

Totality Rocks

Cayuga County

April 8, 2024

Traffic

While difficult to track there should be a safety plan in place for emergency vehicles. With limited roads in and out of Sterling strategically placing resources will be key.

This to take into consideration:

- Construction planning
- Vehicle counters so that we can better calculate the final economic impact and visitation numbers
- School traffic - the event takes place at 3pm. Many western New York school districts have closed or extended their Spring Breaks to help alleviate the school bus and pick up traffic.

Regional Impact

While the viewing areas are concentrated from Auburn, north to Fair Haven/Sterling the impact will reach far beyond. Air B&Bs, home rentals, hotels, motels, campgrounds and all lodging will be occupied. Our neighboring cities Rochester, Buffalo and Syracuse are already filling up. Not only are we a destination in our own right, we will get overflow from these cities.

According to Columbia, SC their accommodations saw a **60% and 40% increase** in occupancy due to the eclipse.

Retail Spending

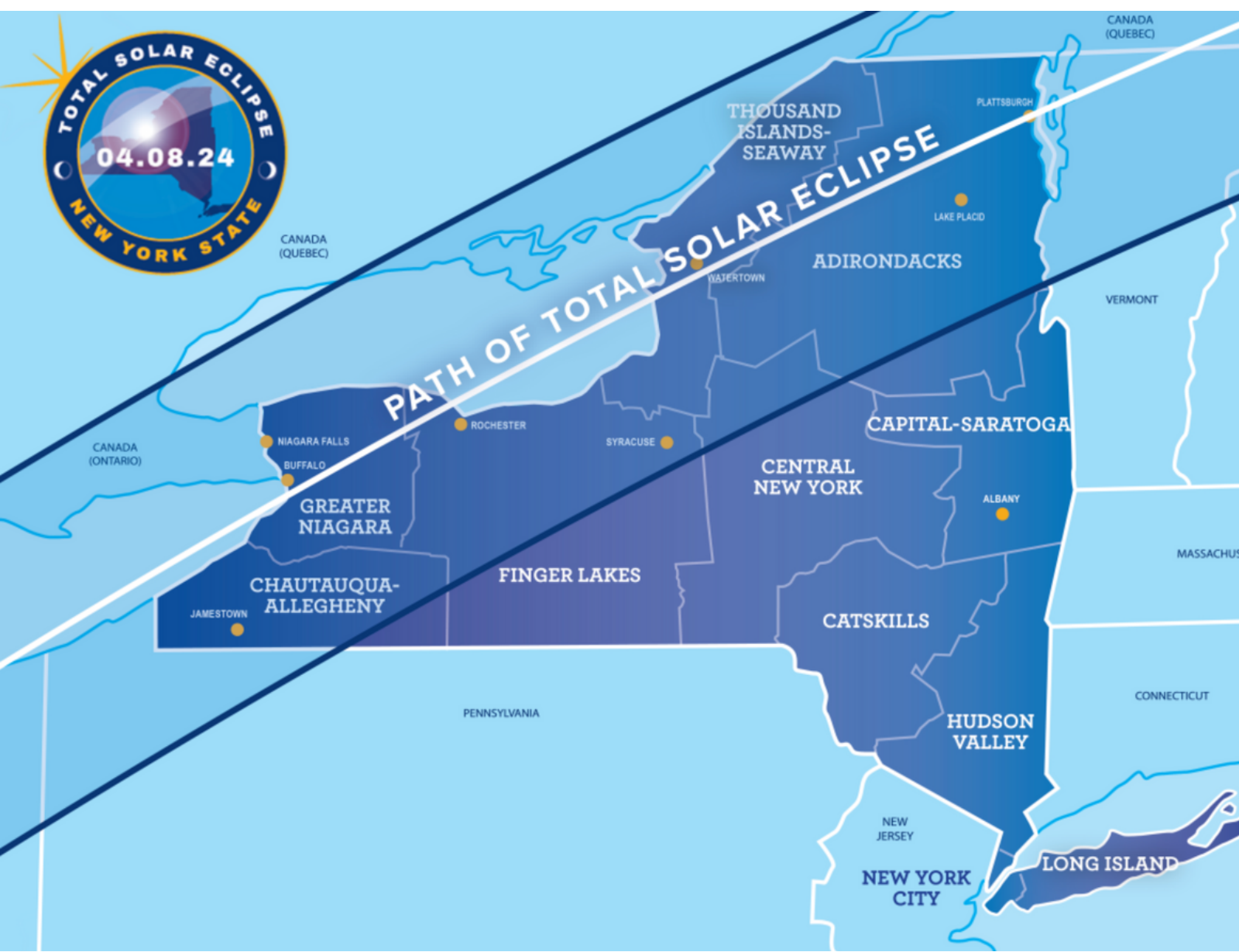
In the path of totality day of event stores saw 246% increase, over the weekend the increase over **historic highs** were between 20-30%

Restaurants & Breweries reported being “**slammed**” all week long during the 2017 eclipse in South Carolina, siting they hit record highs, an increase of over 20%, museum gift shops reported their **sales tripled**.

“Single biggest travel event in the USA”

-GreatAmericanEclipse.com

Path of Totality



Facts:

- Event occurs on Monday.
- Event will last up to 3:23 seconds.
- People WILL travel for this, within state & internationally.
- Traffic will be delayed.
- We will get an early jump on the 2024 tourist season.
- We will be releasing a commemorative poster.
- We will be participating in regional and state marketing.
- There is a group of enthusiasts called UMBRAPHILES that essentially “eclipse chasers”.

Times of totality

Fair Haven: 3:23

Cayuga: 2:30

Weedsport: 2:05

Union Springs: 1:09

Auburn: 1:04



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www.TourCayuga.com/total-solar-eclipse

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