

PREPARING FOR THE 2017 TOTAL SOLAR ECLIPSE:

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Customer Service
Reminders



Office of Tourism

OVERVIEW

For the first time since 1918, a total solar eclipse is coming to Wyoming. On August 21, 2017, the eclipse will make its way across Wyoming—as it travels from west to east—and spans more than 365 miles.

In preparation for the total solar eclipse and the influx of visitors it will bring to Wyoming, the Wyoming Office of Tourism (WOT) has put together a “Total Solar Eclipse Communication Plan” that is designed to help our industry partners, communities, business owners and residents be as prepared as possible to help welcome our out-of-state travelers to Wyoming as we greet them with warm western hospitality.

While there is no solid number of anticipated visitors, we are expecting a significant increase in travelers to Wyoming during the eclipse and with that may come frustration, shortened tempers, heightened traffic, limited accommodations, long waits, etc. To put Wyoming’s best foot forward and to alleviate as many frustrations as possible, we’ve included talking points and tips, social media messaging, suggested dos and don’ts, customer service recommendations, reminders and safety tips.

More information on the total solar eclipse can be found at TravelWyoming.com/Eclipse.

TOTAL SOLAR ECLIPSE: DOS + DON'TS

The Dos

- Do be as helpful and positive as possible.
- Do remain updated on the latest information, especially as it relates to traffic, travel routes, etc.
- Do share information and updates from WOT (and other agencies) with all front-line employees.
- Do highlight off-the-beaten-path areas that are more undiscovered for viewing the eclipse.
- Do be prepared to talk to the media.
- Do feel free to direct media to local media spokespeople or WOT for quotes and interviews.
- Do focus on the positive: activities and places to do and see, your local favorite spot for coffee, early morning travel tips, etc.
- Do focus on creating a positive visitor experience.
- Do smile, especially when talking with travelers.
- Do let the visitors know that you’ve heard and understand their frustrations; then focus on a solution.
- Do stay calm.

The Don'ts

- Don't get frustrated.
- Don't provide false information. If you don't know something, say you don't know it. Don't speculate.
- Don't focus or dwell on the negative experience.

TALKING POINTS + PREPARING TO TALK TO THE MEDIA

Below are some potential questions (and their suggested answers) that you may receive prior to, during and after the eclipse:

Q1: How many visitors are you expecting in Wyoming for the eclipse?

A1: While it's hard to put a firm number on how many travelers are coming to Wyoming during the eclipse, we are preparing for a large increase in out-of-state visitors.

A1: We're preparing for a large influx of travelers to Wyoming during the eclipse and we can't wait to welcome them to the place we're lucky enough to call home.

Q2: Is Wyoming prepared to handle the influx of travelers?

A2: One of the great things about Wyoming is our wide-open spaces. Here in the Cowboy State, there's plenty of room to roam and we're positive we can accommodate as many travelers as want to come to Wyoming to view the total solar eclipse.

A2: Wyoming has been preparing for the eclipse for years and we have no doubt that our visitors will be greeted with a memorable experience and the warm western welcome we're known for.

Q3: What is the economic impact of the eclipse?

A3: Putting a hard number on the economic impact of the eclipse is not something we can speculate on at this time, as we don't know how many travelers are coming to our state for day trips or overnight vacations. With increased visitation, we'll see our restaurants, hotels, stores and other attractions teeming with people, all of which will contribute to state and local economies.

Q4: Where's the best place to view the eclipse?

A4: Wherever you are in the path of totality in Wyoming is the best place to view the eclipse. The path of totality spans more than 365 miles through Wyoming and gives visitors hundreds of places to watch the eclipse. Also, given the time of day which the eclipse will occur, the sun will be almost directly overhead, minimizing obstacles that will impede viewing.

SOCIAL MEDIA MESSAGING: PRE, DURING, POST

WOT will be utilizing social media strongly leading up to and during the eclipse to help travelers plan to stay longer, know where to go to view the eclipse, share breaking news updates, etc.

We are anticipating that many of our consumer travelers will be looking to Wyoming Office of Tourism and Wyoming State Parks for consumer-facing information and updates. If possible, we would ask that all agencies on social media promote TravelWyoming.com/Eclipse and [@WyomingTourism](https://twitter.com/WyomingTourism) (twitter) as the locations to garner the latest information leading up to and during the eclipse. WOT will be promoting this heavily on our social channels prior to the eclipse and invites our partners and colleagues to do so as well.

We'll also be using—and would invite all other agencies and industry partners—to use the following hashtags: [#WYECclipse](https://twitter.com/hashtag/WYECclipse) [#ThatsWY](https://twitter.com/hashtag/ThatsWY) and [#WYSkies](https://twitter.com/hashtag/WYSkies).

