2024 Total Solar Eclipse Business Survey

As part of our preparations for the total solar eclipse on April 8, 2024, we are compiling a list of businesses that will be open. With local hotels reporting high occupancy rates, the upcoming total solar eclipse presents a prime opportunity for businesses to boost revenue by catering to both eclipse enthusiasts and the local community seeking places to shop, dine, and explore. However, we recognize the complexities of increased operations during spring break. So, let's start with the basics: will you be open?

Business Name: _	
Best Contact:	
Email:	
Phone Number	

Date	Open	Closed	Hours (If Known)
Thursday, April 4, 2024			
Friday, April 5, 2024			
Saturday, April 6, 2024			
Sunday, April 7, 2024			
Monday, April 8, 2024			
Tuesday, April 9, 2024			



Will you be hosting any special events, offering themed items, merchandise, etc.? If so, please include any details at this time. If you plan to do something special, but don't have all of the details at this time, please just note that and we will follow up.

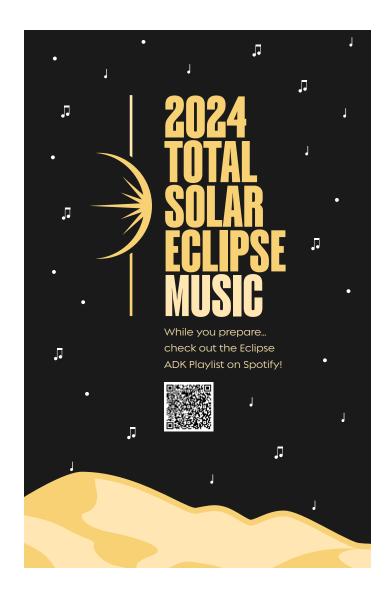
Do you have any variations from your normal operations or offerings during and around the total solar eclipse period? Specifically, please provide information regarding limited menus, public bathroom availability, room blocks, or any other special considerations or limitations in place.



Get your business eclipse-ready!

You don't have to shoot for the stars to land on the moon!

The days leading up to and following the eclipse will offer businesses a unique chance to participate in this once-in-a-lifetime experience. Whether through eclipse-themed treats at local restaurants, celestial room names at lodging properties, or eclipse-branded merchandise in stores, there are numerous ways to be part of this one-of-a-kind experience. By being open, creative, and eclipse-ready, businesses can attract new customers and leave a lasting impression.



A little space-themed inspiration

Themed Drinks

Moonshadow Macchiato Solar Latte Aurora Borealis Beer Dark Side of the Moon-tini Solar Flare Margarita Jupiter's Julep Light Year Lemonade Starry Night Spritzer

Themed Dishes & Specials

Eclipse Empanadas
Meteorite Meatball Sub
Cosmic Cupcakes
Solar System Salad
Galactic Fries & Gravy
Astronaut's Alfredo
Pulsar Pizza
Craters of the Moon Muffins

Themed Rooms & Spaces

Twilight Terrace
Eclipse Ballroom
Solar Suite
Milky Way Meeting Space
Galaxy Gazebo
Celestial Courtyard
Lunar Lounge
Skywatcher's Spa

Discover our Eclipse Resource Toolkit

To assist businesses in their preparations, ROOST has developed a business toolkit. It contains a range of resources, such as information on how to order ADK-branded eclipse glasses, event planning guidance, Eclipse ADK logos, graphics for marketing materials, and more. More information is regularly added at roostadk.com/eclipse2024.



Planning a total solar eclipse viewing party?

Here are some considerations to get you started.







- Safety First: Have access to solar viewing glasses available for your event attendees.
- The View: Scout the venue in advance to make sure there will be no obstructions blocking the view of the sun, which will be in the southwestern sky.
- Lighting: If you have automatic lights on buildings, parking lots, etc. near your event, be sure to turn them off. The effect of twilight in the daytime is stunning!
- Have a Plan B: April weather can be unpredictable we may have snow, water, mud, etc. Have a backup weather plan.
- Facilities & Services: Make sure you have bathrooms, parking, food, and water planned out ahead of time, as event rentals and supplies will be in high demand.
- Be Inclusive: Don't forget your local audience. While some events tend to be planned for residents, and others more focused on visitors, a solar eclipse is truly for everyone. Be mindful and inclusive.
- After the Eclipse: Think about strategies to help minimize traffic congestion from a mass exodus as soon as the eclipse concludes. If you can, try to continue activities and entertainment that will keep people longer and help reduce this anticipated stress point.

