

How the 2024 total solar eclipse will benefit Ohio small businesses, local economy

On April 8, 2024, a total solar eclipse will pass through northwest Ohio. Here's how eclipse tourism will benefit small businesses and the local economy.

Author: John Burchfield

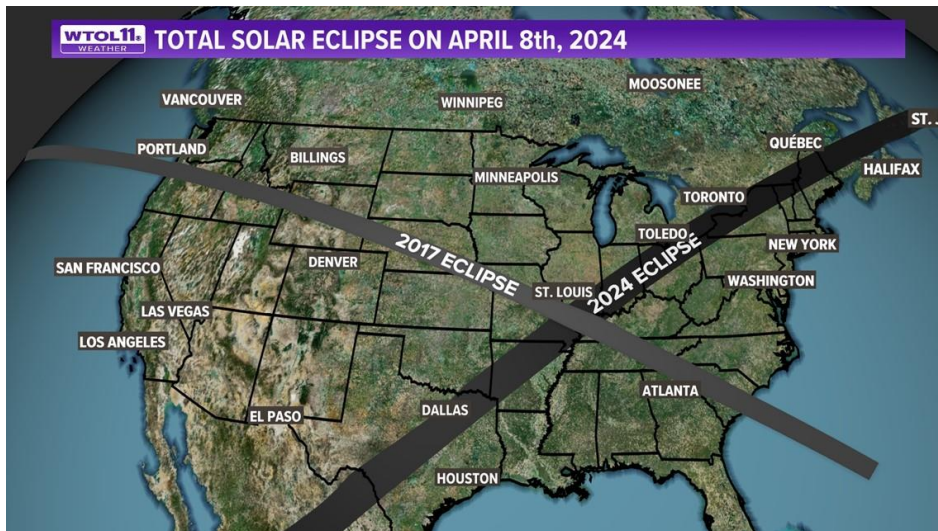
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TOLEDO, Ohio — Though the [total solar eclipse](#) is over a year away, the WTOL 11 Weather Team is here to prepare you for the impacts this celestial sighting will bring to northwest Ohio and southeast Michigan.

In April 2024, millions of tourists will traverse the country for the rare opportunity to watch the eclipse. Hundreds of thousands will flock to Ohio to observe this once-in-a-lifetime opportunity. How will eclipse tourism impact our area and what financial benefits will it deliver? Meteorologist John Burchfield breaks down the financial impacts of the total solar eclipse.




In 2024, northwest Ohio will fall in the sweet spot for eclipse viewing, with the path of totality cutting directly through the region.



Credit: WTOL 11

Even though tourists will flock to big Ohio cities like Columbus, Cleveland and Toledo, small towns will benefit most. Some northwest Ohio towns, including Forest (population 1,350) and Bloomville (population 867) will see an influx of visitors likely outnumbering the permanent residents.

TOTAL SOLAR ECLIPSE

-  **SMALL TOWNS BENEFIT MOST**
-  **MILLIONS OF CROSS-COUNTRY TOURISTS**
-  **CAN SPEND THOUSANDS OF \$**

Credit: WTOL 11

During the last total solar eclipse, also known as the "Great American Eclipse" of 2017, small towns reaped huge financial benefits. Hopkinsville, Kentucky, a city with a population a little over 30,000, hosted tourists from 46 states and 19 nations.

Branding itself as "Eclipseville," this small Kentucky city saw an unprecedented tourism rush of over 100,000 visitors from around the world. Even though the eclipse only lasted for two minutes and forty seconds, the economic benefits still live on today.

To prepare for the rush of eclipse tourists, the city invested over \$500,000 in renovations to spruce up its streets, landscaping, and accommodations. The city started planning for the total solar eclipse a decade in advance, hiring an eclipse coordinator to work with the mayor and allocating funds to optimize the viewing experience for out of town visitors.

