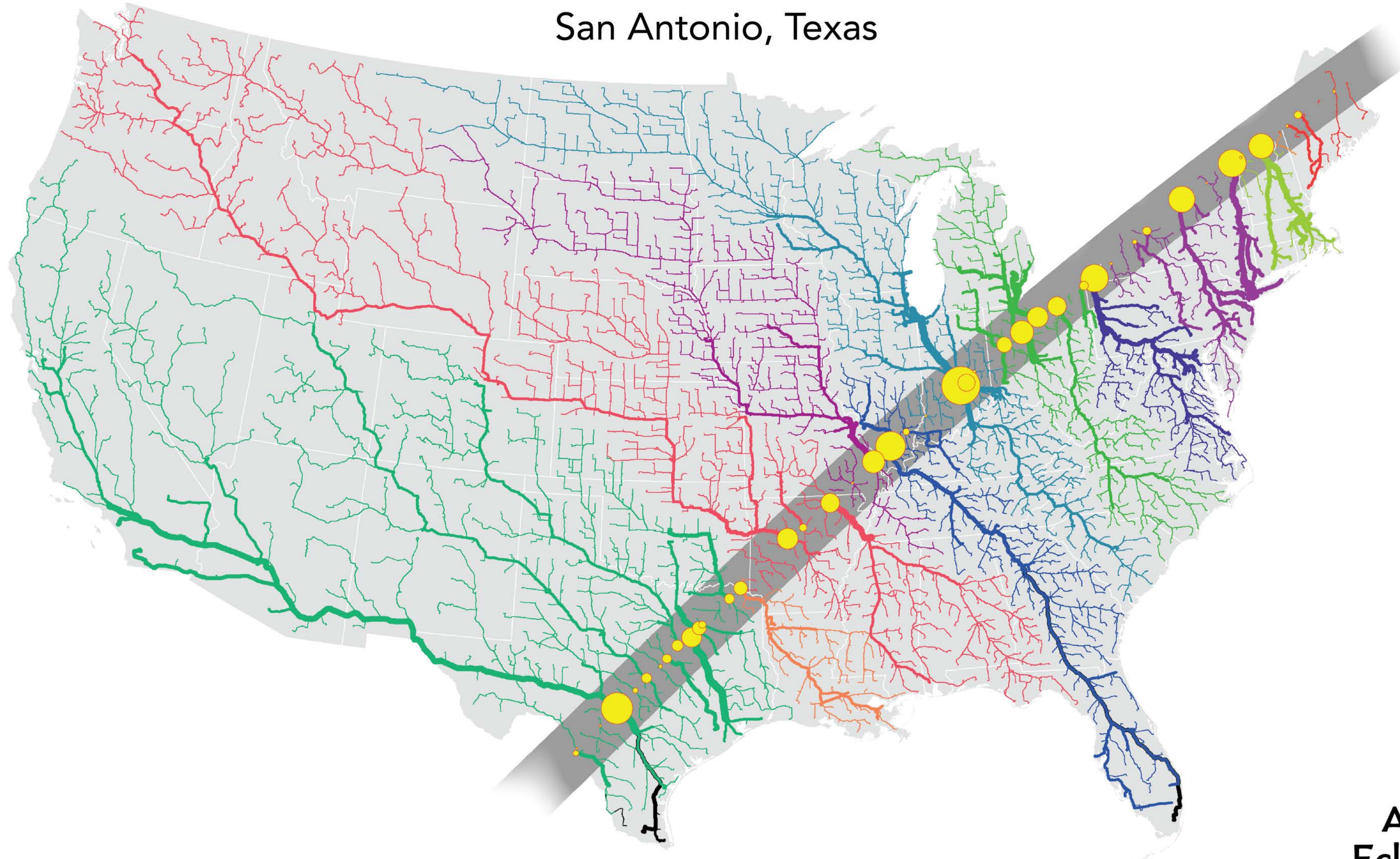


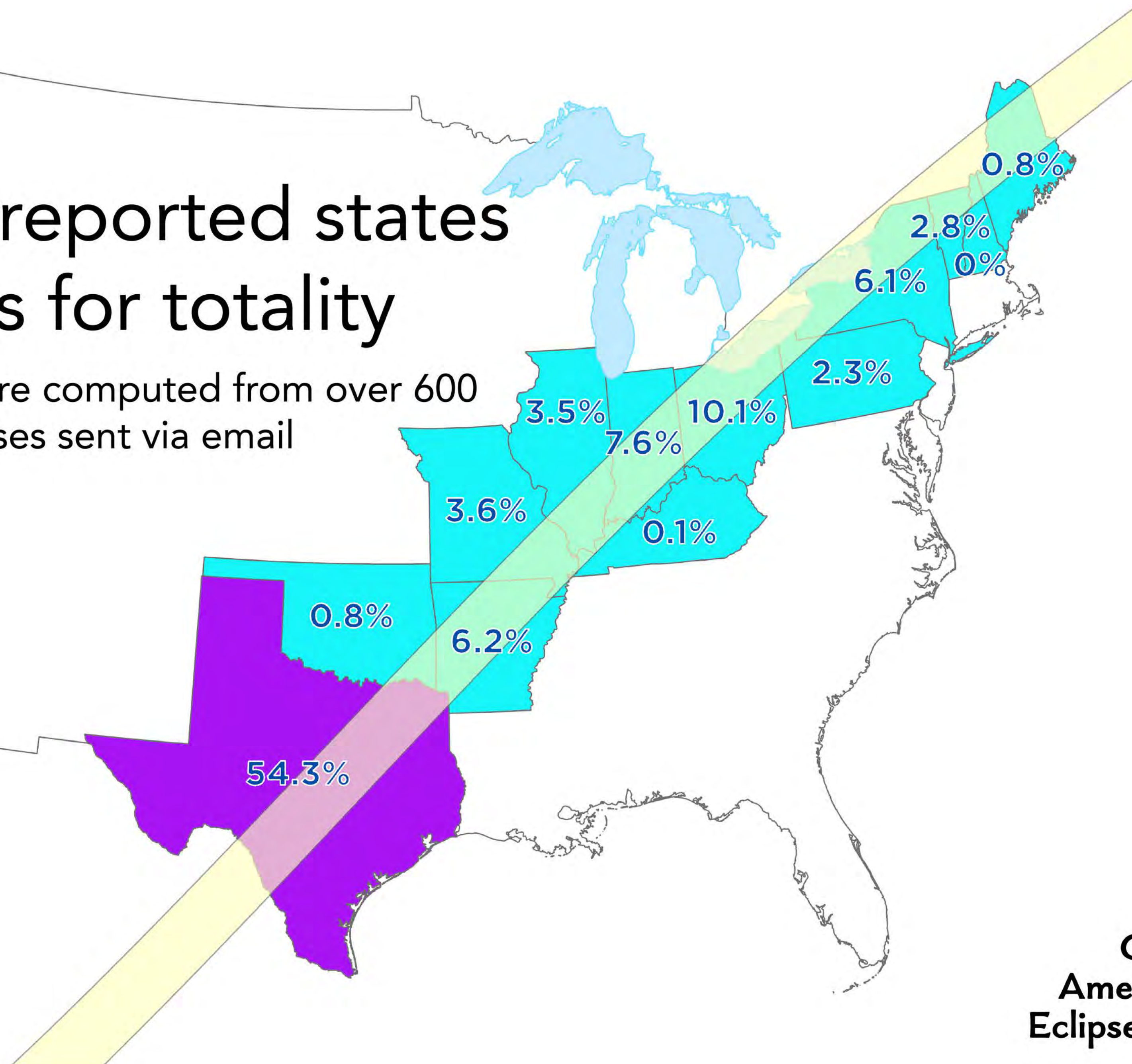
Updated Estimates for Eclipse Visitation on April 8, 2024

Michael Zeiler, GreatAmericanEclipse.com
AAS Solar Eclipse Workshop, September 2023
San Antonio, Texas



