

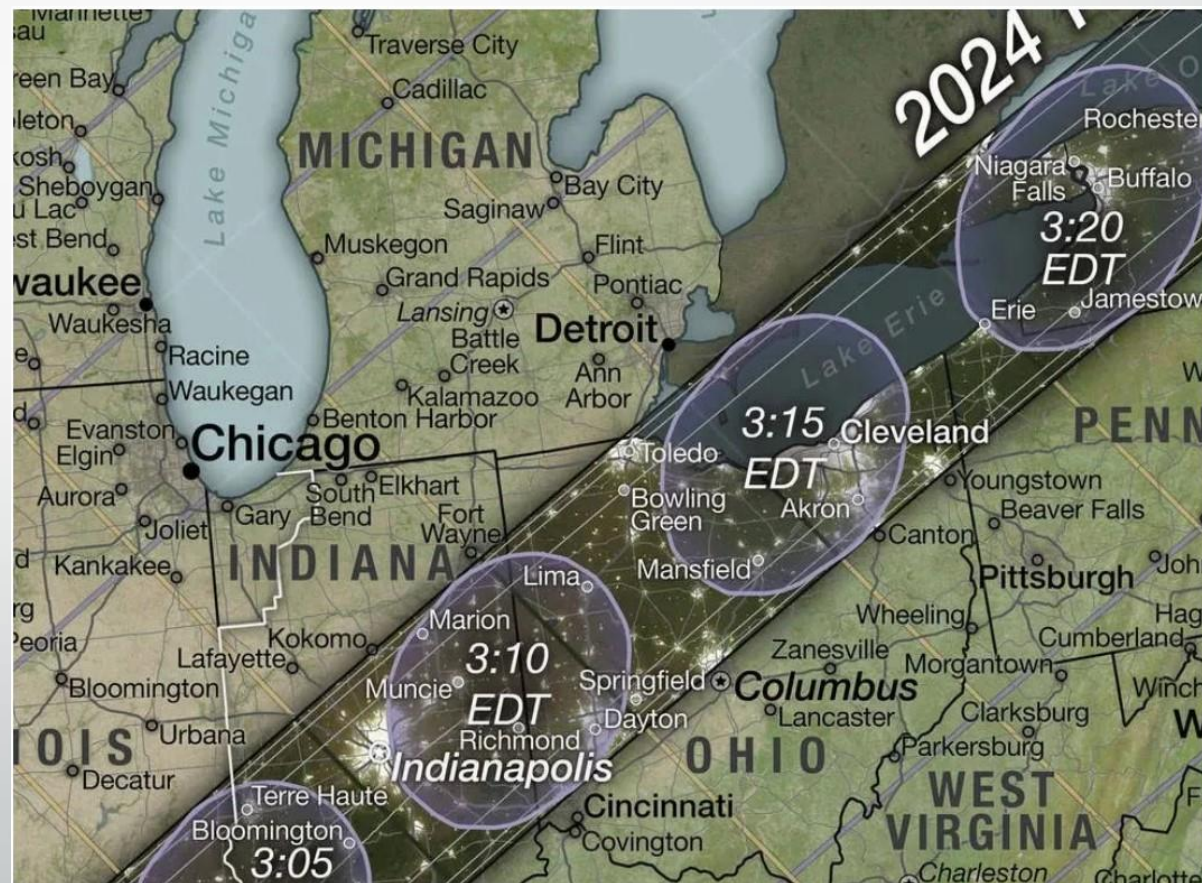


2024 Total Solar Eclipse

Chautauqua County Visitors Bureau

Potential to attract visitors is high

- “Path of Totality” means the best, and longest viewing opportunity
- Areas offering “totality” will attract eclipse enthusiasts like a magnet



Our area could be as busy as a typical summer weekend



- Area hotels will likely fill up on Sunday and possibly Monday nights
- We hope to attract guests to also stay overnight for Saturday and Friday nights

CCVB is developing information that can be used by visitors as they learn about the Eclipse experience in our area.