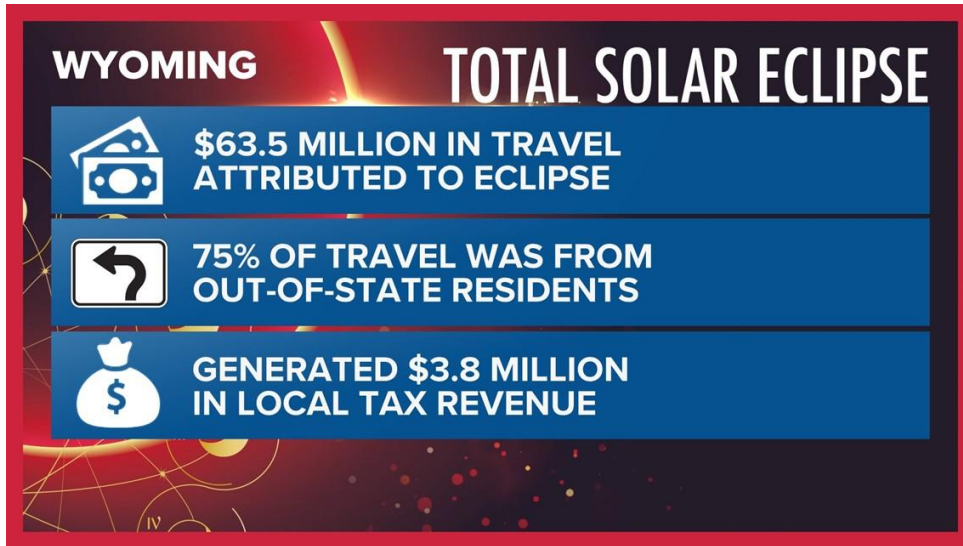
TOTAL SOLAR ECLIPSE

-  **HOPKINSVILLE, KY MARKETED ITSELF AS "ECLIPSEVILLE" IN 2017**
-  **CITY INVESTED \$500,000 IN RENOVATIONS BEFORE ECLIPSE**
-  **VISITORS FROM 19 NATIONS AND 46 STATES VISITED THIS TOWN**

Credit: WTOL 11

Tourists quickly filled up the town, which only has 6 hotels with a total of 600 rooms. Low supply and high demand resulted in a massive spike in hotel prices, a phenomenon that will likely occur in Ohio in 2024.

A price hike in overnight accommodations occurred across the country during the 2017 eclipse. In Casper, Wyoming, for example, hotel rooms normally range from \$65 to \$195 per night. The nights surrounding the total solar eclipse, nightly hotel rates spiked from \$900 to \$1,300. This tenfold price surge resulted from high tourist demand and a finite supply of rooms.



Credit: WTOL 11

Casper, along with much of the state of Wyoming, experienced once-in-a-generation tourism numbers. Visitors to Wyoming spent over \$63.5 million in travel experiences during the eclipse, generating \$3.8 million in local tax revenue.



Credit: WTOL 11

Tourism revenue reached sky high during the 2017 "Great American Eclipse" in other western states as well. Oregon experienced a massive influx in tourists, quickly filling up hotel rooms. In an effort to provide more lodging options for tourists, the state auctioned off 30 campsites for visitors with tents or RVs. These prized campsites achieved astronomical prices around \$60,000 each.

For those who wanted to sleep indoors during the 2017 eclipse, hotel rooms were hard to come by as well. Nightly hotel rates in the small town of Madras, Oregon climbed from \$70 to \$200 per night to a whopping \$600 to \$1,000.



Credit: WTOL 11

Madras, with a population a little over 7,000, is similar in size to Ohio cities like Port Clinton (population 5,978) and Upper Sandusky (population 6,619). These local towns could see big jumps in hotel prices due to cross-country tourism.

Other northwest Ohio cities like Sandusky, Norwalk, and Tiffin will be hotspot destinations due to their long duration of totality. In these cities, the total solar eclipse will last for close to four minutes, double the duration of the Toledo metro. Hotels in these relatively small cities may spike to several hundred dollars to over \$1,000 per night the week of the eclipse.

WTOL 11 has reached out to some hotels in smaller towns in the path of totality, most of which don't allow booking over a year in advance. Prepare for vastly increased rates in you plan on travelling to see the eclipse. Low supply and high demand will result in significant spikes in hotel prices across Ohio during the 2024 total solar eclipse.

