Total Solar Eclipse Travel Frenzy in the U.S.

Hotel booking insights for U.S. states in the path of the 2024 Total Solar Eclipse (April 2024).

Booking Period: Jan 1-Sept 30, 2023 | Travel Period: April 5-8, 2024 | Comparisons are made Y-o-Y

Hotel Bookings in the U.S. Surge by 10X Y-o-Y

For the booking window Jan-Sept ’22, 1,071 bookings were registered for check-in between April 5-8, ’23. However, for the same booking window in 2023, bookings increased by 10X to 10,826 for check-in between April 5-8, ’24.

Hotel Searches Surge by 5X Y-o-Y

For the search window Jan-Sept ’22, there were, 11,033 searches were registered for check-in between April 5-8, 2023. However, for the same search window in 2023, searches surged by 5X to 57,481 for check-in between April 5-8, ’24.

Hotel Bookings Began as Early as April 2023

While the booking patterns for Jan-March remained the same for 2023 and 2024, bookings for watching the Total Solar Eclipse began spiking in April 2023, a year before the event is projected to occur.

Top Destinations in the U.S.

Some of the most popular destinations for watching the 2024 Total Solar Eclipse include:

1. Arkansas: Little Rock, Russellville
2. Illinois: Carbondale
3. Indiana: Indianapolis, Vincennes
4. Maine: Mars Hill
5. Missouri: Cape Girardeau
6. New York: Buffalo
7. Ohio: Cleveland, Lima
8. Oklahoma: Idabel, Broken Bow
9. Texas: Dallas, Hillsboro, Kerrville, Lampasas, Radar Base, Sulphur Springs
10. Vermont: Burlington

Learn how to utilize these insights to drive results for your digital marketing

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