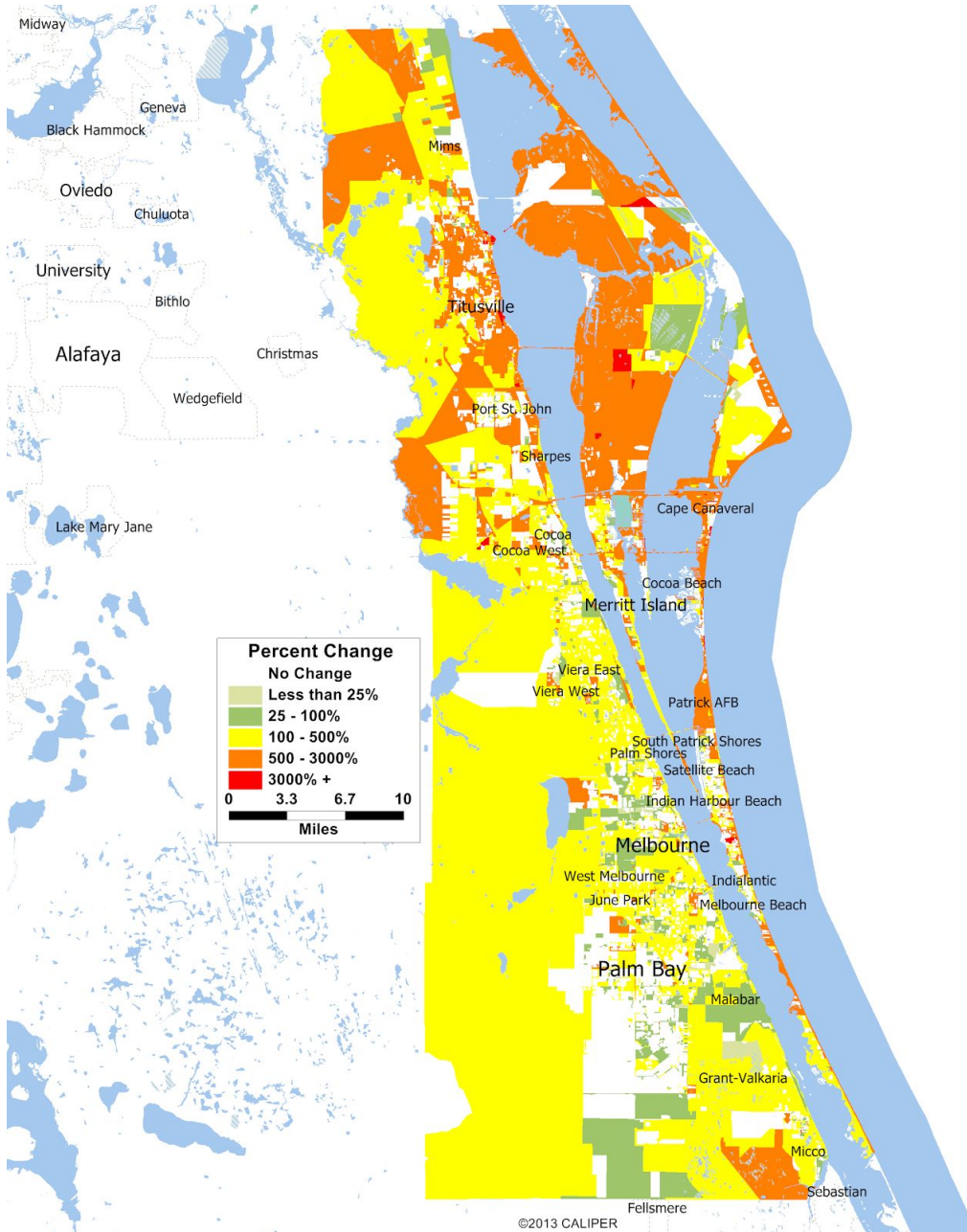


**Event:** SpaceX Falcon Heavy Launch

**Date:** February 6<sup>th</sup> 2018

**Location:** Kennedy Space Center LC-39A

**Methodology:** Compare Launch Day population to non-launch day population – February 6<sup>th</sup> and February 1<sup>st</sup>, 2018. Visitor defined as having a Home Location of 50 miles or greater from Brevard County.



\*Brevard County shown

**Key Findings:**

The SpaceX Heavy Launch brought an influx of visitors to Brevard County. The majority of those visitors flocked to the highlighted areas above. Titusville saw the largest growth due to its proximity to Kennedy Space Center.

The analysis saw a projected total of **114,543 additional visitors in Brevard County on launch day.**