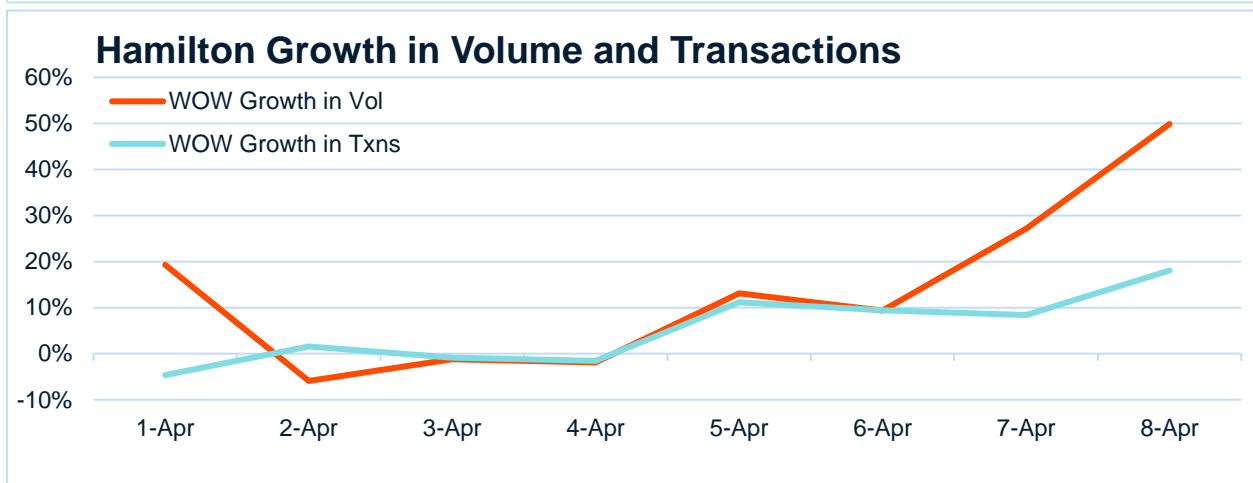
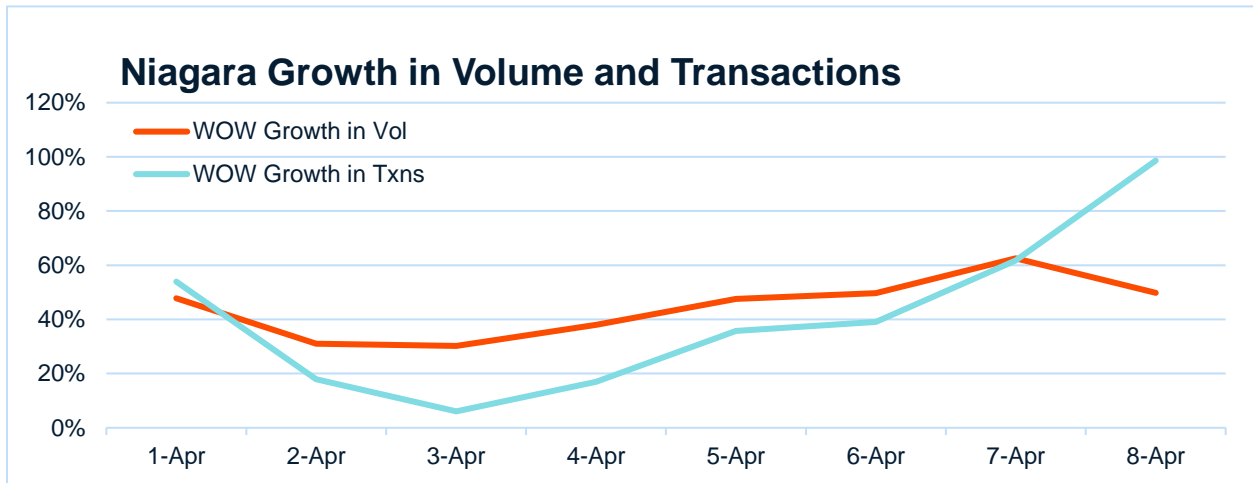


## 2024 Solar Eclipse Data Report



### About the data

As Canada's leading payment processor, serving hundreds of thousands of businesses across Canada, Moneris harnesses consumer data that considers billions of transactions received across all types of merchants, industries, card brands, and geographic areas.

The data within this report is as follows:

- Timeframe: Week-over-week (April 1 to April 8 versus March 18 to March 25, removed Easter long weekend to compare to a typical week)
- Metrics: Percent change in volume and transaction count
- Category: Aggregate of Restaurant and Tourism businesses
- Region: Niagara and Hamilton

## Summary of Findings

**Even though the eclipse was brief, Moneris data shows the economic impact and boost to businesses was not.**

- Consumer spend can be seen ramping up throughout the full week leading up to the eclipse.
- A big part of the excitement around the eclipse is experiencing something rare and sharing it with others. To get the best experience, many spectators visited areas within the path of totality, like Hamilton and Niagara.
- Based on a week-over-week comparison:
  - Niagara was the place to be, seeing the most dramatic increases throughout the week leading up to the eclipse. As an established tourist location, eclipse spectators may have extended their stay in advance to make their trip worthwhile.
    - Transaction count began the week strong increasing over 50%, possibly capturing visitors who planned longer trips around the eclipse.
    - Transaction count peaked on the day of the eclipse, almost doubling, up 99%.
  - Hamilton, while not as significant, still saw increases mid way through the week.
    - On the day of the eclipse, Hamilton saw a peak increase in volume of 50%, higher than it's increase in transaction count at 18%.

## Definitions

- **Volume (VOL):** Total dollars spent.
- **Transaction Count (TXN):** Number of transactions.