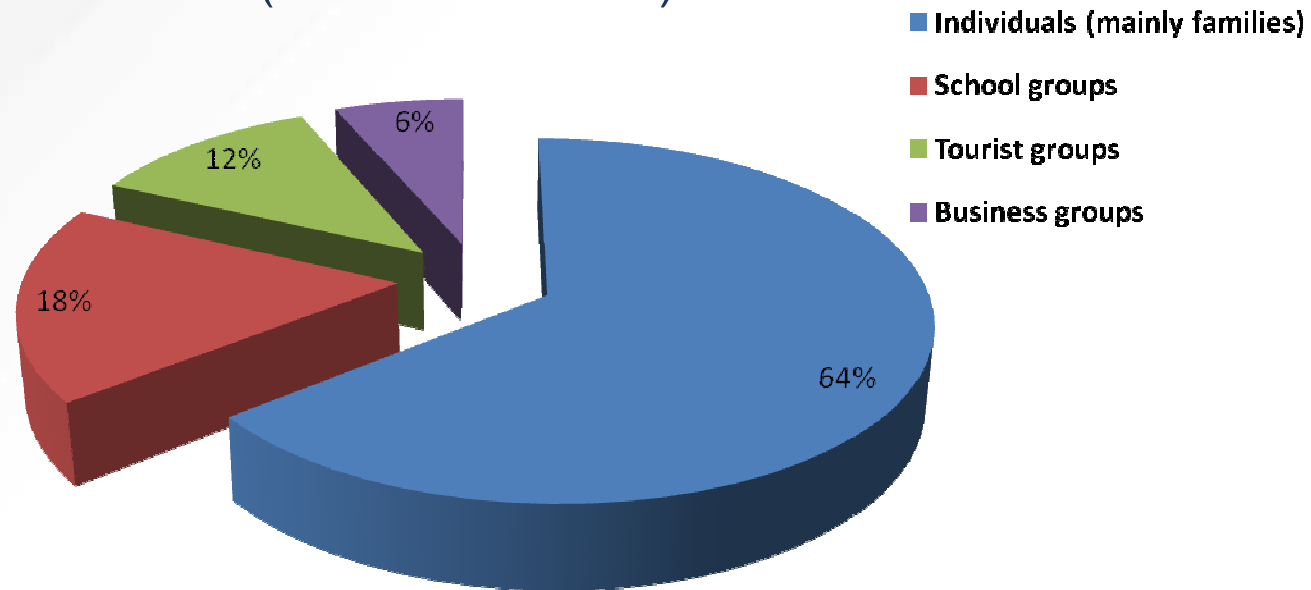


In close relationship with the cluster



Ensuring a stable number of visitors through years

- **270 000 visitors/year**
- 66 % : Great region (< 3 hours drive)
- 25 % : National
- 9 % : International (15 % in summer)



4 Million visitors since June 1997



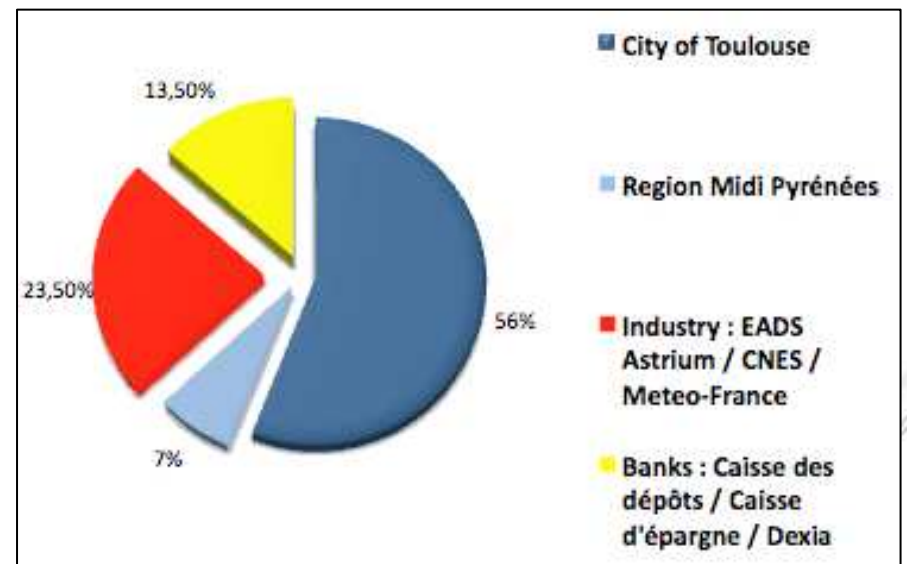
The legal governance

City of Toulouse

- owns the installations
- finances the major investments (new buildings)
- compensates the company for the legal obligations imposed (reduced fees, working days...)

