

Who We Are

The Museum of Flight in Seattle is the world's largest independent, non-profit air and space museum. Our vision is *to be the foremost educational air and space museum in the world.*



Smithsonian

The Museum of Flight Features

450,000

Square Feet
of Exhibition
Space

175

Air and
Spacecraft

25,000

Small Objects

Excels at
telling the stories
of the people
behind the
artifacts

90,000

Books and
Periodicals

Nearly

5,000

Cubic feet of archival
materials including
an estimated four
million images

The Museum of Flight

2017 By The Numbers

- Welcomed 582,910 Visitors
- Took care of 17,650+ Members
- Impacted 188,626 Youth & Educators
- Hosted 1,849 Summer Campers Including
New Camp Sessions for Thanks Giving & Spring Break
- Facilitated 500+ Private Events, Weddings, Conferences, etc.
- Coordinated 60+ Public Programs
- Benefited From The Efforts of 800+ Volunteers, who gave
99,200 hours = 49 full-time staff



DESTINATION MOON

THE APOLLO 11 MISSION

What is Destination Moon?

Destination Moon: The Apollo 11 Mission is an exhibit from the Smithsonian Institute of Traveling Exhibition Services and the Smithsonian's National Air and Space Museum in Washington D.C.

The Blockbuster exhibition brings the iconic Apollo 11 command module *Columbia* and more than 20 other one-of-a-kind mission artifacts to four cities in the U.S.—its first national tour in 46 years!

Destination Moon will be featured in its ONLY West Coast appearance at The Museum of Flight from April-September, 2019



The Museum of Flight plans to support ***Destination Moon*** with unprecedented outreach:

- Regional, national, and international PR and publicity
- Customized “language specific” sales materials targeting thousands travelers from Europe, Asia and Australia
- Paid media campaign to include Broadcast, Print and Digital across the state and up and down the West Coast
- Working with Visit Seattle and other tourism and cultural institutions on a series of community engagement events to make 2019 the “Summer of Space”

The Museum projects record-breaking attendance for this once-in-a-lifetime event.



Smithsonian

Projected Attendance to include Every Demographic

Baby Boomers

Millennials

Domestic and
International

Multigenerational
Families

Generation X'ers

NASA-TV Goals for Apollo 11 50th Anniversary

Plan for Live Broadcast July 19, 2019

- Purpose:**
- Highlight achievements of the entire Apollo program on or around the anniversary of Apollo 11, which is the mission anniversary likely to be of most interest to the majority of the American public
 - Share the news about NASA's next giant leap -- back to the Moon to prepare us to go to worlds beyond

- Goal:**
- Engage museums, visitor centers, remote locations in public activity
 - Involve as many Apollo crew members and veterans as possible
 - Pivot to future of exploration programs - the moon and beyond

- Intended outcome:**
- Bring the Apollo experience and excitement about NASA's future to the widest possible audience

