



# 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			

**ROOST**  
REGIONAL OFFICE OF SUSTAINABLE TOURISM

Online  
Submission  
Form





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.

[Empty text box for special events and merchandise details]

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.

[Empty text box for variations from normal operations]

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# 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](http://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.



Find more great tips and resources by visiting [roostadk.com/eclipse2024](https://roostadk.com/eclipse2024).