Operating company

- “ Société d’Economie Mixte ”
public private partnership
- holds public projects
with private management
- operates on its risk,
through a contract with the city

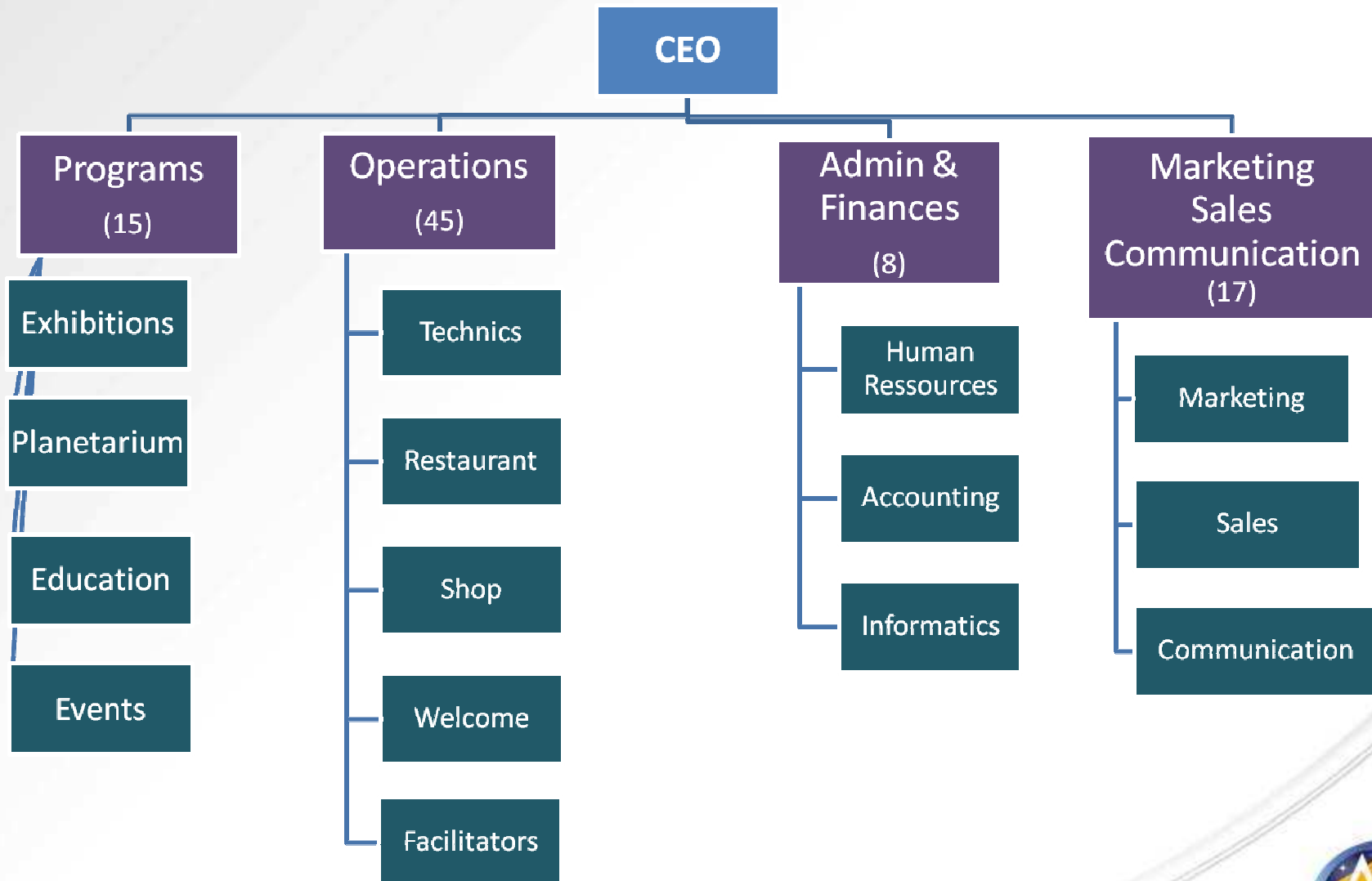


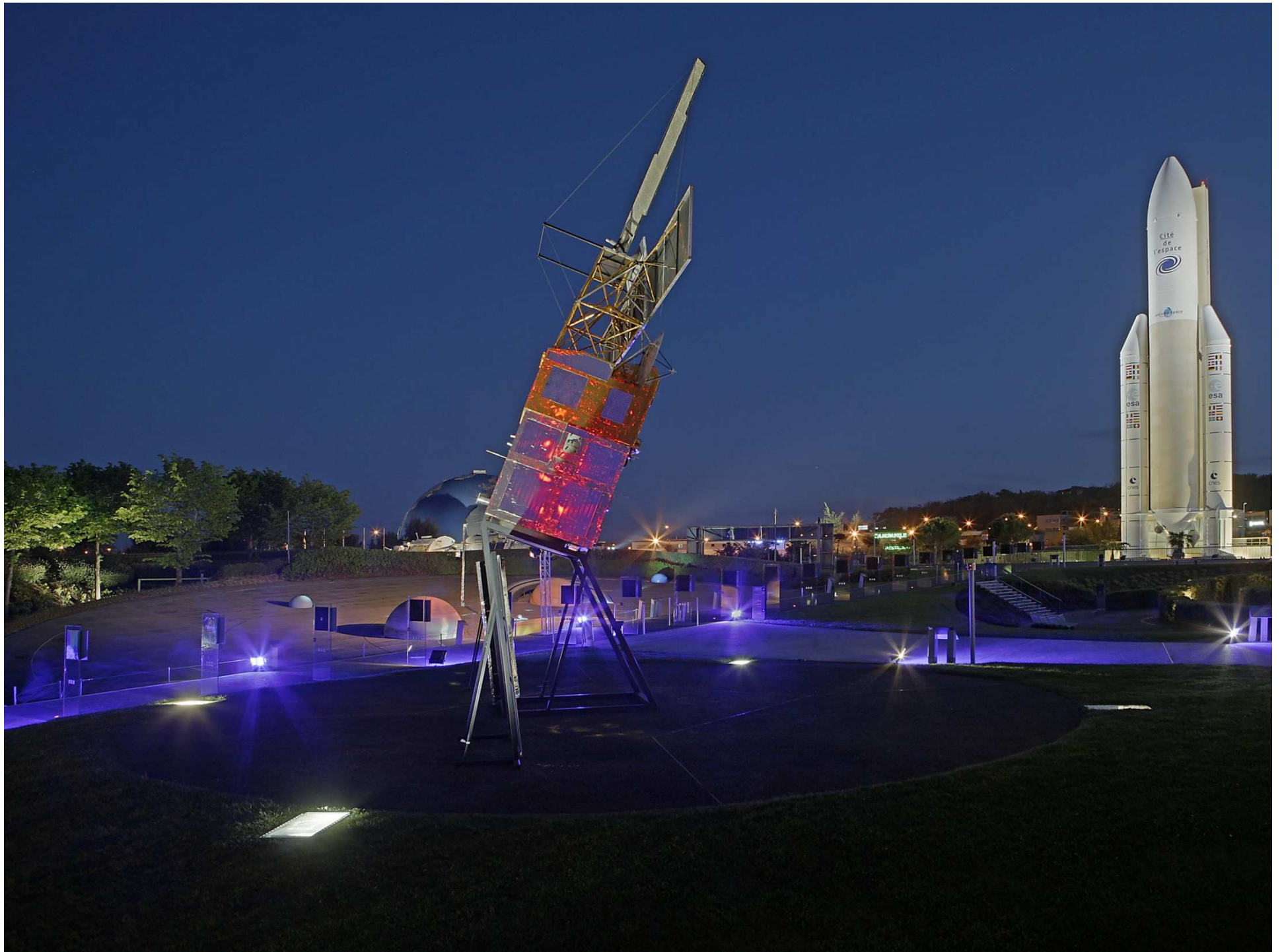
Some figures

- **Initial investment cost : 20 million €**
(land not included)
- **Further investments : 30 million €**
(2001 & 2005)
- **Staff : 106 employees (E.F.T.)**
among which 87 permanent employees
- **Budget : 12 million € - 65 % self funded**
by ticketing, restaurant, shop, B2B activities, traveling exhibitions, consulting...



The organization of the company





In close relationship with the cluster

- Labs and R&D
- Industry
- Schools - University
- Space networks : Nereus...



And also tourist actors (tourism office),
scientific association, other equipments