Survey-reported states for visits for totality

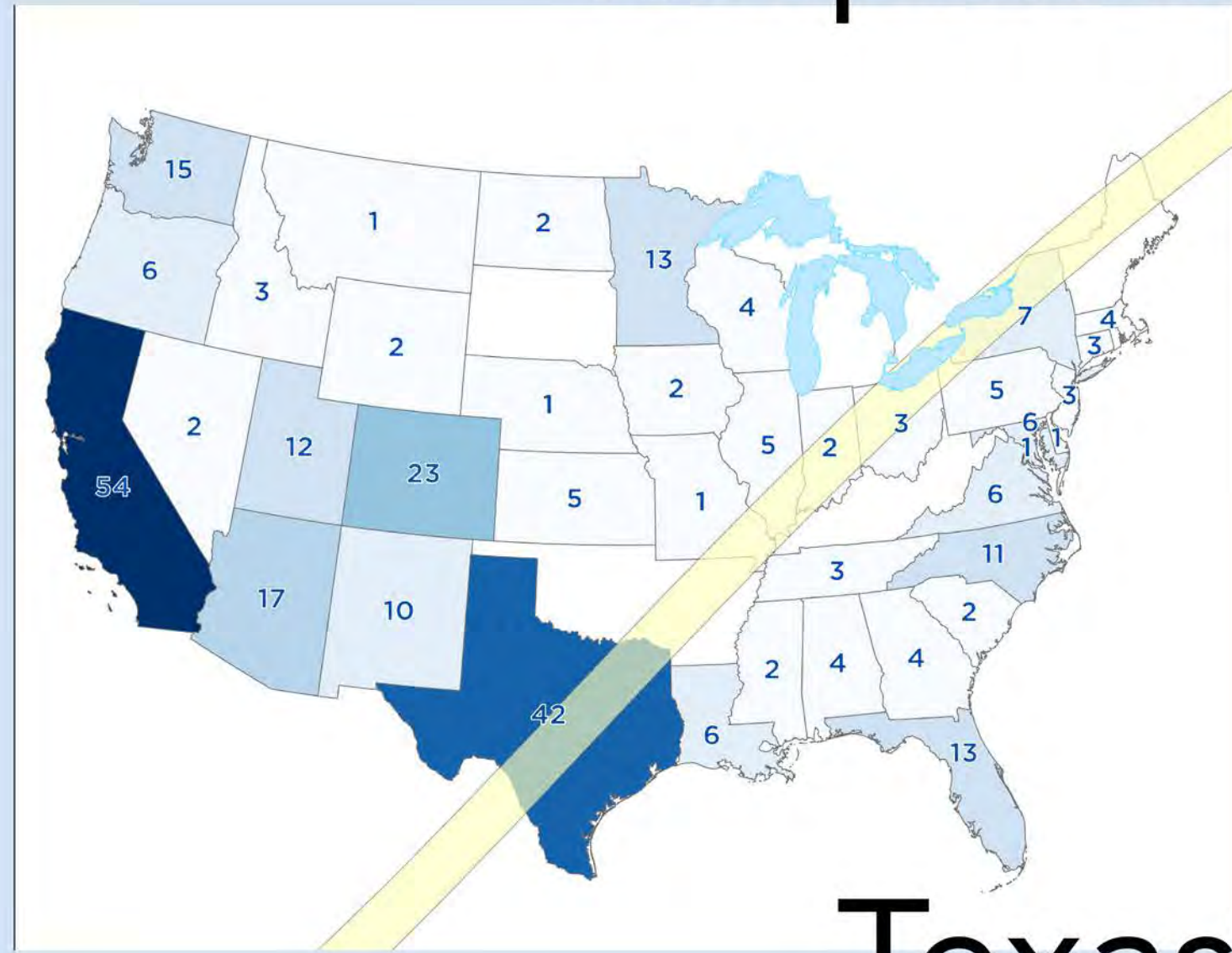
Percentages are computed from over 600 survey responses sent via email



