



TOURISM OPERATOR'S GUIDE TO Smoke Response

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

Smoke from wildfires burning across the continent can have a serious impact on the health of travellers and residents in Alberta. 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 smoke.

MITIGATION

- Familiarize yourself with the [Air Quality Health Index](#) and how each level of health risk would impact your business.
- Create back up options to run your tourism experience in case air quality becomes poor due to smoke.
- 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

- Monitor air quality.
- 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](#) →

An interactive map that shows smoke forecasts affecting North America.

[FireSmoke Canada](#) →

A scale that identifies when air quality is a risk to outdoor activity.

[Air Quality Health Index](#) →

Click the links

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

[Download Apps](#) →

You are not alone when facing the impact of smoke.

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