

Solar Eclipse Planning Logistics: Spencer County, IN

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Client: Spencer County Visitors Bureau

IE 43100 Fall 2022

Introduction

On April 8, 2024, a total solar eclipse will occur in the United States. The eclipse will travel over the majority of Indiana, with Santa Claus, IN and surrounding areas in Spencer County directly in the path of totality. An estimated 34 million people live in the path of totality in the United States. Heavy traffic into or near the path of totality is expected, especially in the Midwest region. Hosting such a large event will require a full-scale community effort and months of planning prior to its occurrence.



Spencer County Visitors Bureau Eclipse Logo

Client Background

The Spencer County Visitors Bureau is a tourism organization that offers resources to visitors by providing brochures, area maps, and event information. They also offer support in group event planning and provide customized itineraries for local attractions such as Holiday World and Splashin' Safari, the Santa Claus Museum and Village, and Abraham Lincoln's Indiana Boyhood Home.



Santa Claus, IN: Main Area for Eclipse Viewing in Spencer County

Project Scope

The tasks identified for this project:

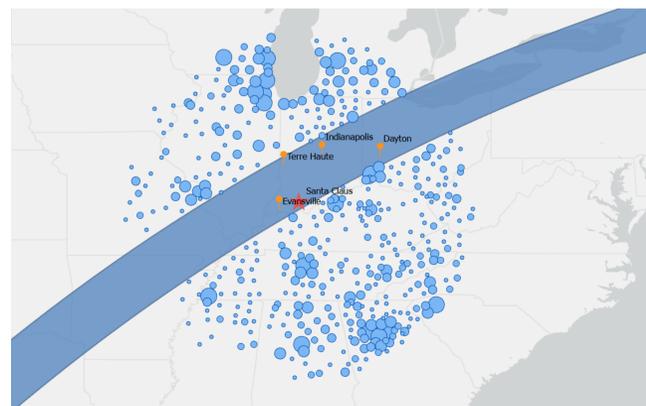
- Modeling and predicting the volume of visitors coming to Spencer County
- Performing analysis to determine possible economic benefits
- Creating research-backed recommendations for logistics planning and community involvement
- Providing any additional assistance as deemed necessary

Visitor Projections

Accurate visitation projections are essential to properly plan for the 2024 Eclipse Event. Inaccurate projections could result in:

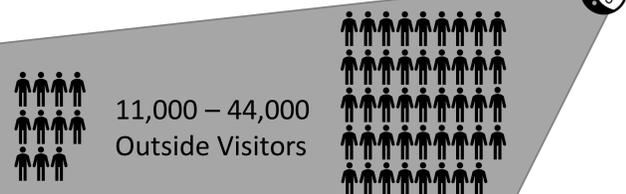
- **Over-projecting** – unnecessary spending and staffing
- **Under-projecting** – not enough visitor resources

An accurate projection gives Santa Claus, IN ample time to plan for all potential scenarios.



Population Weighted Map of all Counties within 400 miles of Santa Claus, IN and outside POT

- Identify counties with potential eclipse travelers
- Perform origin-destination analysis
- Calculate total visitation using distance decay model



Action Plan and Checklist

The community action plan and corresponding timeline includes a comprehensive list of actions that our team deemed necessary for Spencer County in order to host an Eclipse Viewing Event:

Sections Include:

Emergency Management	Transit
Communication	Vehicle Support Systems
Information & Messaging	Community Outreach & Education
Health & Safety	Traffic Management
Solid Waste	Media Relations
Wastewater	Parking

The action plan is broken up into 3-month intervals for task completion based on task needs and involvement.



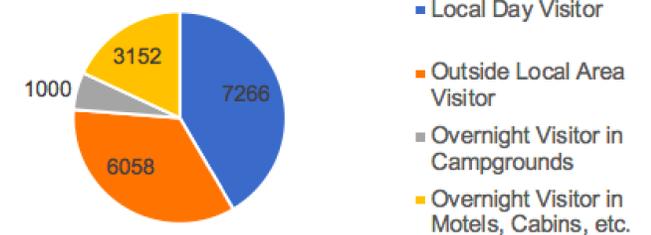
Community Eclipse Website

The community eclipse website will be a landing page for the county's residence as well as any prospective visitors to the area. The website will provide information from the categories below:



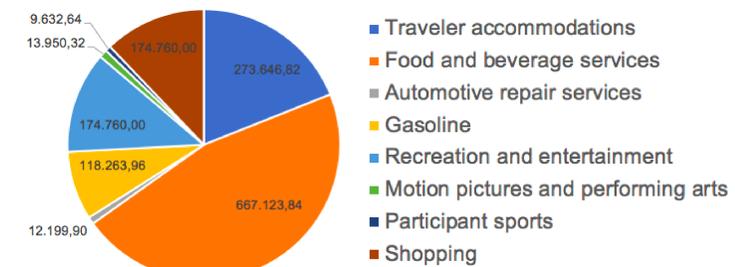
Economic Impact Analysis

Distribution of Visitors per Visitor Type (# of People)



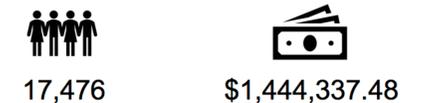
Visitors Grouped Based on Driving Distance and Lodging

Distribution of Total Spending Among Spending Areas (\$)



Tourist Spending Areas Applicable In Spencer County, IN

Expected Visitors Expected Spending



Conclusion

The research and analysis performed allows for Spencer County to have additional insight and guidance into planning and preparation for the 2024 Solar Eclipse. Recommendations to specialized taskforces provide the capability for the community to be thoroughly prepared for the upcoming event, gauge interest and involvement, as well as provide logistical support in gathering the necessary resources for the day.

References

Scan the QR code to view our list of references.