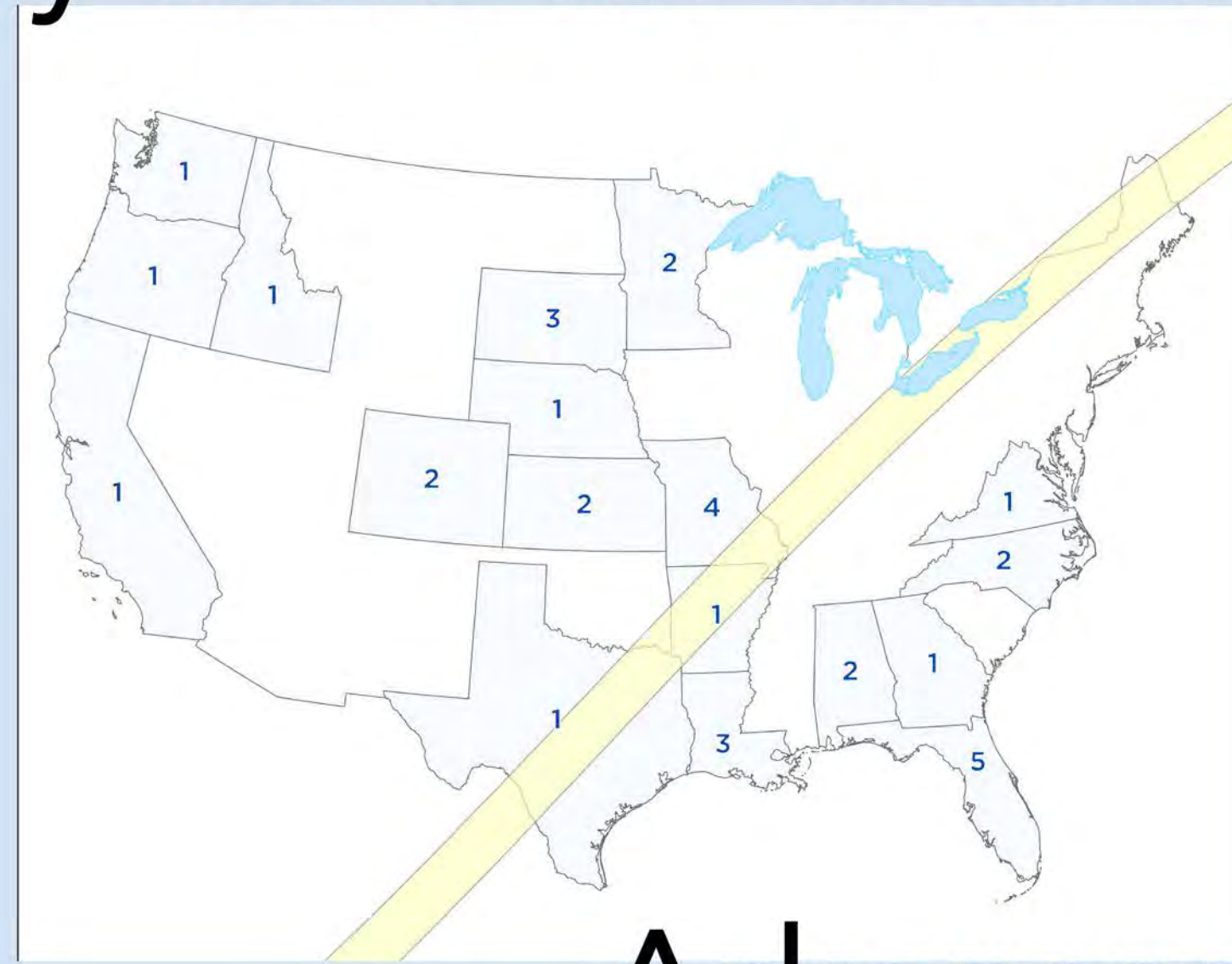
Great
American
Eclipse.com



Responses by state for destination state, 1



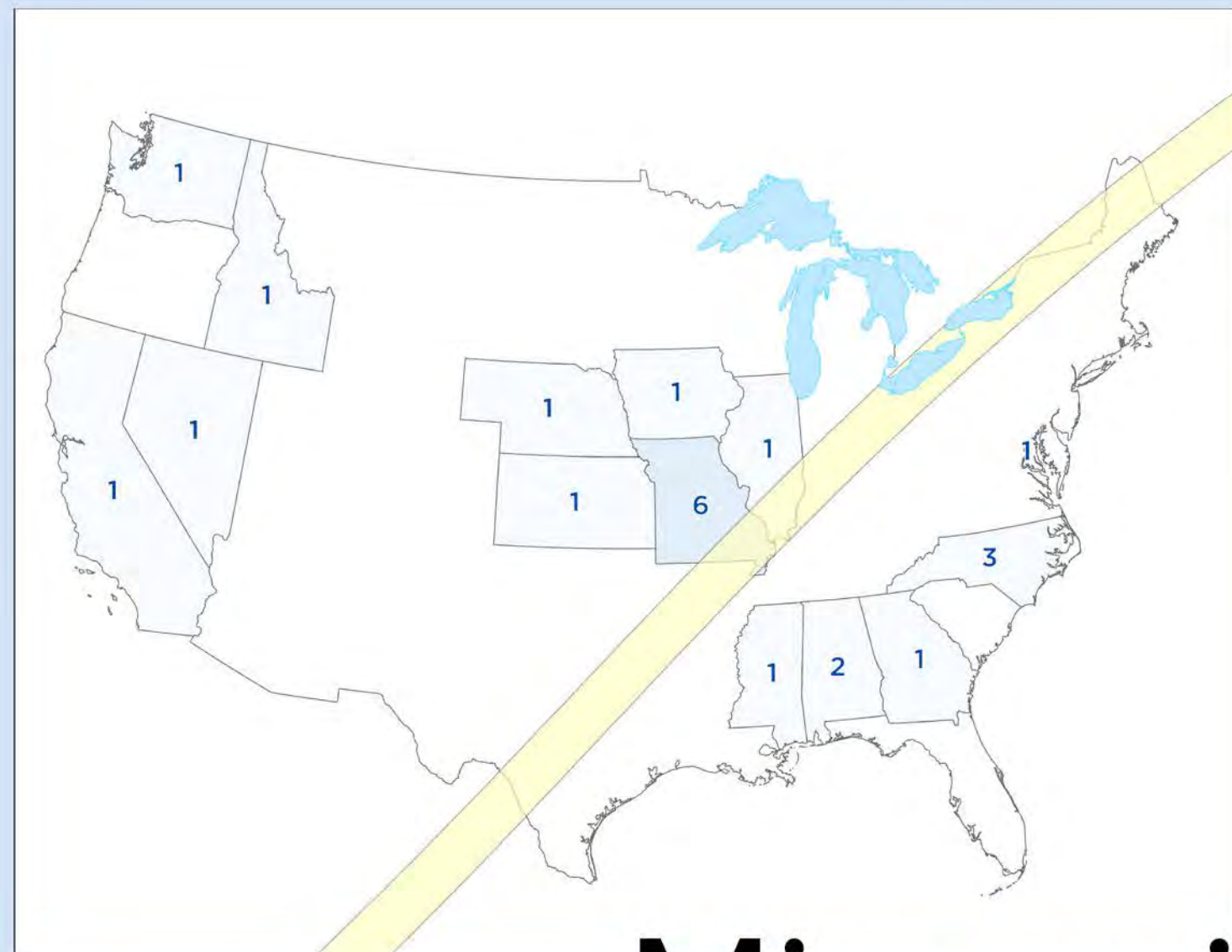
Texas



Arkansas



