



# 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 for some of the actions to consider taking during 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.
- Assess the insurance needs for your tourism business.

### RECOVERY

- Address any damaged infrastructure.
- Communicate when your business has re-opened to your [Travel Alberta representative](#).
- Re-establish marketing and promotional initiatives.



### PREPAREDNESS

- Monitor air quality.

### RESPONSE

- Adhere to Government of Alberta and local officials' guidance.
- 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](#) →

Additional resources and links to guide your emergency management planning can be found on the [Travel Alberta website](#).