Local businesspeople will enjoy this revenue, while hotel, restaurant and store owners will witness an influx of customers like never before. Due to its prime position in the path of

totality, northwest Ohio will reap these financial benefits in both the private sector and government agencies, which will benefit from increased tax revenue.

Statewide, the financial gains from eclipse tourism will benefit the entire Buckeye State. With a path of totality including many metropolitan areas in Ohio, including Toledo, Lima, Columbus, Mansfield, Cleveland, and Akron, much of the state will fall in the sweet spot for eclipse viewing. Rarely does an entire state enjoy such prime viewing during an eclipse, and this excellent location will financially benefit countless communities in Ohio.

For comparison, let's examine the financial impacts to South Carolina during the 2017 eclipse. Most of the state fell in the path of totality, much like Ohio will in 2024. Over 1.6 million tourists flocked to South Carolina to witness the celestial spectacle, including 800,000 from out of state. Ohio will likely also experience roughly 50% of its tourism from out-of-state visitors.



Credit: WTOL 11

These tourists will spend money at hotels, restaurants and stores. In 2017, tourists to South Carolina funneled over \$269 million into the state economy, a figure similar to how much Ohio may make off the 2024 total solar eclipse. While the entire state will benefit financially, local towns and small businesses will benefit most, enjoying revenue that will last for years after the eclipse.

With the total solar eclipse just over a year away, tourists are already planning their travels for viewing. This means booking hotel rooms, searching for local restaurants, and scouting out area parks. These local venues in northwest Ohio will benefit financially from the influx of tourists, seeing revenue like never before.

Time will tell how the exact numbers pan out, but tremendous benefits are expected for our local economy. Stay tuned to the WTOL 11 Weather Team for updates on the impacts the 2024 total solar eclipse will bring to you.

Who will experience the 2024 total solar eclipse the longest?

On April 8, 2024 a total solar eclipse will pass through northwest Ohio. Here's where you need to be to see the maximum amount of totality.

Author: Ryan Wichman

Published: 11:14 AM EDT March 15, 2023

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TOLEDO, Ohio —

Why totality matters

Witnesses of past eclipses across the globe have described the event as “awe-inspiring” and “life-changing”. It’s an event that happens perhaps once every several hundred years in any one location. [On April 8, 2024](#), you can see an event that won't happen again in northwest Ohio until 2099.

The shadow created by the moon onto the earth’s surface is roughly 70 miles wide. Witnessing the eclipse within this 70-mile path - also known as the path of totality - makes a profound difference in your eclipse experience.

While the sky doesn’t turn as dark as midnight, the sun appears completely blocked by the moon. It has been described as a "hole punched in the sky" with sunlight encircling the round moon.

During the few short minutes of totality, the temperature noticeably drops, and the horizon can take on the appearance of dusk. During the rare moments of totality, you’re also given the chance to take off any protective eyewear and look up toward the sun.

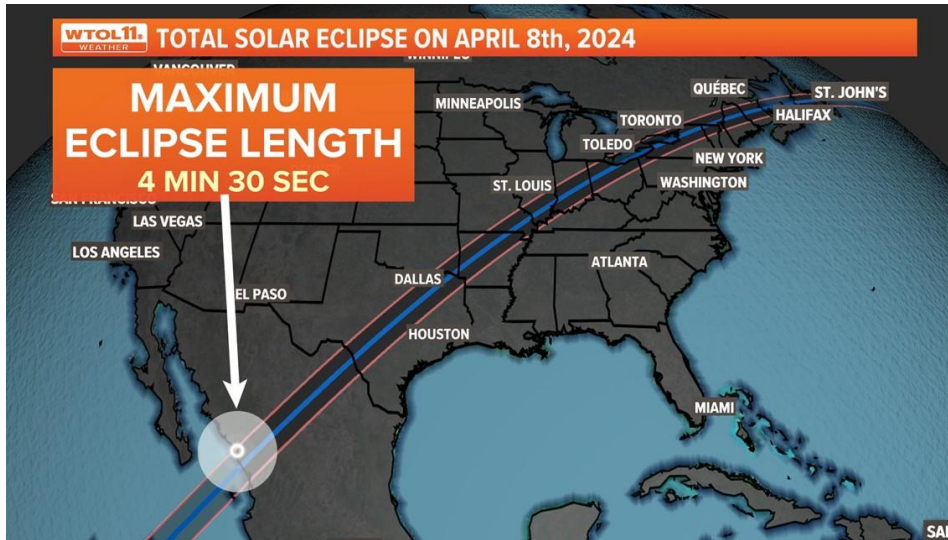
The harmful solar rays are blocked by the moon with solar flares visible around the moon’s circumference. Witnesses can even notice planets in the sky becoming more visible in the mid-day sky.

