



## Total Solar Eclipse Talking Points for Tourism Industry Partners and Visitors

### GENERAL ECLIPSE

- On August 21, 2017, a total eclipse of the sun will cross the United States.
- A 62-mile-wide “path of totality,” along which the sun will appear completely eclipsed by the moon, resulting in temporary twilight conditions, will stretch across the state from between Lincoln City and Newport on the West Coast to between Baker and Malheur counties on Oregon’s eastern border.
- The effect of the eclipse will last under two minutes on the coast and stretch to just over two minutes in the eastern part of the state.
- The moon’s shadow will traverse the state in a mere 12 minutes, appearing at 10:15 a.m. PDT on the Oregon Coast, departing the state by 10:27 a.m.
- Areas outside the eclipse path will experience varying degrees of the moon’s shadow effect. The eclipse effect will still be noticeable, but the farther away from the center of the path, the less pronounced it will be.
- Many thousands of visitors are expected to travel to Oregon to view the eclipse, for many reasons: We are the first state in the country to witness this celestial event. We also expect to have some of the best seasonal viewing conditions in the country with the best chance for cloudless skies, particularly in Central and Eastern Oregon (how often can we say that?). And there are so many other things to see and do while in Oregon.

### INDUSTRY PARTNERS

- The total solar eclipse is a huge opportunity for the Oregon tourism industry to shine! By putting out the welcome mat, Oregon can show thousands of new travelers why our state is such a great place to visit.
- While no one can predict the exact impact, it’s likely that hundreds of thousands *could* travel to Oregon for the eclipse.
- The expected frenzy of visitors has the potential to create a substantial short-term financial boost for many tourism-related businesses. While that’s a very appealing prospect, it’s also important that we all work to ensure that our guests feel welcome and have the best experience possible.
- Many who visit Oregon for the eclipse will return one day, so think about ways to create positive experiences and connections with eclipse visitors that will make long-lasting positive impressions.
- The eclipse will also be a challenging time for the tourism industry. Excessive crowds, heavy traffic and the pressures of meeting the needs of so many visitors in such a short time will stretch us all.
- Consider holding a planning session soon with your key employees – or even your local business community – to brainstorm a list of potential impacts. Plan for both opportunities and challenges!
- Now is the time to develop plans for how your business and employees will cope with a variety

of issues:

- Employees may be caught in eclipse-related traffic jams. Consider how key employees will get to your business if traffic is blocked.
- Supplies may be delayed or difficult to obtain. Delivery trucks may be caught in traffic, and supplies of critical items such as fuel, food and water, may run out. You may need to adjust your typical delivery windows to avoid the pre-eclipse weekend and to stock up beforehand on items you use up quickly during peak times.
- Expect that many visitors will come to your business with a need for restrooms, water, directions or a phone. Prepare for the impact of accommodating these needs as best you can.
- Payment technologies might be challenged during this time if data circuits become overloaded.
  - Plan now for how to handle greater volumes of credit card transactions.
  - If you've been putting off an upgrade to your point-of-sale technology, now may be a good time to take care of it.
  - You may see an increase in cash sales as well, so be prepared.
- First responders such as police, fire and emergency medical services may be slower to reach the scene of an incident. Consider refreshing your first aid kits and updating staff training in first aid.
- Stock up on brochures that will enhance visitors time here and might inspire them to stay longer.
- Display safety tips prominently.

## VISITORS

### BEFORE ECLIPSE DAY

#### Lodging

- If you'll be visiting Oregon, plan ahead. Availability at hotels and motels along the eclipse path is limited or at a premium, and reservable space at public campgrounds is already booked. If you don't have a place to stay yet, you'll need to watch for cancellations and be ready to book as soon as any new capacity is created. You may want to check online listing services for private accommodations to rent along the eclipse path.
- There are lots of other things to see and do in Oregon, so consider a longer stay. The eclipse is on a Monday, making the prior weekend or the rest of the week – or both! – prime times to see more of the state.

#### Logistics

- It's never too soon to begin thinking about your route, both to and from your planned viewing location. Think about creating contingency travel plans in case your planned route is experiencing high traffic volumes.
- Plan for crowding, traffic and delays. Many thousands of people are expected to travel to Oregon for the eclipse in the days leading up to the event.
- Many of the best eclipse viewing areas in the state (best chance for clear skies, higher elevations) are in remote locations where cell service is limited or nonexistent. High volumes of travelers could overwhelm the cell system. This may cause communication challenges, and it also means you won't always be able to rely on your phone for navigation. Carry a printed map

of the areas you plan to travel to.

- Think about where you will procure your supplies. By planning ahead and gathering what you need in advance, you may be able to avoid long lines or empty shelves.

