



# TOURISM OPERATOR'S GUIDE TO Wildfire Response

## What can you do to prepare your tourism business for wildfire season?

Wildfire season officially begins March 1 and runs until October 31. 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 fire.

### MITIGATION

- Practice fire safe habits.
- Create back up options to run your tourism experience in case of wildfire 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 wildfires.
- 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

Find the status and location of wildfires, fire restrictions and bans.

[Alberta Wildfire](#) →

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

[Download Apps](#) →

**You are not alone when facing the impact of wildfires.**

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