Sunlight will start to fade around an hour before reaching totality. This time period and locations surrounding the total eclipse are called a "partial eclipse." Even if you’re in the right spot, totality will only last at most several minutes. Sunlight will return to normal a little more than an hour after totality is reached.

Solar eclipses are some of the most sought-after events to experience but the actual total eclipse is gone and over in a very short period. There are no do-overs or catching up once it’s over in your location.

What decides who is under the eclipse longest?

Something that makes this event so impressive is the duration for the eclipse. During the last eclipse in 2017 some of the longest viewing times during totality were only around 2 minutes and 30 seconds. This time around viewing times of over 4 minutes can be found from extreme western Ohio to Mexico.



Credit: WTOL 11

While there is no "center line" officially, the closer to the center you are to the path of totality the longer you'll experience the eclipse. There is, however, a difference of "night and day" between a 99% partial eclipse and the 100% total eclipse. Don't let a few miles make you miss out on a once-in-a-lifetime chance to see a total solar eclipse in our backyard.



Credit: WTOL 11

Which northwest Ohio areas will see the eclipse the longest?

In northwest Ohio the path of totality will be experienced roughly along the Maumee River and south. If you live in southeast Michigan (except a very small sliver in southeast Monroe county) you will need to drive south to view the total eclipse.

The longest period for totality will be near a line from Upper Sandusky to Norwalk with nearly 3 minutes and 50 seconds. Toledo is on the extreme northern end of the path and will experience the eclipse for just under two minutes.

Miles make a difference in this event and even a 20-minute drive down I-75 to Bowling Green would extend that rare totality experience by over one minute.

TOTAL SOLAR ECLIPSE

CITY	TOTALITY START	MAX ECLIPSE	TOTALITY END	TIME IN TOTALITY
TOLEDO	3:12:18 pm	3:13:13 pm	3:14:09 pm	1m 51s
ROSSFORD	3:12:07 pm	3:13:09 pm	3:14:11 pm	2m 4s
OREGON	3:12:15 pm	3:13:17 pm	3:14:20 pm	2m 5s
MAUMEE	3:11:57 pm	3:13:00 pm	3:14:03 pm	2m 6s
PERRYSBURG	3:11:56 pm	3:13:02 pm	3:14:08 pm	2m 13s
BOWLING GREEN	3:11:22 pm	3:12:52 pm	3:14:21 pm	2m 59s

Credit: WTOL
Eclipse Times & Totality


TOTAL SOLAR ECLIPSE

CITY	TOTALITY START	MAX ECLIPSE	TOTALITY END	TIME IN TOTALITY
FOREST	3:10:40 pm	3:12:39 pm	3:14:36 pm	3m 56s
FINDLAY	3:10:45 pm	3:12:38 pm	3:14:30 pm	3m 44s
OTTAWA	3:10:19 pm	3:12:03 pm	3:13:46 pm	3m 27s
WHITEHOUSE	3:11:48 pm	3:12:46 pm	3:13:43 pm	1m 55s
NAPOLEON	3:11:22 pm	3:12:46 pm	3:13:04 pm	1m 42s
DEFIANCE	3:10:59 pm	3:11:49 pm	3:12:39 pm	1m 40s

Credit: WTOL
Eclipse Times & Totality

TOTAL SOLAR ECLIPSE

CITY	TOTALITY START	MAX ECLIPSE	TOTALITY END	TIME IN TOTALITY
UPPER SANDUSKY	3:11:02 pm	3:12:59 pm	3:14:56 pm	3m 55s
NORWALK	3:12:16 pm	3:14:13 pm	3:16:10 pm	3m 54s
TIFFIN	3:11:24 pm	3:13:20 pm	3:15:17 pm	3m 52s
SANDUSKY	3:12:21 pm	3:14:14 pm	3:16:06 pm	3m 45s
FREMONT	3:11:46 pm	3:13:35 pm	3:15:24 pm	3m 38s
PORT CLINTON	3:12:12 pm	3:13:57 pm	3:15:42 pm	3m 30s



