

# ARKANSAS'S GREAT NORTH AMERICAN ECLIPSE



*SAVE THE DATE*

Monday, April 8, 2024 | Around 1 p.m. | Everywhere in Arkansas



The 2017 Great American Eclipse proved to be a major tourism event for states in the eclipse's path. Hundreds of thousands of visitors chased the eclipse as it made its way across America. But there is a major difference between the 2017 and the 2024 eclipses...in 2024, the path will be nearly double in size and the time of darkness nearly twice as long. Arkansas is in an exciting position to welcome hundreds of thousands of visitors leading up to the event, with a possible historic economic impact. Many scientists believe that the 2024 eclipse will be the most-viewed eclipse in history.

For more information, visit  
[www.arkansas.com/eclipse](http://www.arkansas.com/eclipse).





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## DON'T BE AFRAID OF THE DARK

On Monday, April 8, 2024, around 1 p.m., the entire state of Arkansas will have at least 94% obscuration of the Sun.



## WHAT DOES THAT MEAN FOR ARKANSAS?

- **Visitors—lots and lots of visitors.** Arkansas is more centrally located than many of the states in the path of totality during the 2017 eclipse. The estimated length of darkness for the 2024 event is nearly twice as long as the 2017 eclipse and the width of the path is almost double the size.
- **Increased revenue** for communities directly in the path of totality.

## HOW CAN ARKANSAS TOURISM HELP?

- We'll work with communities and organizations to make sure events have a prominent presence on Arkansas.com.
- We will prepare informational releases for regional, national and international media outlets.
- We will work with other state and federal agencies to make sure eclipse visitors can find all necessary information to plan their trip in one location – [Arkansas.com/eclipse](https://arkansas.com/eclipse).
- We can assist with media requests and questions, write press releases, and promote communities and their events on our social media channels. Our goal is to make sure everyone knows that Arkansas is the best place to experience the 2024 solar eclipse.
- We will work with other agencies to attempt to have "one voice" for the 2024 event. We want our visitors to know we are working together to make their visit a remarkable one.
- We will provide an overall Arkansas communications plan in the months leading up to the April 2024 event with relevant eclipse information, talking points, do's and don'ts, and social media guidance.

Let's do our best to make Arkansas the must-visit-spot for the 2024 eclipse and offer visitors a once-in-a-lifetime experience!