PROJECT WELCOME HOME

THE MUSEUM OF FLIGHT



B-52 Restoration and
Vietnam Veterans Commemorative Park



A PLACE OF HONOR

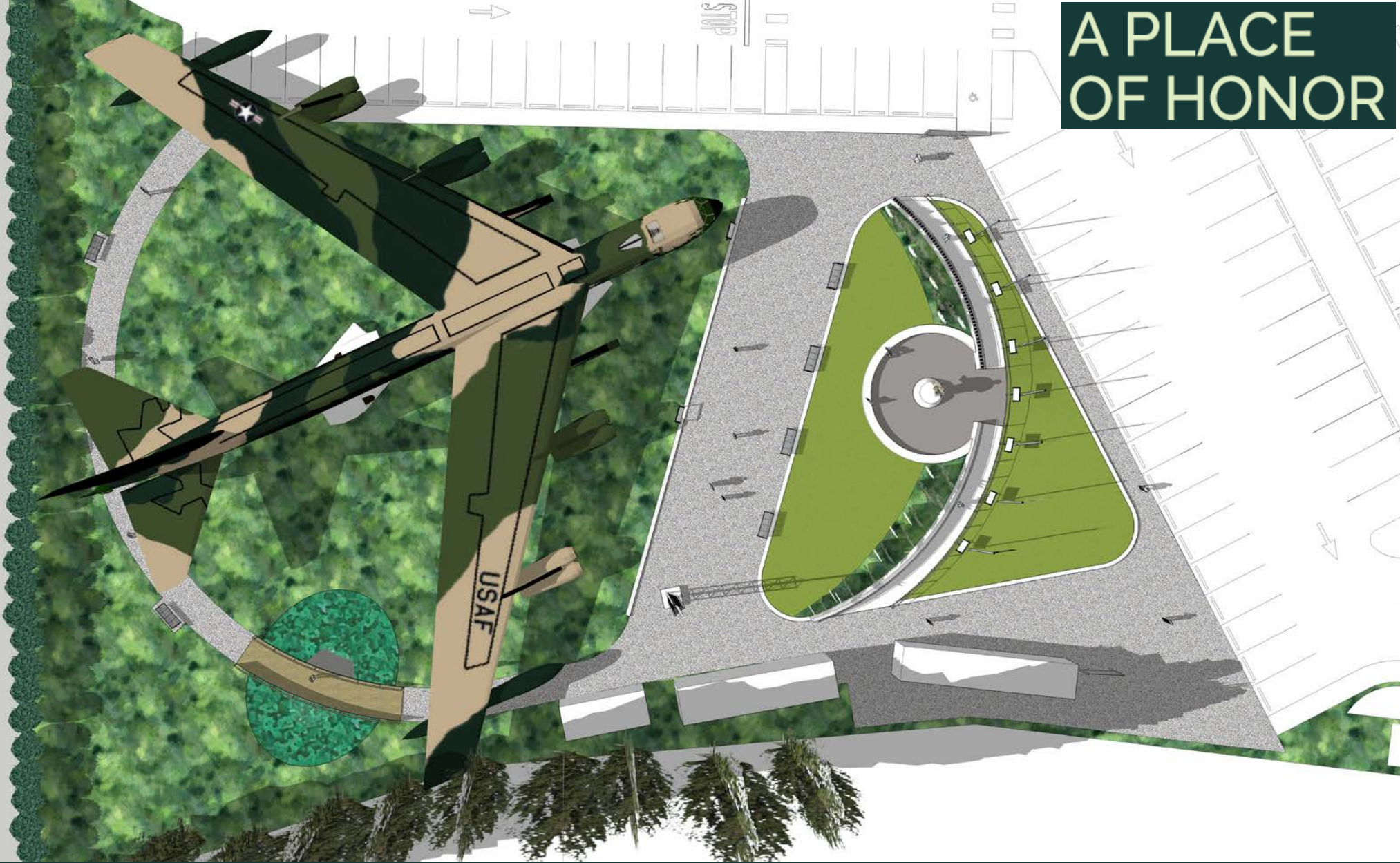
SOUTH VIEW

VIETNAM VETERANS COMMEMORATIVE PARK

THE MUSEUM OF FLIGHT

The Museum's Boeing B-52G Stratofortress #9-2584 *Midnight Express*, has been restored to its Vietnam era livery and moved to the Museum's campus at Boeing Field.

**A PLACE
OF HONOR**



THE MUSEUM OF FLIGHT

AERIAL VIEW

VIETNAM VETERANS COMMEMORATIVE PARK

The jet will reside on the west side of the Museum's Aviation Pavilion in a park-like setting where it will be joined by a statue depicting a returning airman honoring all veterans who served between 1964 and 1975.



THE ORIGINAL CREW OF MIDNIGHT EXPRESS ARE JOINED BY THEIR FAMILY AND FRIENDS AT THEIR 40TH REUNION IN 2012 WITH THE B-52 AT PAINE FIELD/THE MUSEUM OF FLIGHT



**For all who wish to learn, honor, contemplate,
and remember. The Park is envisioned as a space
that will stimulate learning, generate discussion,
and promote healing.**

THANK YOU

PROJECT WELCOME HOME

museumofflight.org/WelcomeHome



where dreams

