

At 3:06 p.m., Monday, April 8, Hamilton County residents and visitors experienced the 2024 Total Solar Eclipse, a significant celestial event that drew almost 90,000 visitors from all 50 states, which is a 96% increase in normal visitation for that same day in 2023. Hamilton County Tourism led a hard-working local organization committee comprised of city officials, public safety departments from throughout the county to plan and prepare schools, businesses and residents for the event. They also helped create an air of excitement along with preparation. This report recaps the event, detailing the impact, successes and key takeaways for future planning (of large events).

OVERVIEW

Hamilton County was in the direct path of a total solar eclipse April 8, 2024, creating an unprecedented travel opportunity. The event was eagerly anticipated by residents and visitors. The totality ranged from 2 minutes and 50 seconds to 3 minutes and 38 seconds throughout Hamilton County, offering an awe-inspiring experience for all who attended.

VISITOR ATTENDANCE & DEMOGRAPHICS

- Data from Pacer.ai indicate that 86,600 visitors (people from 30+ miles who stayed at least 30 minutes in the county) visited Hamilton County on April 8.
- According to a Longwoods International study, 7% of travelers reported traveling at least 50 miles to observe the eclipse. On those trips, 7% spent more than 5 nights away from home, 9% spent 3-5 nights, 39% spent 1-2 nights away, and 44% traveled and returned on the same day.

89,600

Total Visitors to Hamilton County

7.6 HRS

average length of stay

10A-6P

peak visitation period

97.9%

hotel occupancy on peak (Sunday)

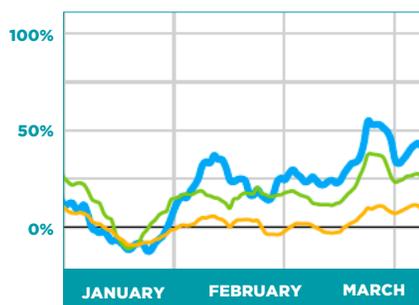
276

vacation rental bookings for April 2024 vs. **85** in April 2023

MARKETING & EARNED MEDIA COVERAGE

Social media and website marketing played a crucial role in promoting the event, with targeted campaigns in northwest Indiana and Chicago.

Both Google and Facebook platforms in an integrated approach drove almost 22,000 engaged sessions. Paid social ads attributed to over 17,000.



BLUE Hamilton County Tourism Ad Engagement

GREEN Midwest Similar Ad Engagement

ORANGE Overall Industry Ad Engagement



Website numbers grew significantly day-of as residents and visitors sought information.

12,000 visits to VisitHamiltonCounty.com April 8 - 10,000 of which were new users - versus 2,800 visitors in 2023, a 328% increase year-over-year.

Forbes

Carmel

Where: Hamilton County, central Indiana

Time and duration of totality: 3:06 p.m. CDT, 3 minutes 28 seconds

[More information](#)

A likely destination for visitors from Chicago, South Bend and Fort Wayne is this affluent town in central Indiana, which has a [free, public observing event](#) planned for its Civic Square. Visitors will be able to tour the town's famous Arts & Design District and watch national broadcasts from NASA on a big screen at Midtown Plaza. Nearby is [Park Side Of The Moon](#) at Cool Creek Park.

EARNED MEDIA

Positive media coverage from local news outlets and national publications helped boost the region's profile.

- Roadtrippers - January 2023
- WISHTV - February 2023, April 2024
- Fox59 - February 2023, February 2024, April 2024
- WTHR - April 2023
- IBJ - October 2023
- Forbes - January 2024
- Country Living - March 2024
- USA Today - March 2024

- Dayton Daily News - February 2024
- The Points Guy - February 2024
- WRTV - March 2024, April 2024
- Southwest Ohio Parent - March 2024
- Wane TV - March 2024
- Indianapolis Monthly - March 2024
- ABC Chicago - April 2024
- Indy Now - April 2024
- Travel Pulse - March 2024

Hosted two national journalists for the eclipse for future coverage.

OUT OF THIS WORLD ACTIVATIONS

- 150,000** viewing glasses distributed
- 30+** viewing events promoted
- 50** states represented with visitation
- 8** eclipse mural installations throughout the county
- 6** eclipse giant viewing glasses at various locations

