



# Emergency Preparedness for the Tourism Industry

Jenn Houtby-Ferguson, MATM  
Twist Consulting

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**NERD ALERT!**

**Be prepared  
NOT scared!**

**#MadamDisaster**

# Our Responsibility

- Welcome!
- 72 hours vs 2 weeks
- Emergency plans + business continuity
- Prepared at home = prepared for work



# Hazards



Floods



Fire



Ice & Snow

# Business Continuity

- Widespread illness
- Road closures + shipping issues
- Damage to critical infrastructure
- Shelter in Place
- Insurance
- Cyber threats and data protection



# Tales from the front line

Terri Hadwin

Twist Consulting



# Who is responsible?

- Tourism Operators
- Local Authority
- Destination Marketing Organizations



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# Why emergency planning matters

**“Tourists themselves are often more vulnerable than locals in disaster situations because they are less familiar with local hazards and the resources that can be relied on to avoid risk.”**  
**(Faulkner, 2001, p. 142)**

# Emergency Plan

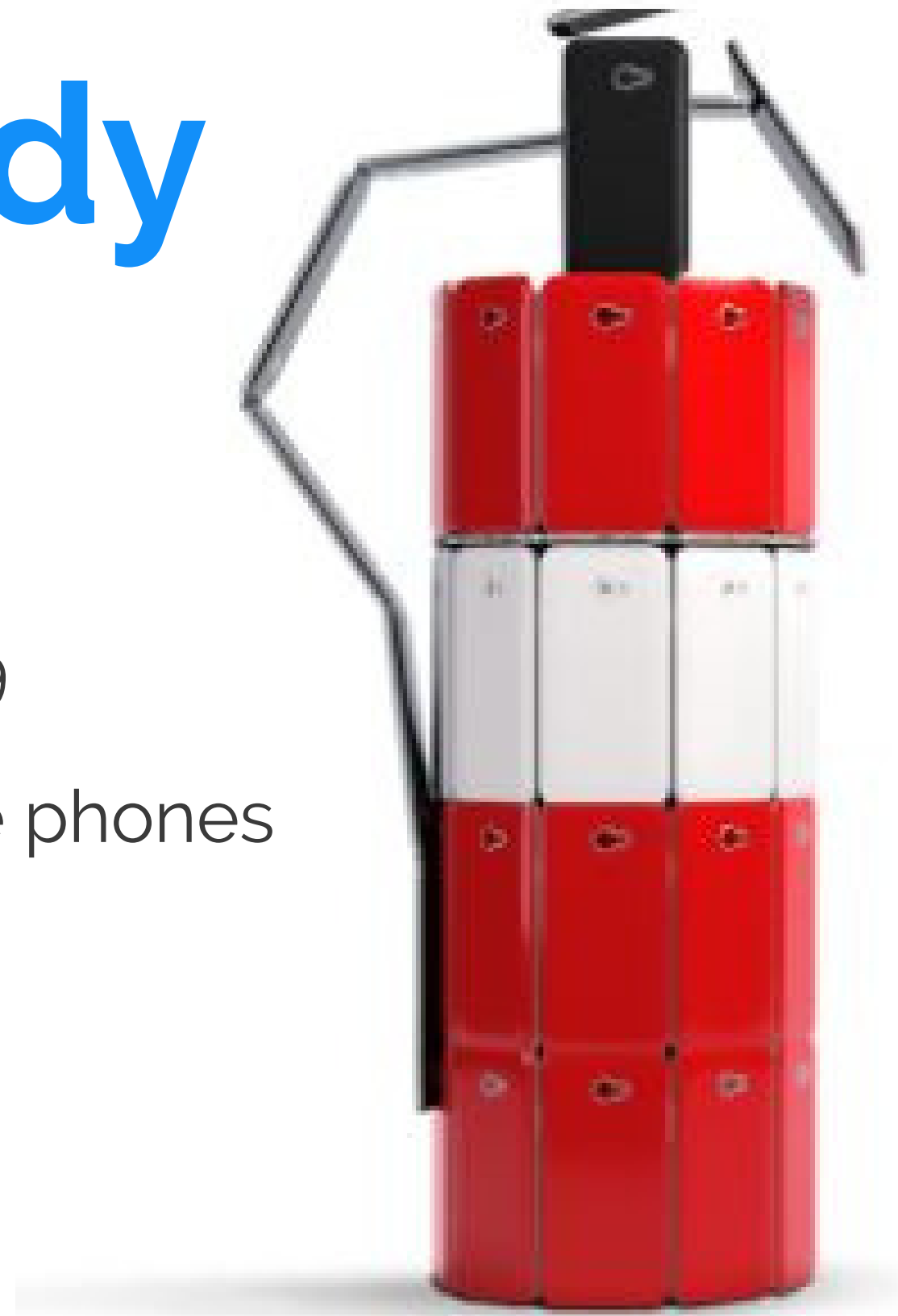
- Purpose
- Audience
- Hazards
- Roles
- Expected Action
- Communications Plan