Credit: WTOL
 Eclipse Times & Totality
 Totality in Ohio:

The path of totality will cross the state of Ohio from west to east starting around 3 p.m. on April 8, 2024. Cincinnati and most of the Columbus Metro will just miss the path of totality. Cleveland, Toledo, Dayton are the largest cities in the eclipse path.

It will only take 7 minutes and 28 seconds for the eclipse to cross the entire state, moving at an average speed of 260 mph. If you're looking for the spot in the buckeye state with the longest duration for totality you'll be heading just north of Dayton, near the Indiana state line with a total length of near four minutes.



Credit: WTOL 11

Everywhere Else:

If you're wanting to travel to the one spot with the longest time for totality, you'll be taking quite the trip south of the border.

Sinaloa, Mexico will boast the terrestrial spot with the longest chance to view the eclipse at 4 minutes and 30 seconds of totality. If you want to stay in the United States you'll still be heading south. Eagle Pass, Texas will be in the moon's shadow for an impressive 4 minutes and 23 seconds.

The eclipse will quickly race off the east coast after traversing Ontario and New England before ending over the northern Atlantic Ocean.

If the 2024 Solar Eclipse is an event you want to experience, a little planning can go a long way to ensure you get one of the best spots to be under the eclipse for the longest.

What is a total solar eclipse? Breaking down the science

On April 8, 2024, a total solar eclipse will be visible in northwest Ohio. Here's what you need to know about this once-in-a-lifetime chance.

Author: Chris Vickers

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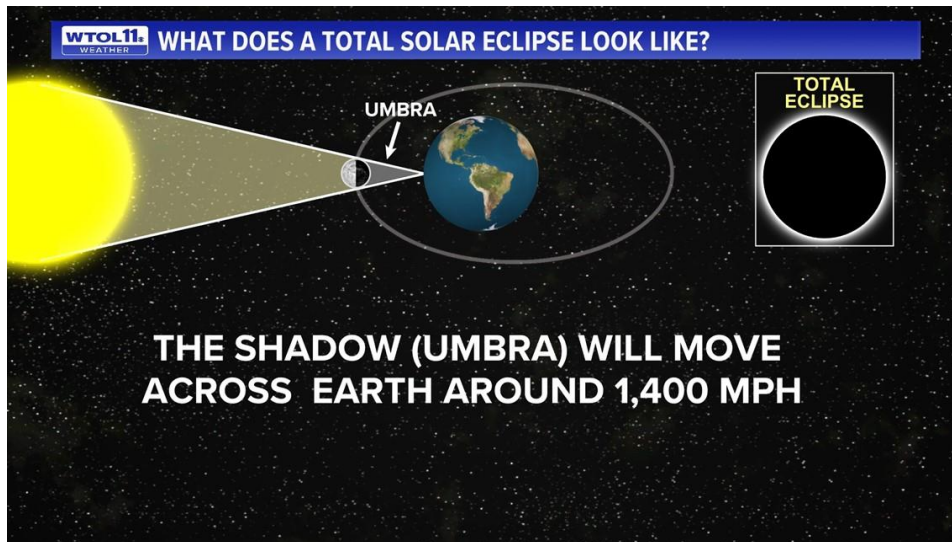
Updated: 9:30 AM EDT March 17, 2023

TOLEDO, Ohio —

Mark it on the calendar: the biggest day of the year - perhaps the event of the decade - will happen on April 8, 2024. A [total solar eclipse](#) will cast the shadow of the moon on a narrow path across the Earth with the direct path of totality across northern Ohio.

What is the Total Solar Eclipse?

A total solar eclipse occurs when the moon passes between the sun and Earth, completely blocking the face of the sun. Since the Earth and the moon are moving, the path of totality moves across our planet at around 1,400 miles per hour.



Credit: WTOL

What Will The Total Solar Eclipse Look Like?