CCVB Information Resources

Total Solar Eclipse Viewing Party at The Bemus Point Golf Club & Tap House

📅 Apr 08, 2024 10:00 AM - 9:00 PM

📍 Bemus Point Golf Club & Tap House

72 Main Street, Bemus Point, NY 14712

Join the Bemus Point Golf Club & Tap House at the ultimate solar soirée, where we're serving up celestial delights! Brunch 'til the sun winks at noon, catch the cosmic eclipse show, and dive into lunch under the shadow of the stars. With 20 beers on tap, your taste buds will reach for the heavens, and our cosmic cocktails will send your spirits soaring.

Groove to live music that'll make the planets dance in delight. Don't miss out on this out-of-this-world experience!

(716) 386-2893 | [Website](#)



TourChautauqua.com

- Eclipse Landing Page
<https://www.tourchautauqua.com/2024-total-solar-eclipse>
- Eclipse Viewing Site listings
<https://www.tourchautauqua.com/explore/2024-eclipse>
- Eclipse-relate Events
<https://www.tourchautauqua.com/events/category/2024-eclipse>

The screenshot displays the TourChautauqua.com website's landing page for the 2024 Solar Eclipse. The top navigation bar includes links for EXPLORE, STAY, PLAY, LEARN, DINE, SHOP, and EVENTS, along with a search icon and a share icon. The main header features a large, vibrant image of a solar eclipse with the text "2024 SOLAR ECLIPSE" in bold white letters. Below this, a section titled "View the 2024 Total Solar Eclipse from Chautauqua County" provides detailed information. The text states that the Chautauqua-Lake Erie region lies along the optimal path of totality for the April 8, 2024 Total Solar Eclipse, which will be visible at 3:17 p.m. in the scenic and beautiful Chautauqua-Lake Erie Region. This is the first Total Solar Eclipse in New York State since January 24, 1925. The page also mentions that Western New York State is one of the top spots in the world for those who wish to witness the full effects of the eclipse. Further down, it suggests planning a weekend stay in a hotel or bed and breakfast prior to the Monday, April 8, eclipse, and visiting world-renowned attractions like Chautauqua Institution and the National Comedy Center. It also promotes hiking and biking on massive multiuse trails, visiting lakeside, rural, and downtown communities to shop, dine, and explore. The page highlights having a craft beer, enjoying unique spirits, or a variety of wines in Lake Erie Wine Country, and choosing an adventure at Peek'n Peak Resort, and discovering the rich history of our communities at our unique museums. A section titled "Eclipse Viewing Tips" lists three tips: Don't look directly at the sun without taking proper precautions. Eye protection is necessary during the partial phases before and after totality. The temperature may drop rapidly during the eclipse. People and animals may become disoriented. A link to "View all safety tips" is provided. At the bottom, there are three featured images with captions: "Browse the best eclipse viewing spots in the Chautauqua-Lake Erie Region.", "Read our blog to make the most of your eclipse vacation to the Chautauqua-Lake Erie Region of Western New York State.", and "Read about some of the best attractions to visit during the spring season."

Chautauqua
COUNTY VISITORS BUREAU

EXPLORE STAY PLAY LEARN DINE SHOP EVENTS

2024 SOLAR ECLIPSE

View the 2024 Total Solar Eclipse from Chautauqua County

The Chautauqua-Lake Erie region lies along the optimal path, or path of totality, for the April 8, 2024 Total Solar Eclipse.

Western New York State is one of the top spots in the world for those who wish to witness the full effects of the eclipse, which you'll see at 3:17 p.m. in the scenic and beautiful Chautauqua-Lake Erie Region. This is the first Total Solar Eclipse in New York State since January 24, 1925.

Plan a weekend stay in a hotel or bed and breakfast prior to the Monday, April 8, eclipse. Visit world-renowned attractions like **Chautauqua Institution** and the **National Comedy Center**, hike and bike on our massive multiuse **trails**, and visit our lakeside, rural, and downtown communities to shop, dine, and explore.

Have a craft beer, enjoy unique spirits, or a variety of wines in **Lake Erie Wine Country**. Choose your adventure at **Peek'n Peak Resort**, and discover the rich history of our communities at our unique **museums**.

Eclipse Viewing Tips:

- Don't look directly at the sun without taking proper precautions. Eye protection is necessary during the partial phases before and after totality.
- The temperature may drop rapidly during the eclipse.
- People and animals may become disoriented.
- [View all safety tips](#)

Browse the best eclipse viewing spots in the Chautauqua-Lake Erie Region.

