Travel Trends

Prepared for Visit Williamsburg and the Williamsburg Tourism Council

On Monday, April 8, 2024, a solar eclipse will darken the skies in parts of 13 U.S. states and six Canadian provinces. DMOs have been preparing for this event since the previous solar eclipse crossed the United States in August 2017.

Texas will be the first U.S. state to witness the April 8 eclipse.

Nationaleclipse.com lists 40 festivals and multi-day events across Texas, as well as many single-day parties and activities.

Travel Texas, the agency that promotes the state, advised on places to best experience the eclipse, including 32 state parks.

The state also compiled a searchable list of the cities in Texas along the path of totality, with detailed planning information for tourists and DMOs.

The moon's shadow will reach the southwest tip of Arkansas near De Queen and exit the state near Pocahontas in the northeast. The entire state of Arkansas will see at least 94% obstruction during the eclipse. Festivals are planned statewide, and 25 state parks will fall within the path.

Up to 1.5 million out-of-state visitors are expected, with another 500,000 Arkansans expected to travel to the path of totality.

Totality will be seen across much of the lower half of Indiana, while the upper reaches of the state will see 90% totality.

Eclipse events are scattered across the state and range from viewing alongside alpacas to watching on a train to camping in huge fields.

Vincennes and Knox County are offering eclipse merchandise at the Visit Vincennes travel bureau



and are encouraging businesses to offer eclipse specialty items.

The town and county have branded their events under the name Dark Side of the Wabash and claim that they will have the longest total darkness in the state (4 minutes and 5 seconds).

Various venues in Indianapolis that normally feature other types of events are opening April 8. These include the Indianapolis Motor Speedway and the Indiana State Fairgrounds.

Just north of Indianapolis is Hamilton **County**, where businesses and county and city officials have been busy creating special events, educational opportunities and safety plans.

The Hamilton County Tourism staff compiled information on major viewing locations in the county. These include

the grounds of Conner Prairie, an open-air living history museum, in the City of Fishers.

Conner Prairie's eclipse festival will include talks from experts who will shed light on the science behind this event.

The Grand Park Sports Campus in nearby Westfield, will host solar eclipse festivities where soccer and baseball teams usually compete.

Ruoff Music Center is no stranger to hosting large events. The Noblesville outdoor concert venue's eclipse celebration includes live music, food trucks, and a beer garden.

Nationaleclipse.com lists over 30 eclipse events around Ohio, including a tailgate party at the Rock & Roll

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Tourism and public officials plan for safe, fun eclipse experience

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Hall of Fame in Cleveland.

The **Put-In-Bay Tourism Bureau** plans a "monumental" watch party on the lawn of Perry's Victory and International Peace Memorial.

Wendy Chambers, executive director of the Put-In-Bay Tourism Bureau, said there is something for everyone this year on the tiny 4-mile island in western Lake Erie.

Just to the east, tourism and safety officials are expecting thousands of eclipse chasers to trek to **Cleveland**, which will descend into darkness for nearly four minutes.

Dozens of communities are planning major events for the eclipse, hoping to take economic advantage of an event that won't make another appearance in Ohio skies for another 75 years.

Hotels that are in the path of totality are already booked up despite high rates.

Wapakoneta, Ohio, the hometown of astronaut Neil Armstrong, the first man to walk on the moon, is going all out for the eclipse. The Armstrong Air & Space Museum will be open for extended hours and will host a series

of events, including space-themed children's activities, guided museum tours, plus viewing activities on the museum's front lawn.

For the last 15 months, an interagency task force, composed of nearly two dozen **New York state** agencies and authorities, has been collaborating on plans to ensure a safe and memorable viewing experience for New York State's residents and visitors.

Challenges for such an event include traffic management, communications capabilities and public health and safety. State, county and local public safety and emergency management efforts have been tailored to the anticipated needs from an influx of those who come to view the eclipse, according to the governor's office.

Many New York state hotels and businesses are preparing for a tidal wave of tourism.

"I know we're going to be full," said Joe Chojnowski, owner of Tupper Lake's Red Top Inn Lakefront Resort. Suzanne Orlando, proprietor of the Faust Motel in **Tupper Lake**, said they have been booked for months. Orlando described a general excitement around town for the coming solar event.

But Orlando also said that some local business owners are fearful that the influx of eclipse-goers might overwhelm their little town.

Planners in Waterbury, Vermont, believe the annual onslaught of leaf-peepers every fall may pale in comparison to the expected rush of eclipse chasers to town. The Vermont Department of Tourism and Marketing anticipates between 50,000 and 200,000 people will visit Vermont for the eclipse.

Waterbury officials have been meeting regularly to discuss six key topics: safety, parking, education of businesses, education of the community, website and other communications, and events and promotion.

As for the day of the eclipse, they recommend that dining and retail establishments not typically open on Mondays plan to be open to take advantage of the potential business.

And other businesses that aren't retail- or dining-focused are asked to encourage employees to work from home on April 8 to avoid post-eclipse traffic.



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