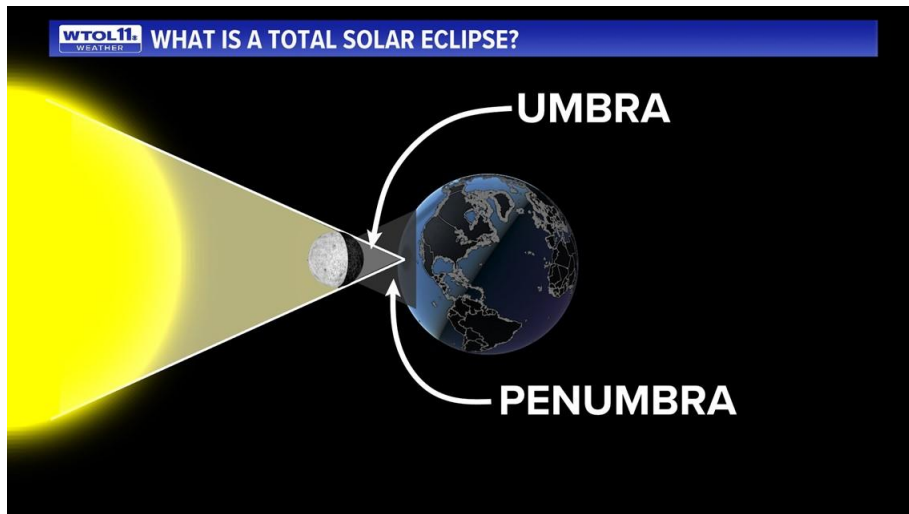
During a solar eclipse, the sky will darken as if it were dawn or dusk. At the moment of totality you will be able to gaze at the fully eclipsed sun for a once-in-a-lifetime view of the solar corona.

The last total solar eclipse in the contiguous United States happened on Aug. 21, 2017. It was visible in a narrow track spanning across the United States. This phenomenon sent tens of millions of Americans flocking to the path of totality that stretched from the west to east coasts. In much of Ohio, this event was witnessed as a partial eclipse.

Although the 2017 solar eclipse provided an interesting spectacle for Ohioans, it will pale in comparison to the eclipse visible from our area in April 2024. Here's what you need to know to be prepared for this rare event.

How does a solar eclipse occur?

A total solar eclipse happens when the moon passes between the sun and Earth, completely blocking the face of the sun as it is visible from Earth. The inner black circle, the umbra, is where the shadow is complete: a total eclipse of the sun.



Credit: WTOL

The shadow of the Moon (the umbra) is the path of totality cast on Earth.

The width of this shadow on the face of the Earth is very narrow, only about 112 miles wide as it passes directly over northern Ohio. The outer shadow circle, the penumbra, shows the extent of the partial eclipse.

The partial eclipse will be slight near the outer circle and deep near the path of totality. In a deep partial eclipse, the sky will cool and sunlight will take on an eerie quality. For the full effect, you must get inside the path of totality. 99% is not the same as 100%.

Here are some important terms astronomers use when talking about a solar eclipse.



Credit: WTOL

Penumbra: The portion of the moon's shadow in which only part of the sun is covered. An observer standing in the penumbra sees only a partial solar eclipse.

TOTAL SOLAR ECLIPSE

PATH OF TOTALITY:

THE TRACK OF THE MOON'S SHADOW (THE UMBRA) ACROSS EARTH'S SURFACE. THE PATH IS TYPICALLY JUST OVER 100 MILES OR SO WIDE.



Credit: WTOL
Path Of Totality

Path of Totality: The track of the moon's shadow (the umbra) across Earth's surface is called the path of totality. This path is typically only just over 100 miles or so wide. In order to see the sun totally eclipsed by the moon you must be in the path of totality.