### Supplies

- Many of the best eclipse viewing areas in the state are in remote locations where stores, restaurants, gas stations and other services are limited and dispersed – or nonexistent. Services in smaller towns may experience high demand and may run short on supplies.
- If you'll be camping or RVing, make sure you have enough supplies for yourself and your family or companions for up to three days.
  - In addition to food and water for drinking, bathing and pets, make sure you have extra water for emergencies such as first aid or automotive needs.
  - Don't forget to replenish first aid kits, prescription medications, sunscreen, bug repellent and other essential supplies.
  - Gasoline, propane and other fuels may be in short supply due to the high volume of visitors. Plan to take advantage of fill-ups when you have the opportunity. The next station down the road could be sold out.
  - Consider carrying extra fuel containers. A long traffic jam with a nearly empty gas tank is never a fun experience.
  - The eclipse is occurring during Oregon's warmest month. In a high-heat event, you will need even more water and more fuel.
- Viewing an eclipse requires proper eye protection. Special eclipse viewing glasses are available and affordable. Get yours long before eclipse day to beat the inevitable supply shortage. They may not be available locally.
- Bring cash. ATMs in these small to medium towns could run short due to high demand. And while most services in Oregon take credit cards, there are places in rural areas that only take cash.

### Roads/Traffic

- Many thousands of people are expected to come to Oregon to view the eclipse, so be prepared for congestion and, potentially, very long delays.
- Prepare in advance by evaluating alternate route options in case of extended traffic delays.
- Carry enough food, water, prescription medications and other essentials to manage through traffic jams of eight or more hours.
- In case of an emergency, first responders such as police, fire and emergency medical services may be slower to arrive on the scene. Consider brushing up on your first aid skills.

### Health

- In case of an emergency, first responders such as emergency medical services may be slower to reach you, due to traffic congestion and potentially greater demand for services. Health clinics may be busier than normal as well. Be prepared to address your family's known medical issues before traveling to view the eclipse.
- Supplies of certain medications and lifesaving drugs may be in short supply during the eclipse, so prepare to meet your family's known pharmaceutical needs in advance.
- Sanitation facilities and supplies may be in high demand or short supply during the eclipse in high traffic areas, so plan ahead for your family's personal hygiene needs.

## Wildfires

- The eclipse is taking place at the height of Oregon’s wildfire season. Burn bans may be in effect.
- Fireworks are prohibited in all of Oregon’s state parks.
- Tune in to local radio broadcasts or other notification systems. Wildfires are not uncommon in Oregon in the summertime and can cause road closures, further complicating traffic issues.

## Other Activities

- Start planning now for other things you may want to see and do while you’re in Oregon. We expect more visitors than usual through the second half of August, so reserve early.
- For more information about the 2017 total solar eclipse, be sure to visit <http://traveloregon.com/trip-ideas/oregon-stories/eclipse/>.
- If you want to come a few days early or stay on afterward to avoid peak travel times, check out <http://traveloregon.com> for more trip planning ideas and inspiration.

## **DURING THE ECLIPSE**

- Safety first! Be aware of your surroundings while you are viewing the eclipse. It’s easy to get caught up in looking at the sky, but don’t forget to watch where you’re going!
- If you are in a remote place, don’t forget basic outdoor safety precautions. Watch for falling and tripping hazards, snakes, poison oak and poison ivy, etc.
- Know where you are. If you’re planning to be in a remote area, remember that you may not be able to access emergency services if you should become lost or injured, or they may be slow to respond.
- If you plan to hike to a remote area, prepare accordingly. Take a map, compass, food and water, first aid supplies, flashlight, knife, emergency blanket, sunscreen, sunglasses, etc., and leave a note in your car regarding your destination and expected time of return.
- Remember your eclipse viewing glasses! You’ll be looking straight into the sun, which can harm your eyes. Viewing an eclipse requires proper eye protection at all times, except for the very short period when the sun is completely obscured.
- Although it may be tempting to plan to relocate quickly to a better viewing area, based on the weather, the reality is that thousands of other eclipse watchers will be doing the same.
- Resist the impulse to “chase” the eclipse. You can’t: it will cross the state in just 12 minutes.

## **AFTER THE ECLIPSE**

- Stay safe. After the eclipse has ended, there may be a rush of vehicular activity to depart the area in hopes of beating traffic jams. Take care to keep children and pets out of harm’s way.
- Expect delays. Those many thousands of visitors to Oregon now need to make their way back home. If everyone leaves at once, the traffic jams departing could be worse than the ones arriving.
- Think about spending a few days after the eclipse exploring all the things there are to see and do nearby, so you can avoid the traffic and make the most of your stay.
- When you’re in wild areas, leave no trace and take only pictures. Oregon is a special place, and we want it to remain that way for visitors and residents alike – now and in the future.

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