*Disaster Plan*

# Alert Ready

- Live as of April 6
- Province wide test May 9
- Text alerts to compatible phones
- DND override setting
- No opt-out

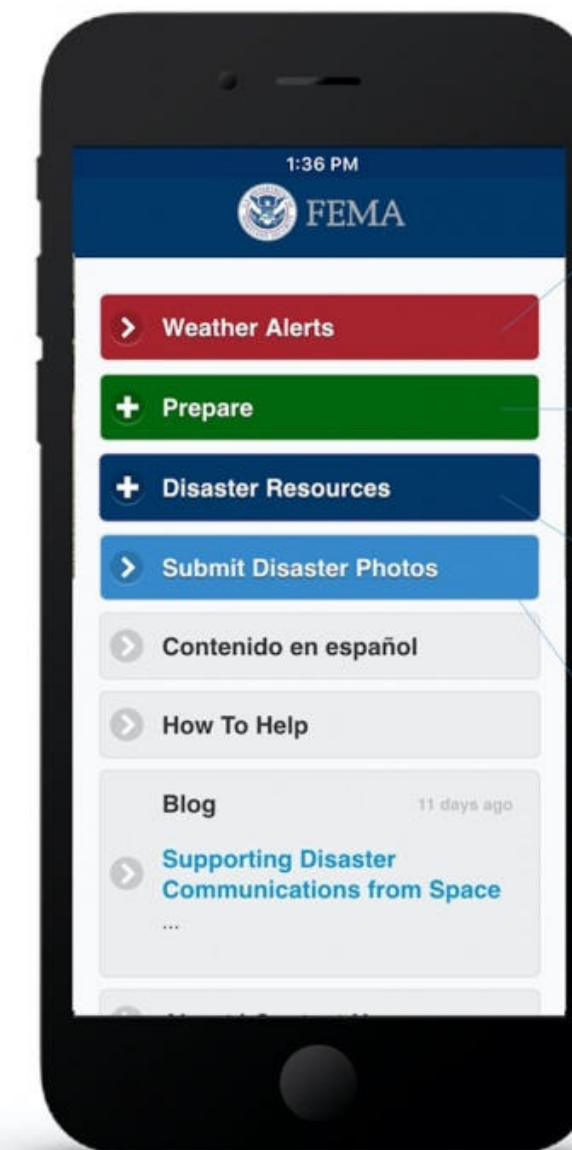
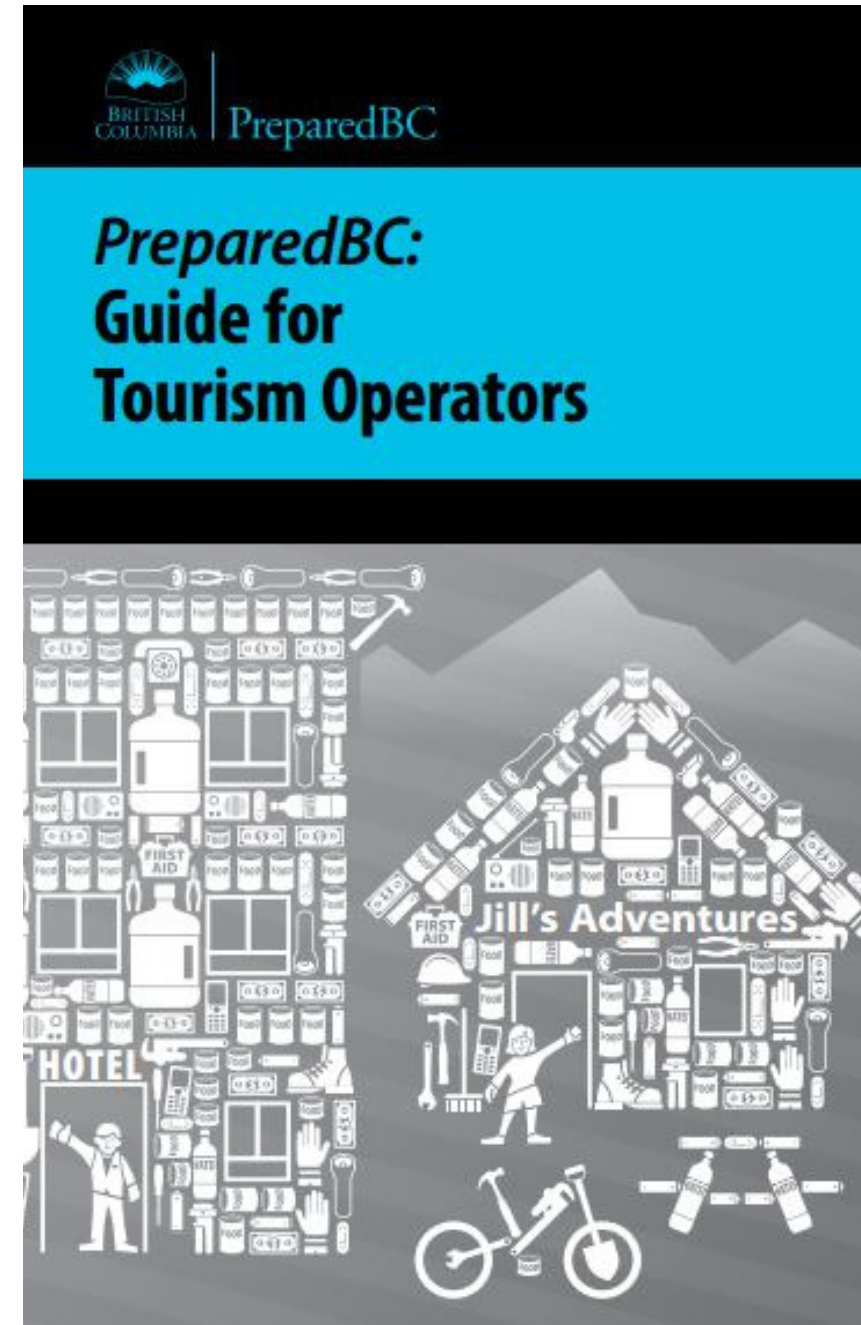
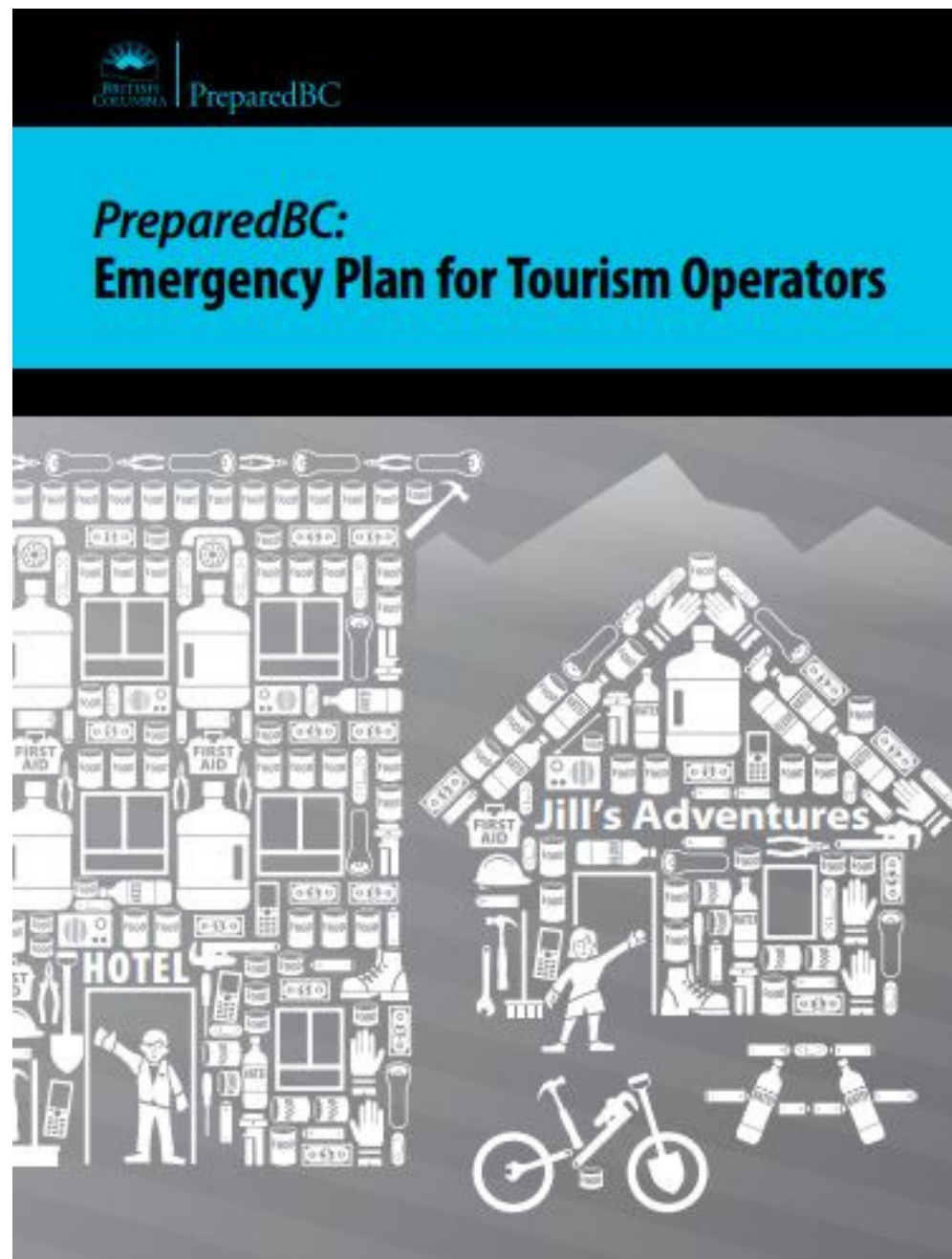


Your phone  
has the power  
to save a life.

[CHECK YOUR PHONE'S COMPATIBILITY](#)

Your phone has the power to save a life.

# Tourism Resources



Receive alerts from the National Weather Service for up to five locations.



Get safety reminders, read tips to survive natural disasters, and customize your emergency checklist.



Locate open shelters and where to talk to FEMA in person (or on the phone).



Upload and share your disaster photos to help first responders.

# Other Resources

## Plans, Guides and Information

- \* Prepared BC
- \* Emergency Management BC
- \* Municipalities & Regional Districts
- \* Alert Ready

## Official Hashtags

#BCStorm  
#BCFlood  
#BCWildfire  
#evacuation

## On Twitter

@PreparedBC  
@EmergencyInfoBC  
@SalmonArmBC  
@ColShuRegDist  
@OurEnderby  
@DriveBC  
@TranBC\_TN

# Questions?

Jenn Houtby-Ferguson

Twist Consulting

Jenn@TwistConsulting.ca

@JennHoutby | #PreparedNotScared