



# 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 for some of the actions to consider taking during 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.
- 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

- Conserve water usage.
- Consider how to conserve water within your operations.

### 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](#) →

[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](#) →

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