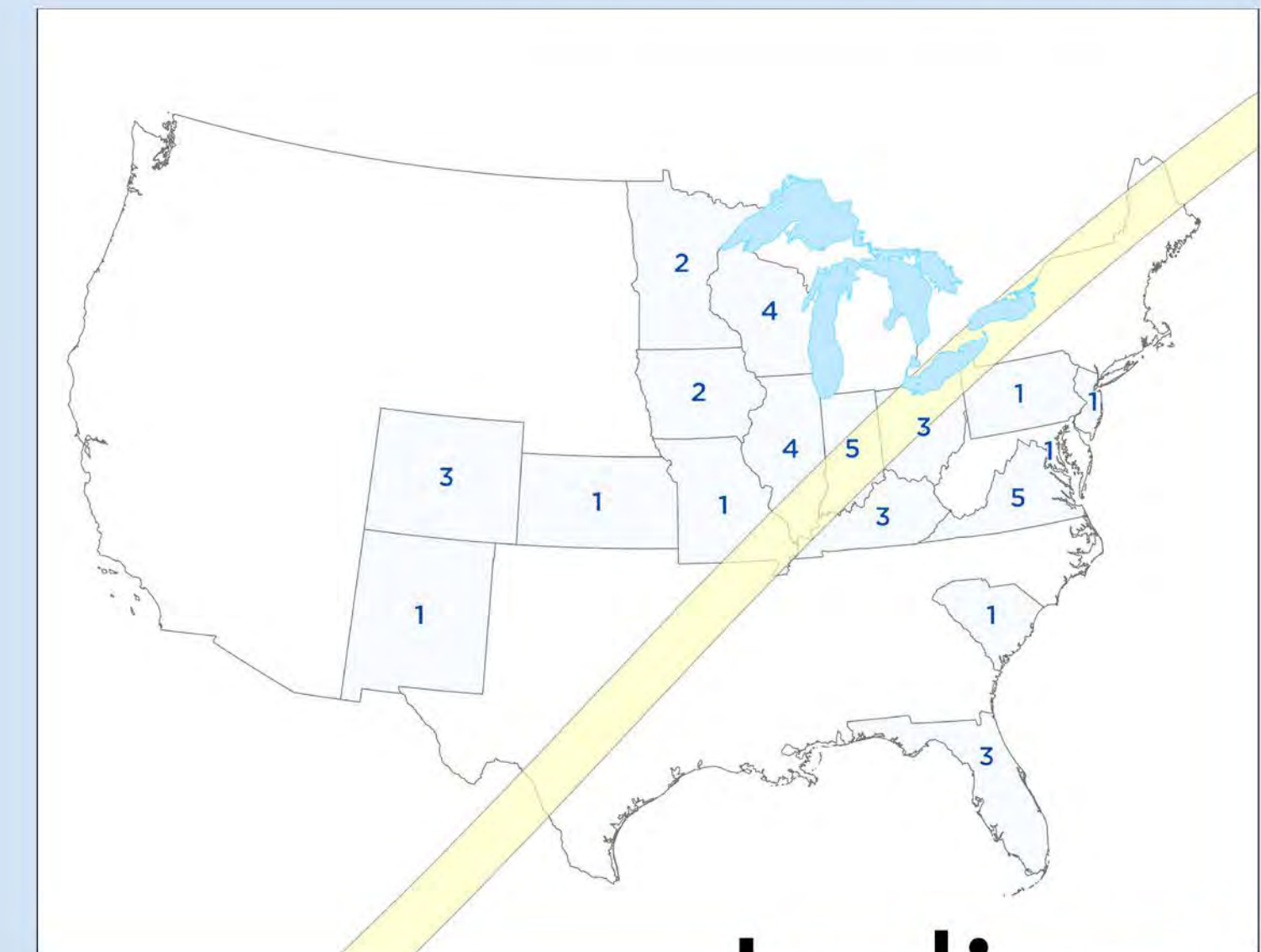
Oklahoma



Missouri

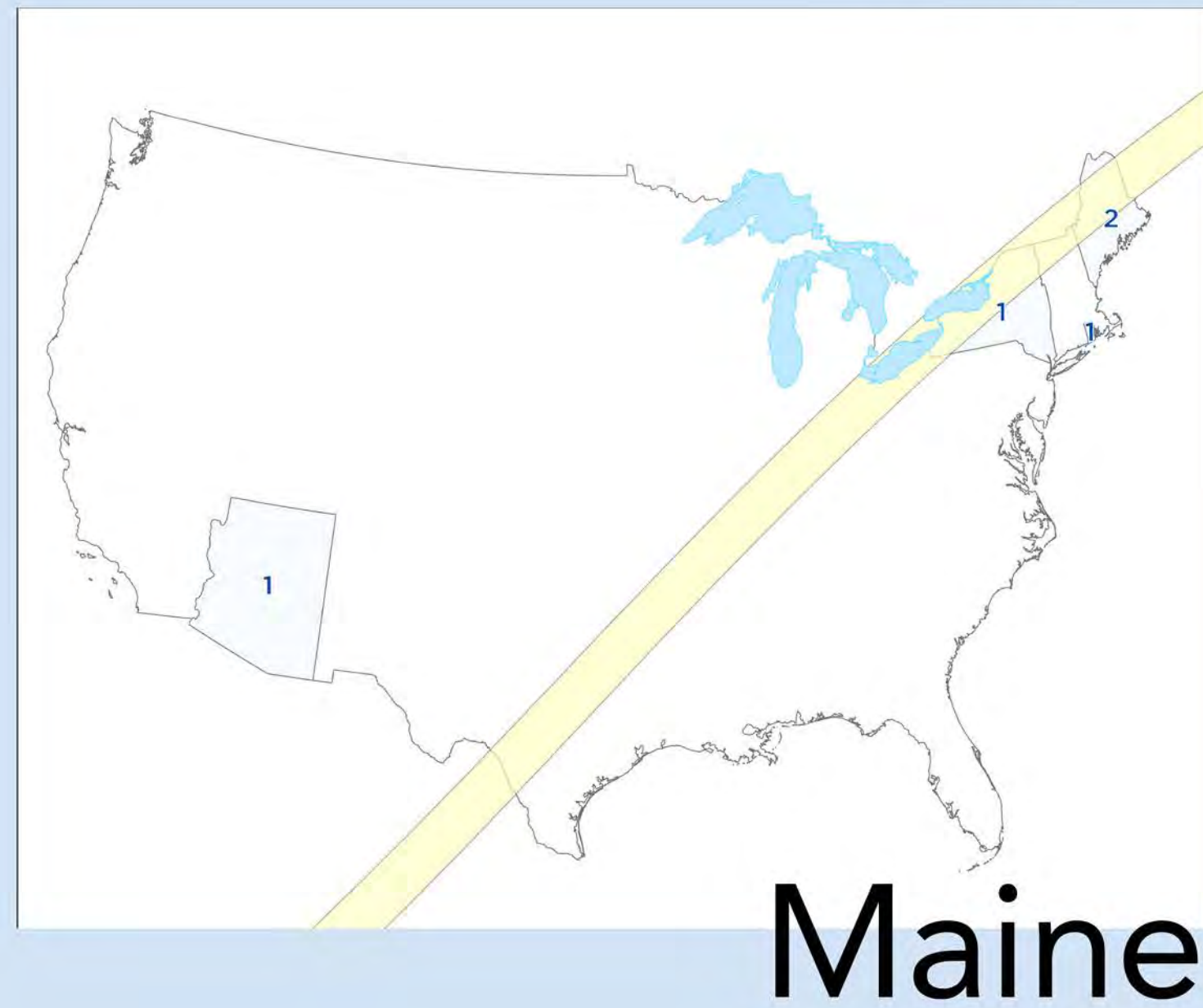
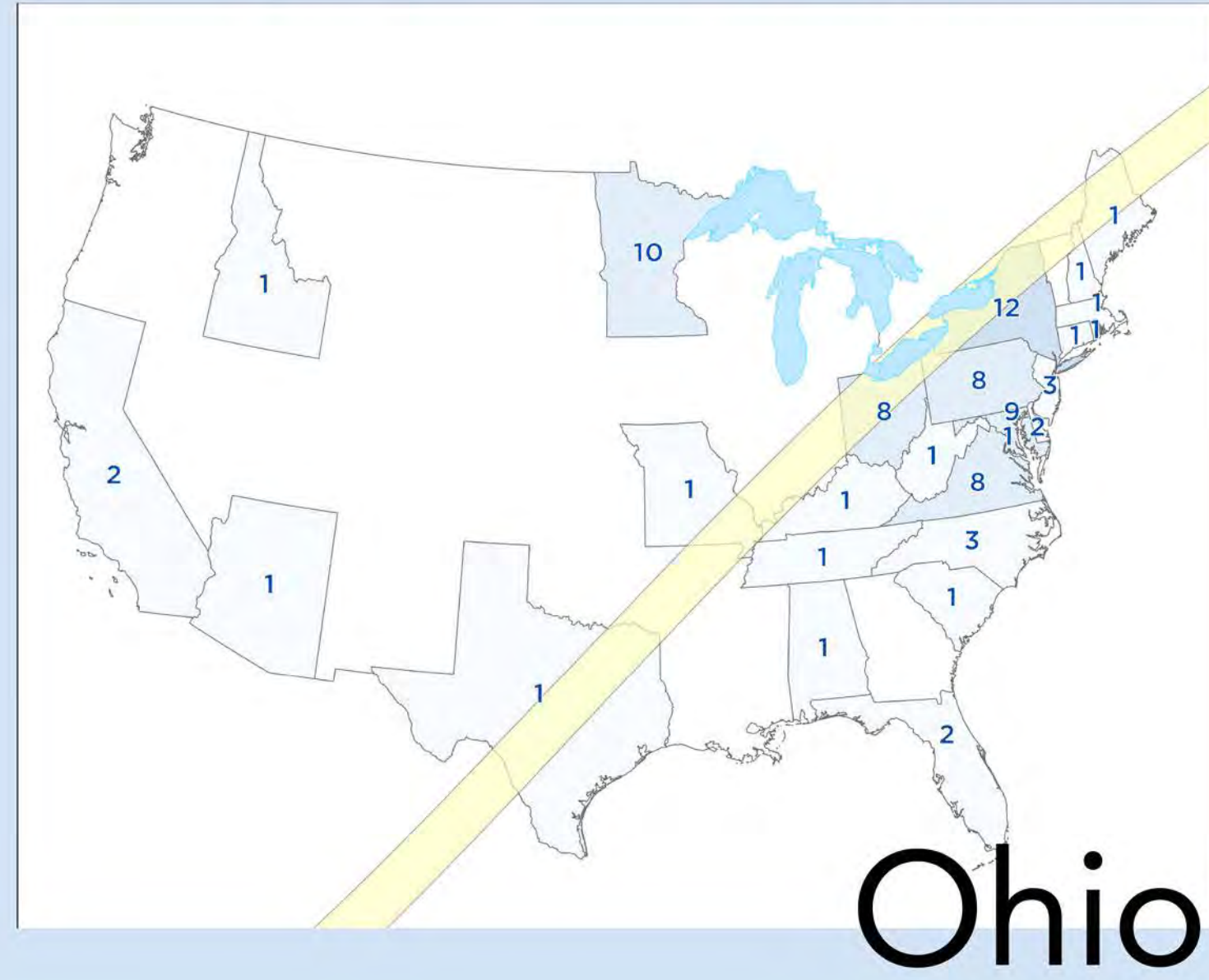
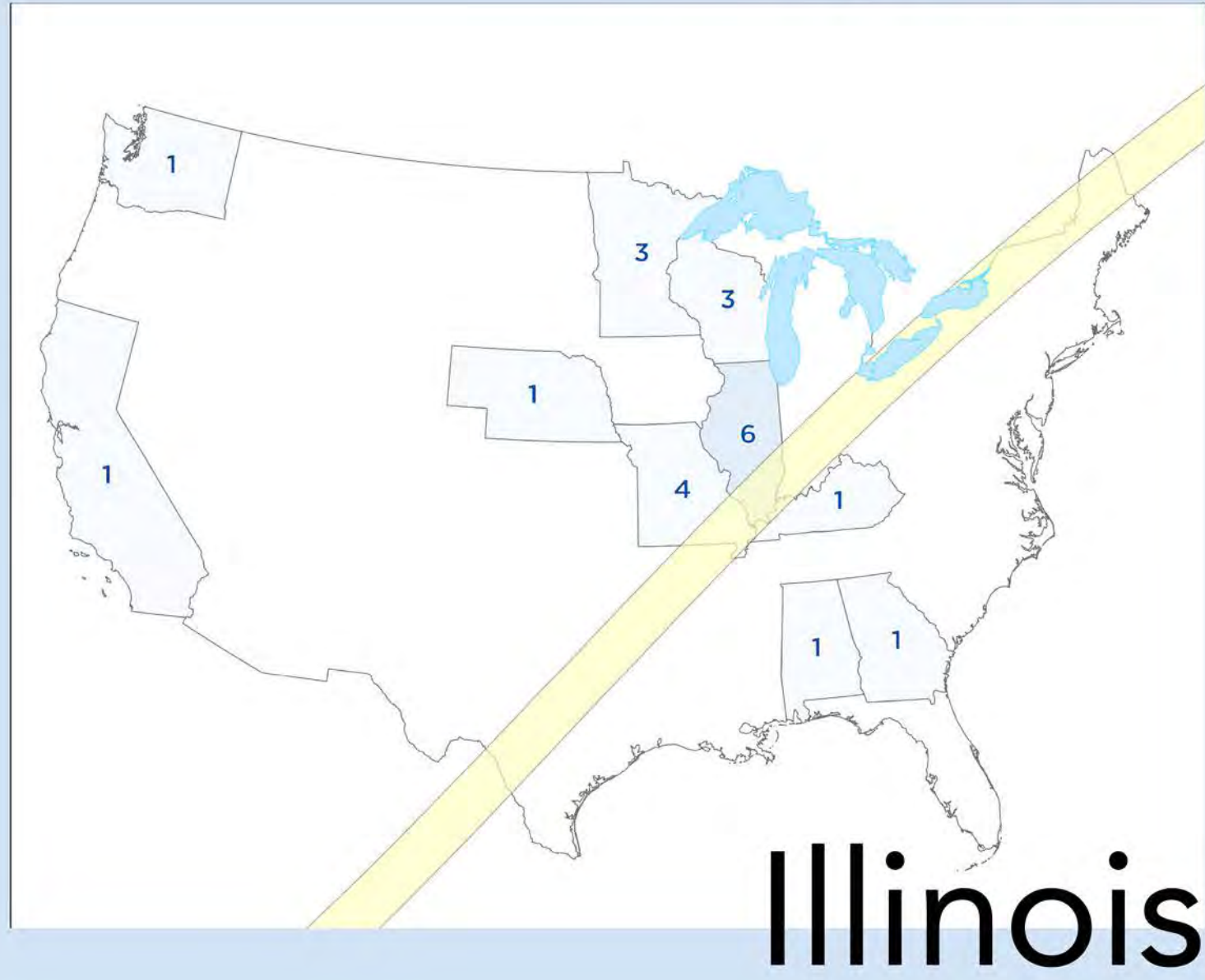