Read our blog to make the most of your eclipse vacation to the Chautauqua-Lake Erie Region of Western New York State.

Read about some of the best attractions to visit during the spring season.

TourChautauqua.com (cont.)



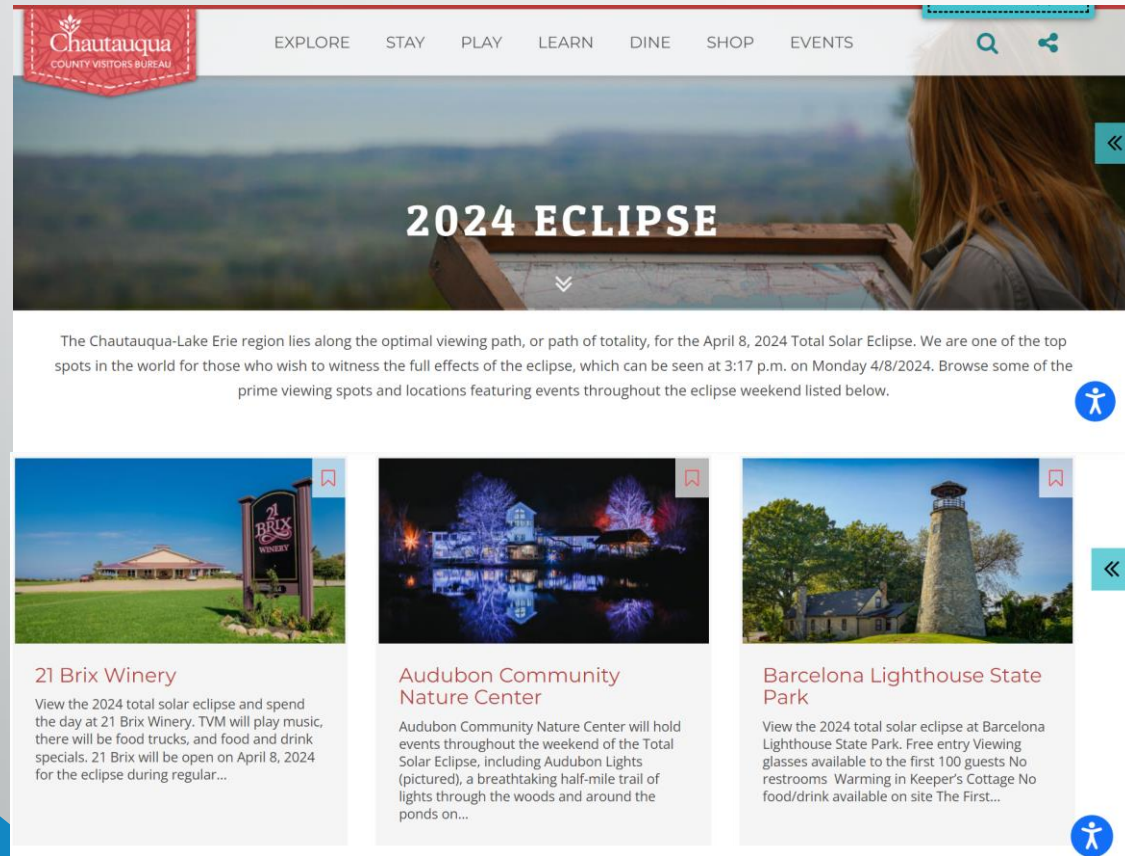
- Lodging properties committed to being open
- Restaurants committed to opening on Sunday and Monday
- Attractions and activities available for the eclipse weekend
- Shops, galleries, and services open

Marketing the Eclipse

- Digital and social media ad placements—limited
- Collaborate with Eclipse information sites
- Informational rack card with QR code
- Flyer or poster for local distribution
- Digital sign screens and info center distribution of rack cards and flyers



Key Next Steps



- Businesses must decide on their Eclipse plans
- Provide specific information/updates to CCVB and other organizations
- Areas (such as towns/villages) should develop their own Eclipse-specific info resources (ie. flyer or map indicating what places are available)

How to Provide Information to CCVB

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