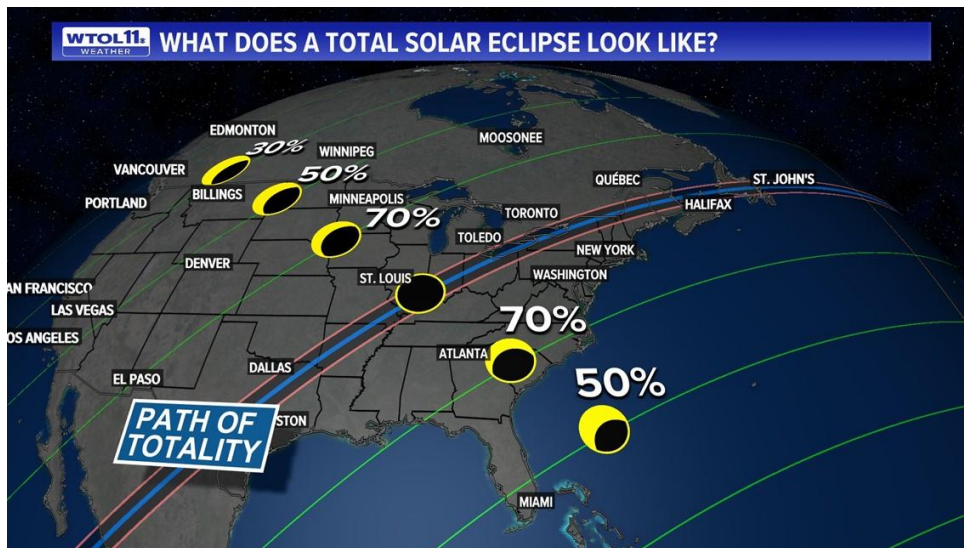
TOTAL SOLAR ECLIPSE

UMBRA: IS THE DARK CENTER PORTION OF A SHADOW. THE MOON'S UMBRA CAUSES THE TOTAL SOLAR ECLIPSE. THIS IS THE PATH OF TOTALITY, A 100% TOTAL SOLAR ECLIPSE.



Credit: WTOL
The Umbra

Umbra: is the dark center portion of a shadow. The moon's umbra causes total solar eclipses. This is the path of totality, a 100% total solar eclipse.

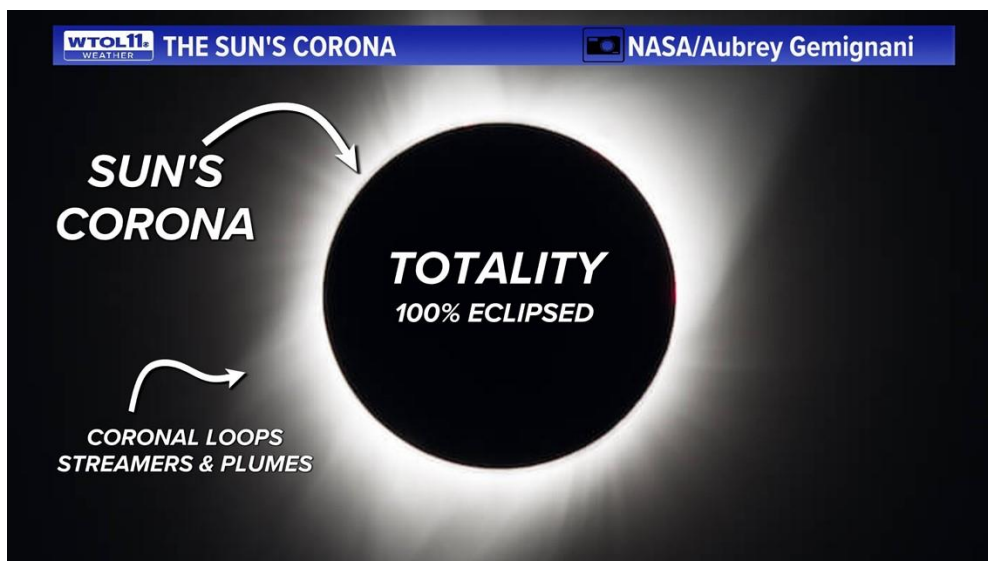


Credit: WTOL
Path Of Totality

What is the sun's corona?

IMPORTANT: You will only see the corona when you are at 100% eclipse; inside the path of totality.

