



TOURISM OPERATOR'S GUIDE TO Drought Response

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

When facing long periods of dry weather, water resources become depleted, resulting in drought conditions. 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 drought.

MITIGATION

- Discuss water conservation partnerships with nearby tourism businesses.
- Create back up options to run your tourism experience in case drought limits your ability to operate.
- 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

- Conserve water usage.
- 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

News and updates about the current drought conditions in Alberta.

[Alberta Drought](#) →

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

[Download Apps](#) →

You are not alone when facing the impact of drought.

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