Kentucky



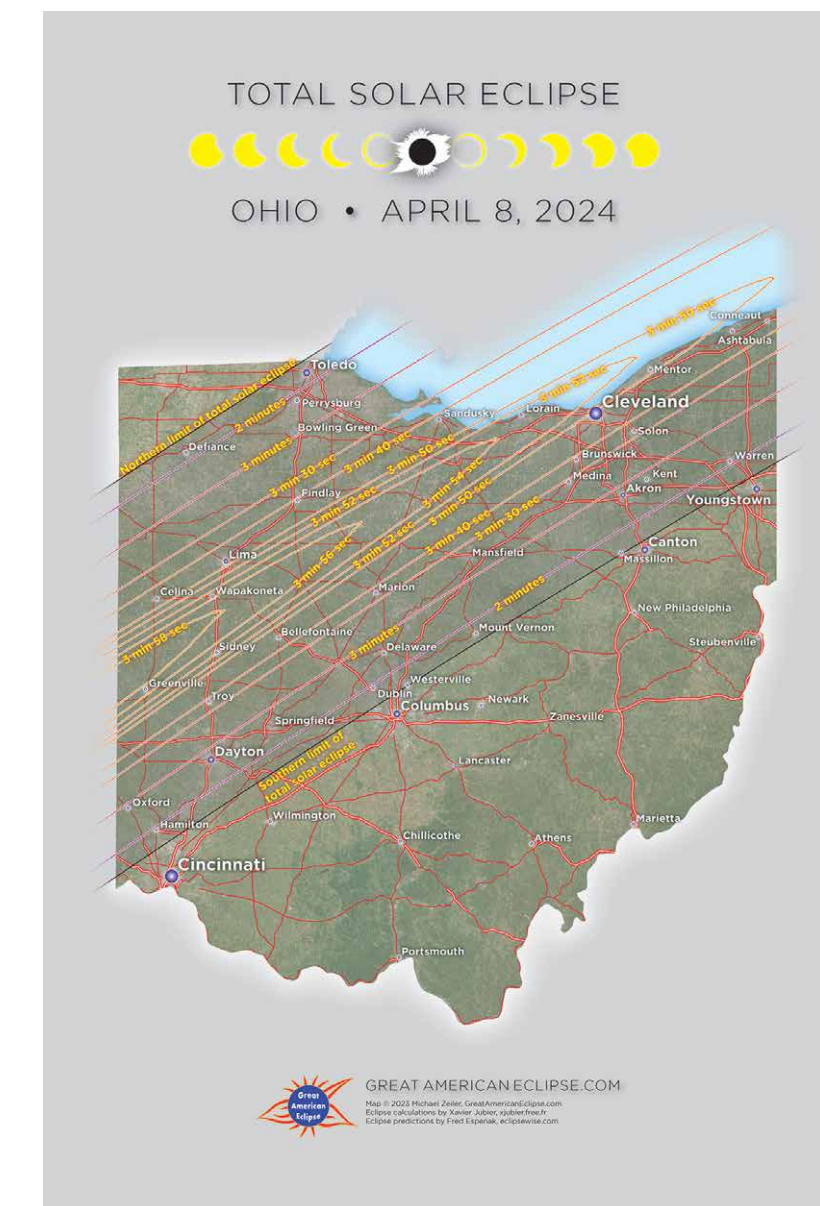
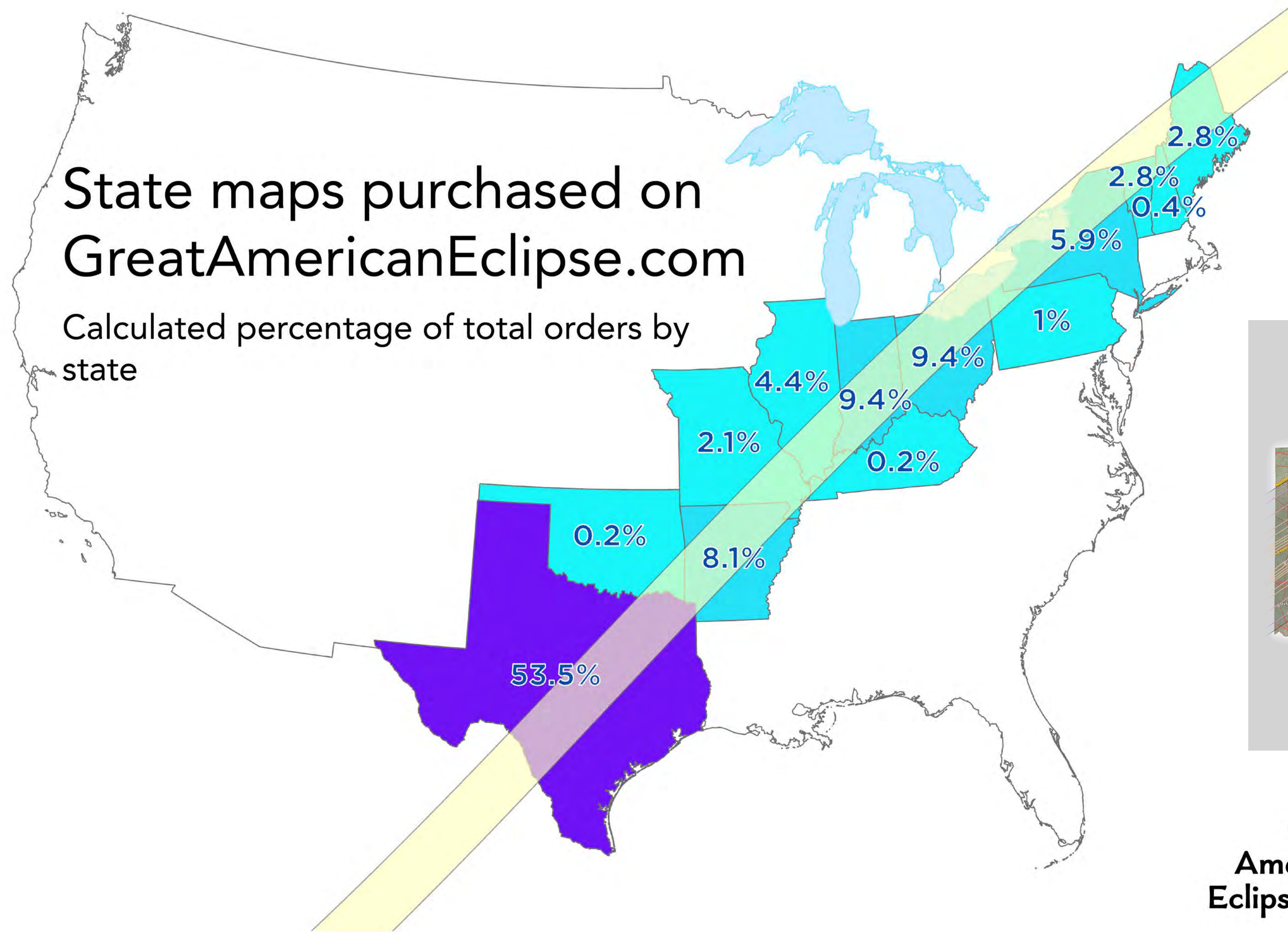
Indiana

Responses by state for destination state, 2



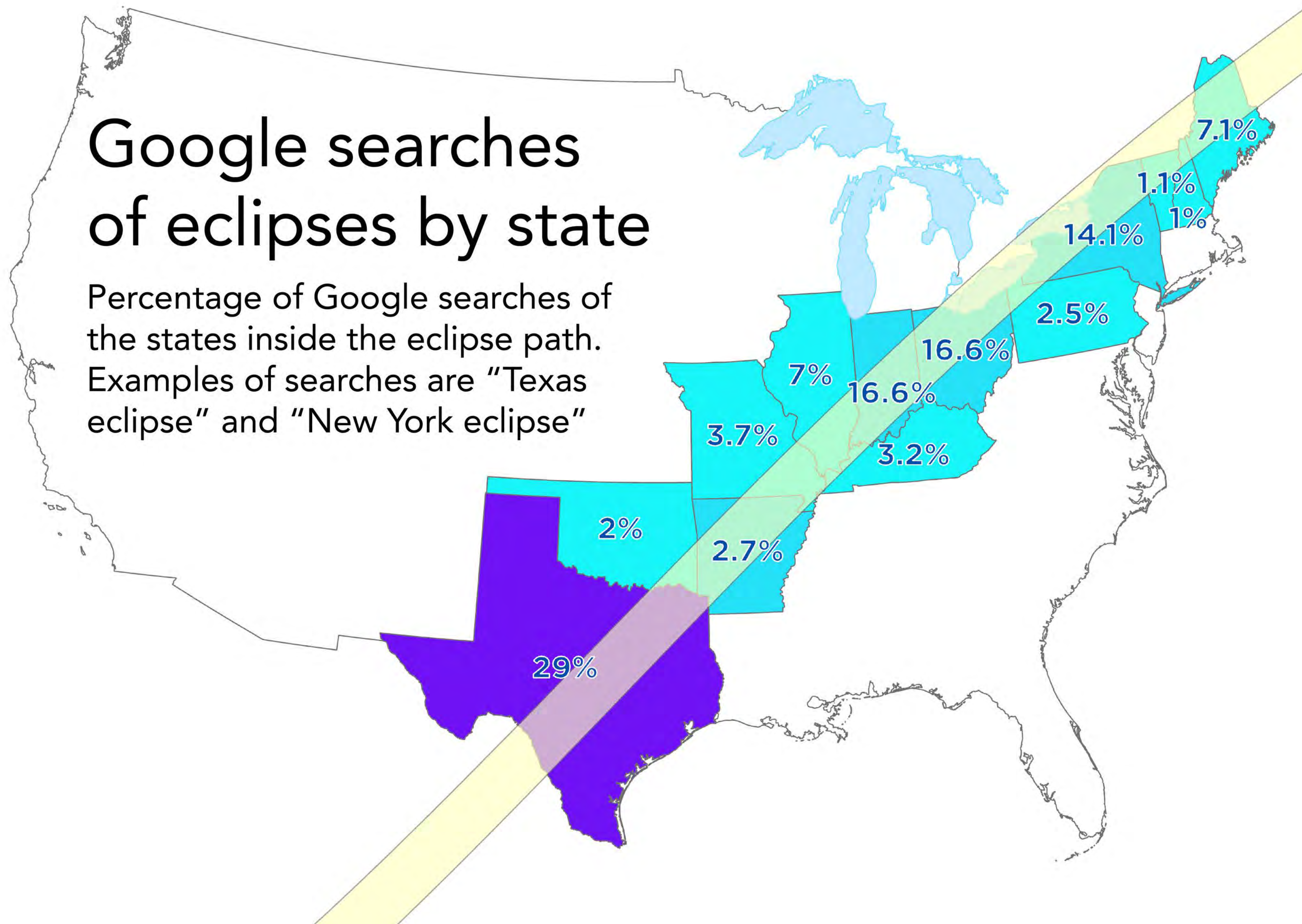
State maps purchased on GreatAmericanEclipse.com