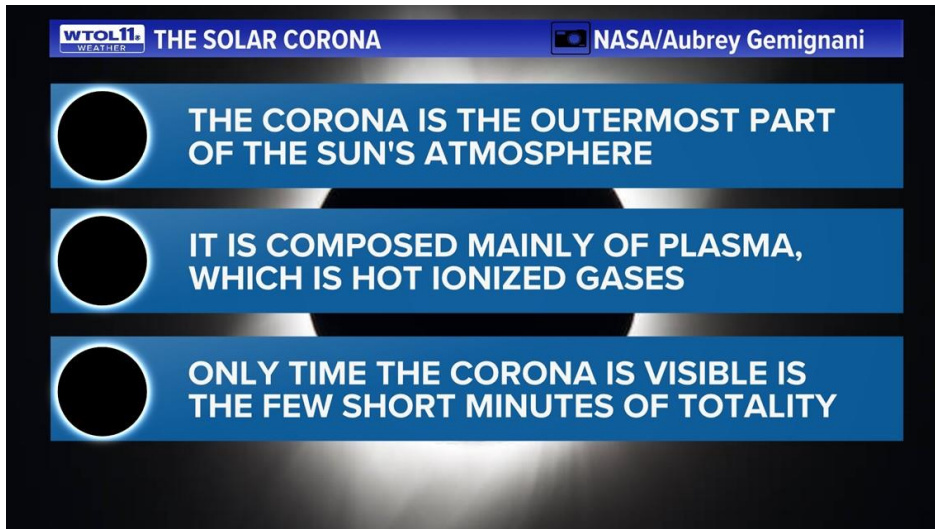
Within the path of totality, this is the only opportunity to view the sun's corona. It is the outermost part of the sun's atmosphere. It is composed mainly of plasma, which is hot ionized gasses.



Credit: WTOL
The Sun's Corona

The corona is usually hidden by the bright light of the sun's surface. That makes it impossible to see without using special instruments and filters. During the total solar eclipse, the few short

minutes of totality is the only time the corona is uniquely visible and can be seen with the naked eye. This is the moment the moon is completely blocking the direct rays of the sun, revealing the solar corona.



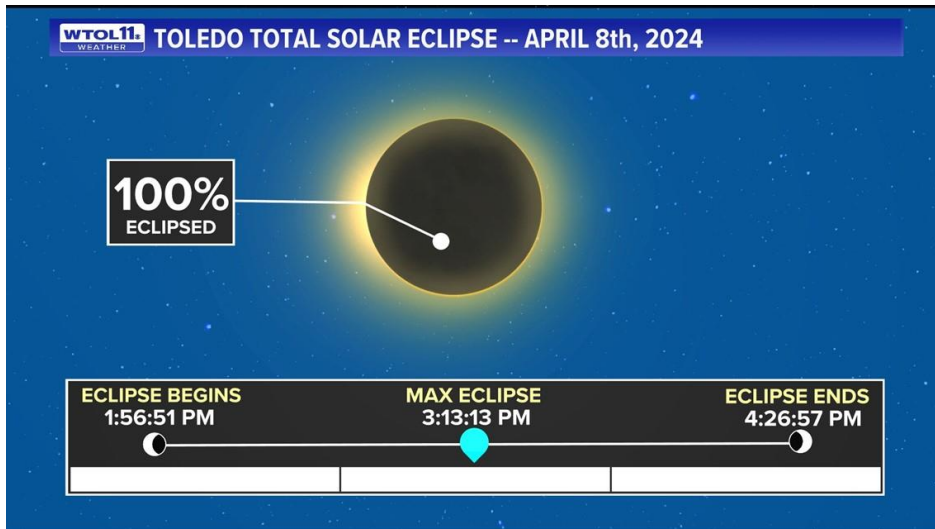
Credit: WTOL
What Is The Corona?

CAUTION: Remember to never look directly at the sun, even during a total solar eclipse without approved protective eyewear.



Credit: WTOL
What does a total solar eclipse look like?

The few select minutes of totality will be a once in a lifetime experience. The sky will darken as if it were early dawn or late dusk. Star and planets may be visible. Most importantly, this time in totality will be your one and only chance to view the sun's corona. This is just one of many reasons to get excited for April 8, 2024.



Credit: WTOL
Max Eclipse In Toledo

We have many more resources that will guide you through understanding what to expect during the total solar eclipse, safety and keeping you prepared for what could be the experience of a lifetime.