Updated Estimates for Eclipse Visitation on April 8, 2024

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Survey-reported states for visits for totality

Percentages are computed from over 600 survey responses sent via email
Responses by state for destination state, 1

Texas
Arkansas
Oklahoma
Missouri
Kentucky
Indiana
Responses by state for destination state, 2

Illinois

Ohio

Pennsylvania

Michigan

Maine

Vermont
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
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?
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
Visitation estimate adjustment factors

Based first on weather odds, then survey results and web interest
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.
Thank you!

Great American Eclipse

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