



TOURISM OPERATOR'S GUIDE TO Flood Response

What can you do to prepare your tourism business for flooding?

Flooding can occur at any time of year. Read below to find out what you can do in the four phases of emergency management to protect your tourism business in the event of a flood.

MITIGATION

- Be aware of where your business operates within the floodplains.
- Follow flooding infrastructure guidelines.
- Create back up options to run your tourism experience in case of flood impact.
- Obtain insurance for your tourism business.

RECOVERY

- Address any damaged infrastructure.
- Communicate that your business is open to your [Travel Alberta representative](#).
- Re-establish marketing and promotional initiatives.



PREPAREDNESS

- Create an evacuation plan for your business.
- Monitor active floods.
- Alert your [Travel Alberta representative](#) of any emergency risks.

RESPONSE

- Adhere to Government of Alberta and local officials' guidance.
- Speak to your [Travel Alberta representative](#) to align with Team Alberta emergency response.
- Adjust marketing and promotional initiatives to reflect any changes to your business.

KEY EXTERNAL RESOURCES

An interactive map that shows current emergency alerts across the province.

[Alberta Emergency Alerts](#) →

Click the links

Understand what you can do during all stages of a flood (before, during, and after) in your area.

[Alberta Flood](#) →

Emergency applications for your smartphone to receive real-time notifications.

[Download Apps](#) →

You are not alone when facing the impact of floods.

Reach out to your [Travel Alberta representative](#) to receive guidance from the Team Alberta Emergency Response Group.