Below are some suggested social media posts:

**Please feel free to adjust to your own needs and promote your destinations.*

Pre-Eclipse Messaging:

Coming to #Wyoming for the eclipse? Plan your trip here: www.TravelWyoming.com/eclipse.

#WYEclipse #ThatsWY

ICYMI: #Wyoming is one of the best places to view the eclipse. Check out these road trip routes:

www.travelwyoming.com/eclipse/road-trips. #WYEclipse #ThatsWY

On 8/21, the total solar eclipse will cover more than 365 miles in #Wyoming. Need help planning your trip? Visit www.TravelWyoming.com. #WYEclipse

DYK: the eclipse is traversing directly over Torrington, #Wyoming on August 21? Learn more:

www.facebook.com/eclipse.goshen.wyoming/. #WYEclipse #ThatsWY

Coming for the eclipse? Plan to stay longer and explore Casper. Plan here: <http://visitcasper.com/>.

#WYEclipse #ThatsWY

DYK: you need special glasses to view the eclipse? Learn more here:

www.travelwyoming.com/eclipse-faq. #WYEclipse #ThatsWY

DYK: you need to take special precautions when photographing the eclipse? Learn the ins and outs here: <https://eclipse2017.nasa.gov/smartphone-photography-eclipse>. #WYEclipse #ThatsWY

During-Eclipse Messaging:

Heading to the path of totality in #Wyoming? If you're driving in, be sure to leave earlier than you think you need to. #WYEclipse #ThatsWY

Here's what you need to know to watch the eclipse in #Wyoming:

www.travelwyoming.com/eclipse-faq. #WYEclipse #ThatsWY

Welcome to #Wyoming – we're glad you're here to watch the total solar eclipse with us!

#WYEclipse #ThatsWY

In #Wyoming? Share your eclipse photos with us by using #WYEclipse.

Questions on what to see and do this weekend? Tweet us – we'll answer! #WYEclipse #ThatsWY

In #Wyoming for the eclipse? Join the conversation – search #WYEclipse.

Post-Eclipse Messaging:

Thanks for joining us in #Wyoming for the total solar eclipse! Check out other images at #WYEclipse.

Missed the eclipse in #Wyoming? Not a worry. Check out images by searching #WYEclipse.

Thanks for visiting #Wyoming – plan your next trip at TravelWyoming.com. #ThatsWY

From #Wyoming to you, thank you for visiting our state. We hope you'll come see us again soon! #ThatsWY

Not sure where to go from here? Check out these not-to-be-missed attractions in #Wyoming: *insert your webpage link*. #ThatsWY

7 CUSTOMER SERVICE TIPS FOR THE ECLIPSE

While we know that the travel and tourism industry is known for its customer service skills, Wyoming is poised to welcome more travelers at once than we've possibly ever had.

And since your frontline staff will interact with our visitors, we've put together **7 customer service tips** to help ensure our travelers have the best experience possible.

1. Smile and say hello. During times of extremely high traffic, consider having one person on your staff dedicated to greeting and thanking customers for their businesses (this person could stand at/near the door).
2. Thank them for their patronage and/or for coming into your place of business.
3. Anticipate customer needs, especially during the eclipse: do you need additional signage; do you need more toilet paper in the restroom; are your social media handles displayed prominently on your door.
4. Be as helpful as possible.
5. Be prepared for frustrated customers, long wait lines and bad attitudes. If you know you'll have a long wait line, consider offering light bites while they wait for dinner, have samples out on the counter, etc.
6. Focus on the quality of service, not how fast you can pump customers out the door. They'll remember their experiences in Wyoming for years after the eclipse is over.
7. Prep your frontline, backline and management staff. Consider giving them a pep talk and reminders before you open for the day.

REMINDERS

-All state partners are utilizing the eclipse landing page on TravelWyoming.com. Feel free to direct your visitors to www.TravelWyoming.com/Eclipse.

An interactive map that outlines the path of totality, duration of the total solar eclipse, events, towns in the path of totality, visitor information centers, etc., can be found at <http://eclipse.travelwyoming.com>.

-On the day of the eclipse, the most up-to-date information will be found at TravelWyoming.com/eclipse and on twitter at @WyomingTourism.

**In addition, we recommend all agencies on social media publishing this information prior to August 21, with a united push (meaning we all publish it sometime between August 15 and 18) to direct consumers to @WyomingTourism.*

-For more information, check out the FAQ page: www.TravelWyoming.com/eclipse-faq.

-WOT also created an industry toolkit: www.travelwyoming.com/industry/resources/toolkits.

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