



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 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 wildfire.

MITIGATION

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

- Create an evacuation plan for your business.
- Monitor active wildfires.

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](#)

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](#) →

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