Calculated percentage of total orders by
state



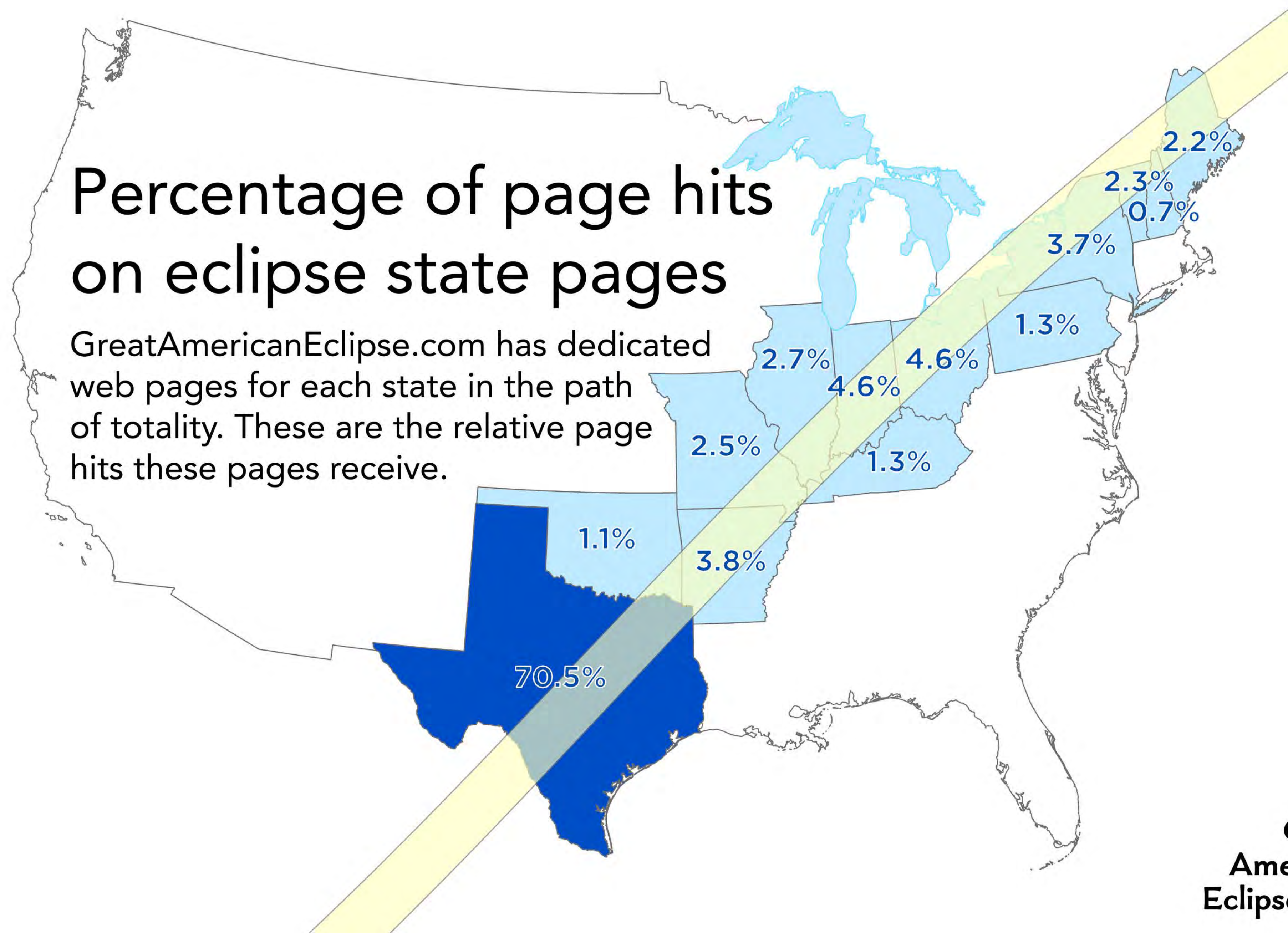
Google searches of eclipses by state

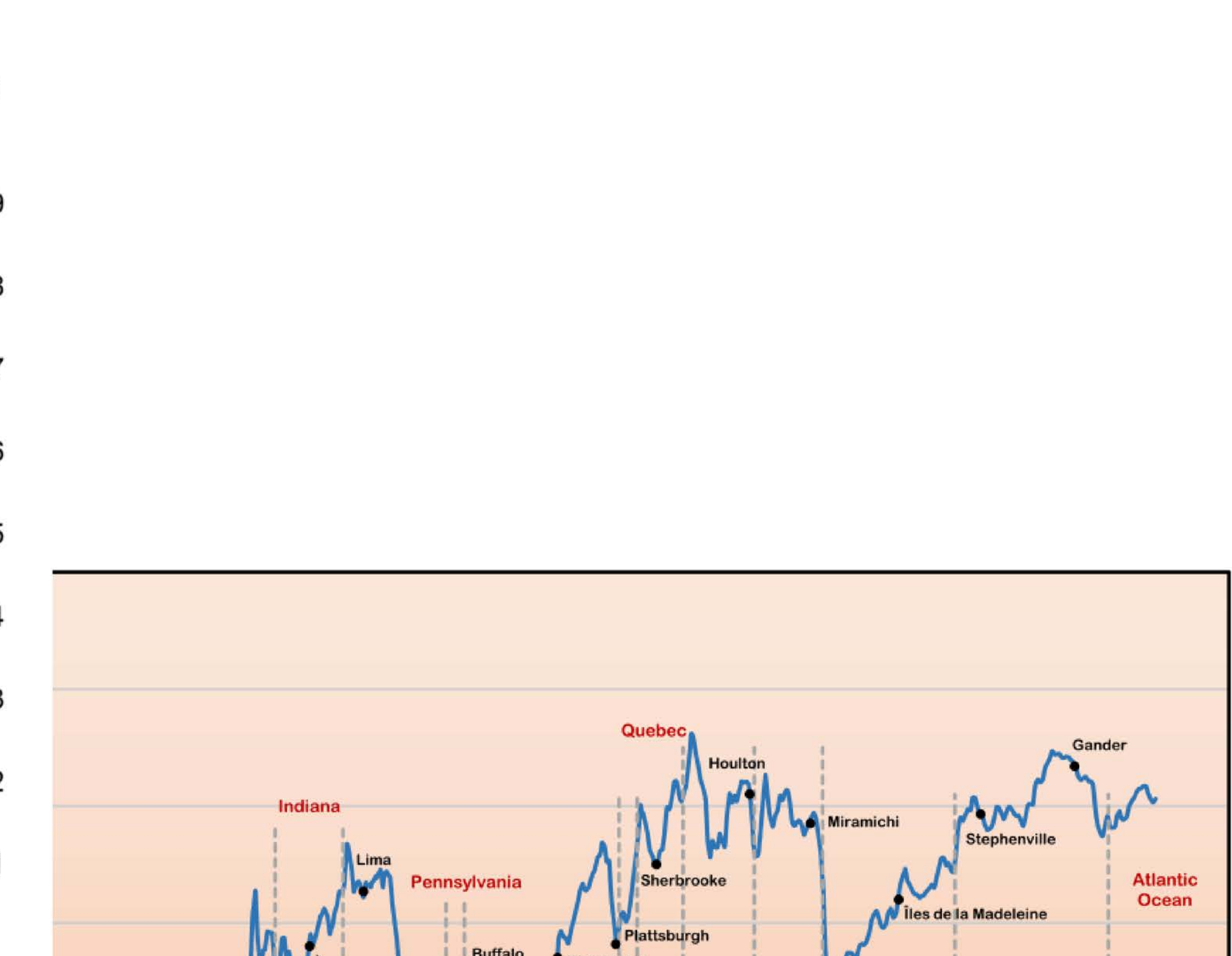
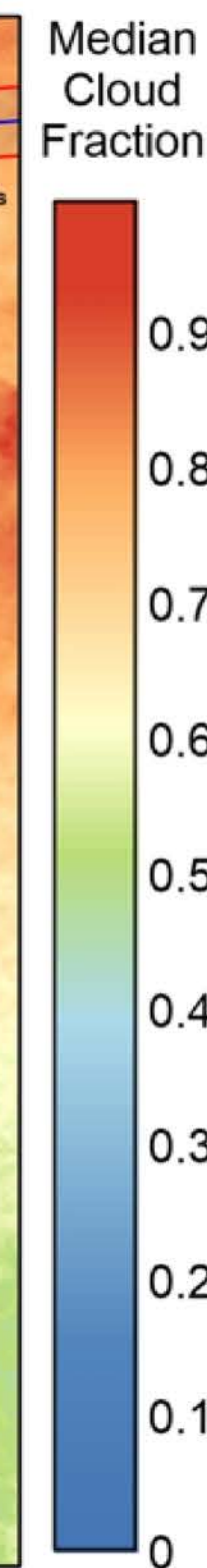
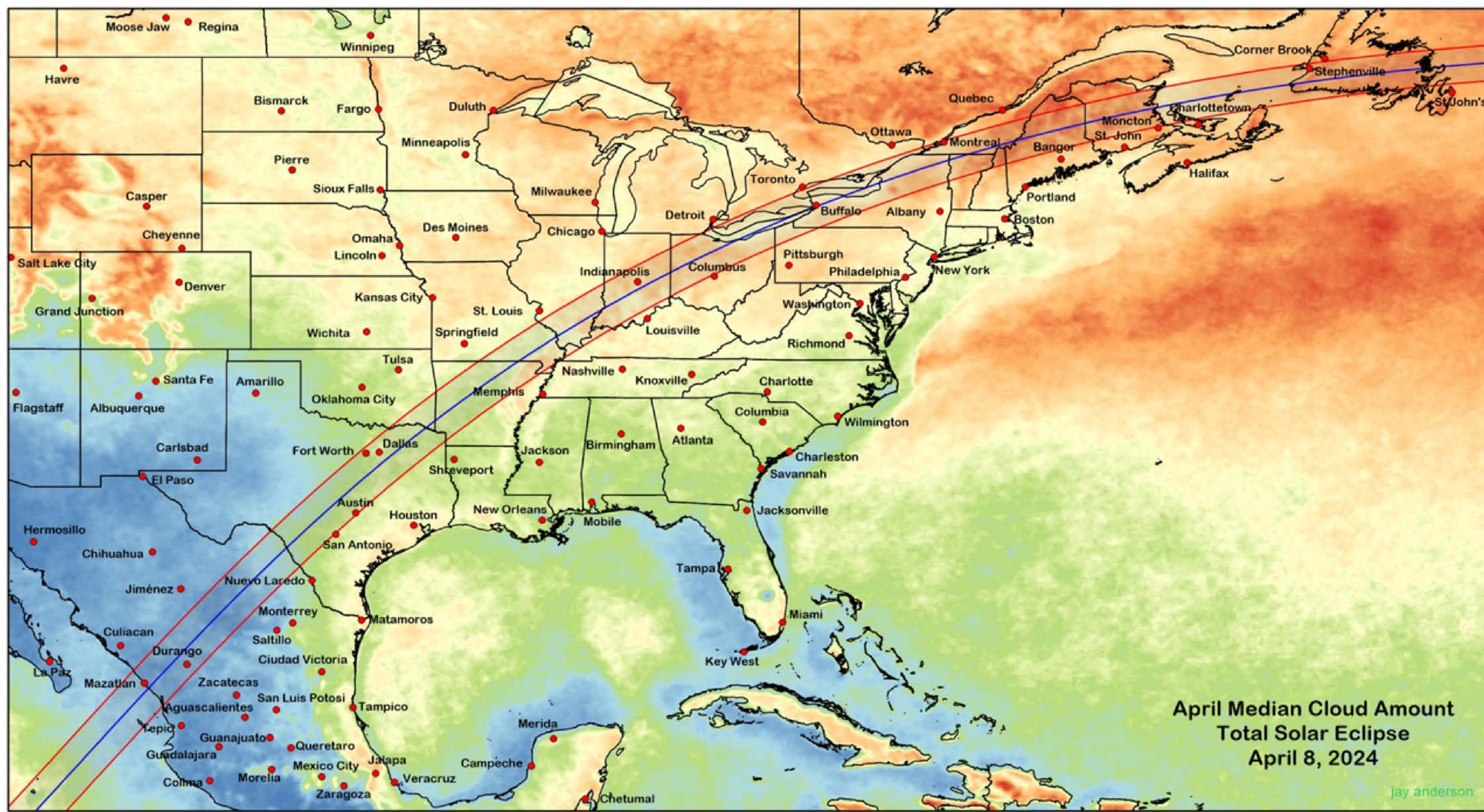
Percentage of Google searches of the states inside the eclipse