# **SMAR**<sup>¹</sup>nsights

### **Travel Trends**

Prepared for the New Hampshire Division of Travel and Tourism Development

On Monday, April 8, **2024**, a total **solar eclipse** will cross North America, passing over Mexico, the United States, and Canada. DMOs have been preparing for this event since the previous solar eclipse crossed the United States in July 2017.

Here are some highlights of what states and communities are planning, following the path from Texas to Vermont.

First up is **Texas**, where the eclipse will begin near Del Rio and trace a line northwest across the state.

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

Moving on to **Indiana**, where the path starts in the southwest corner near Vincennes, the oldest town in the state.

Vincennes and Knox County are offering various eclipse-branded merchandise at the Visit Vincennes travel bureau and 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).

Just north of **Indianapolis** is **Hamilton County**, where businesses and county and city officials are 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 live performances from musical acts and dance companies and 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. Attendees can expect food and drinks from food trucks, a concert, inflatables and other attractions.

Ruoff Music Center is no stranger to hosting large events. The **Noblesville** 

outdoor concert venue's eclipse celebration includes live entertainment, food trucks, beer garden and more.

Tourism and community leaders in **Northwest Ohio** between **Toledo** and **Cleveland** are focused on the eclipse, when the sky will darken midday, creating a dusk-like ambiance.

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.

"There will be food establishments,

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#### Sources:

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### Tourism and public officials plan for safe, fun eclipse experience

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lodging and more open on the eighth," Chambers said. Ferry rides are also available.

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 what

they expect to be a tidal wave of

"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.

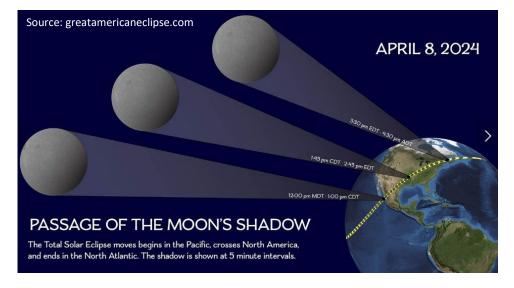
But Orlando also said that some local business owners are fearful that the influx of eclipse-goers might overwhelm their little town.

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 Monday to avoid posteclipse traffic.



According to Great American Eclipse, between 900,000 and 3.7 million people are expected to travel to points of totality.