path. Examples of searches are "Texas eclipse" and "New York eclipse"



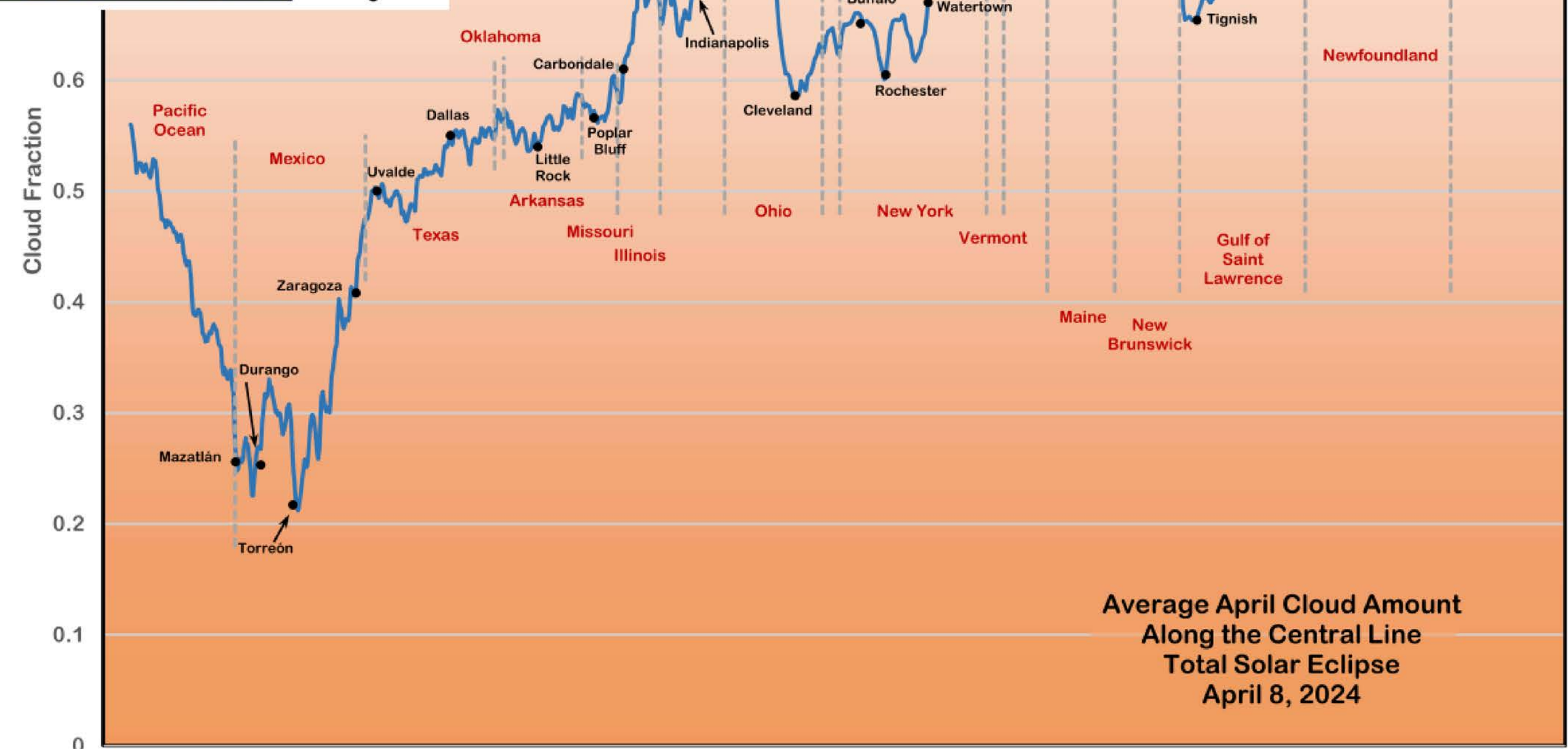
Percentage of page hits on eclipse state pages

GreatAmericanEclipse.com has dedicated web pages for each state in the path of totality. These are the relative page hits these pages receive.





Weather
The biggest factor for
predicting eclipse visitation





WHAT TO DO?

Reality check!

*Survey is not a scientific poll.
Responses are from people with a high
interest in eclipses.*

*Our state maps purchases are from an
audience already interested in eclipses.*

*The Google search is more
representative of the public, but maybe
skewed as well?*



WHAT TO DO?

But high potential!

In 2017, Wyoming was the state that surpassed expectations.

We think Texas will surpass expectations of better weather odds, but also superior infrastructure in major cities.

12 million Texans live inside the path of totality. Many will have out-of-state guests.

But most people in the Eastern Seaboard will still go to the Great Lakes.



WHAT TO DO?

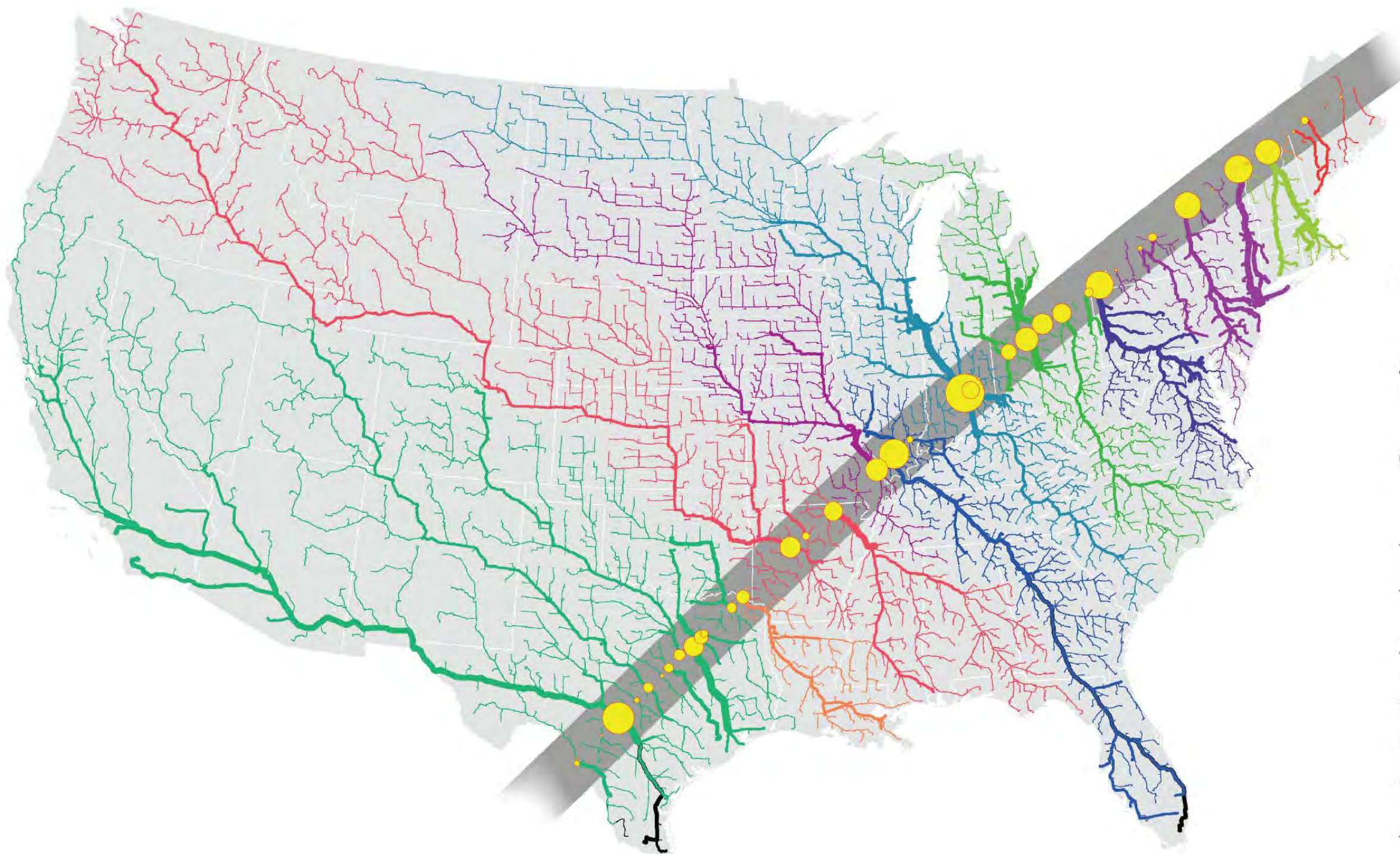
Solution: Add Weights

Adjust state visitation estimates by weights from 0.7 to 1.5.

The weights are guided primarily by weather considerations, secondarily by survey and search results.

Texas gets a weight of 1.5 - best weather in US, excellent infrastructure, buzz on web

Vermont, New Hampshire, and Maine get a weight of 0.7 due to April storms



How many people will travel to the path of total solar eclipse on April 8, 2024?

These are our best estimates for eclipse visitation, using the same model we applied for the 2017 eclipse.

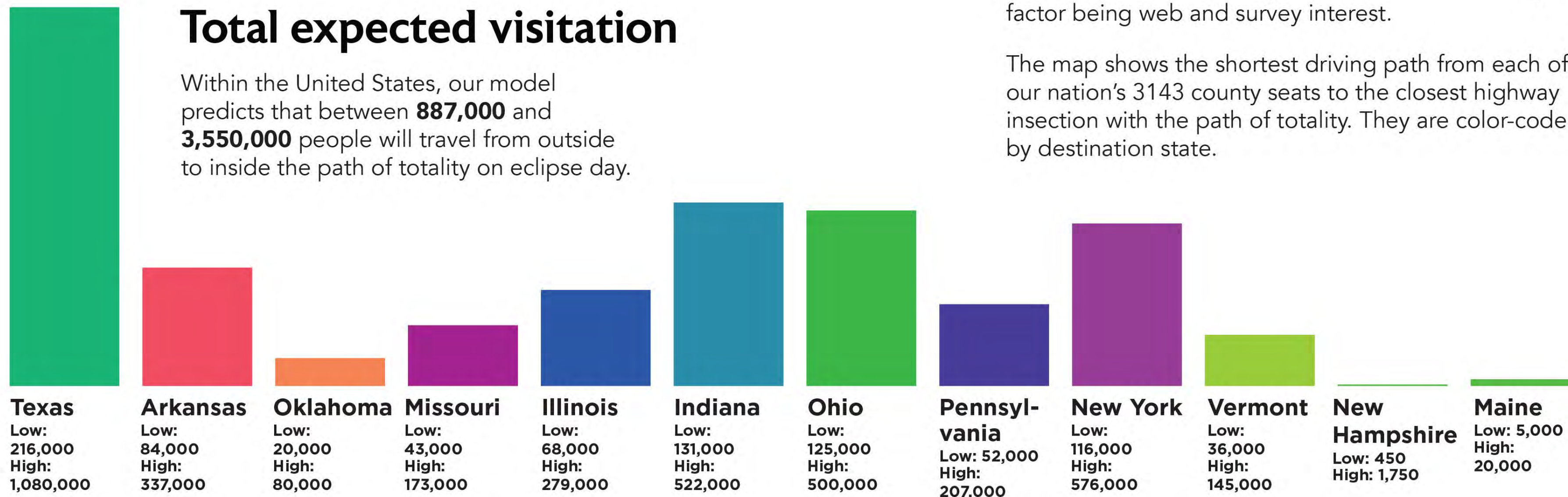
The numbers given for each state are high and low estimates for out-of-path visitation on eclipse day. The distance-decay method applied in these estimates is described at greatamericaneclipse.com/statistics

These estimates were revised in September 2023. Weights to state's visitation expectations were applied with the main factor being weather and a secondary factor being web and survey interest.

The map shows the shortest driving path from each of our nation's 3143 county seats to the closest highway intersection with the path of totality. They are color-coded by destination state.

Total expected visitation

Within the United States, our model predicts that between **887,000** and **3,550,000** people will travel from outside to inside the path of totality on eclipse day.



Thank you!



Michael Zeiler

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