



Emergency Preparedness for the Tourism Industry

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MAY 1, 2018 | PRESTIGE HOTEL SALMON ARM



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



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

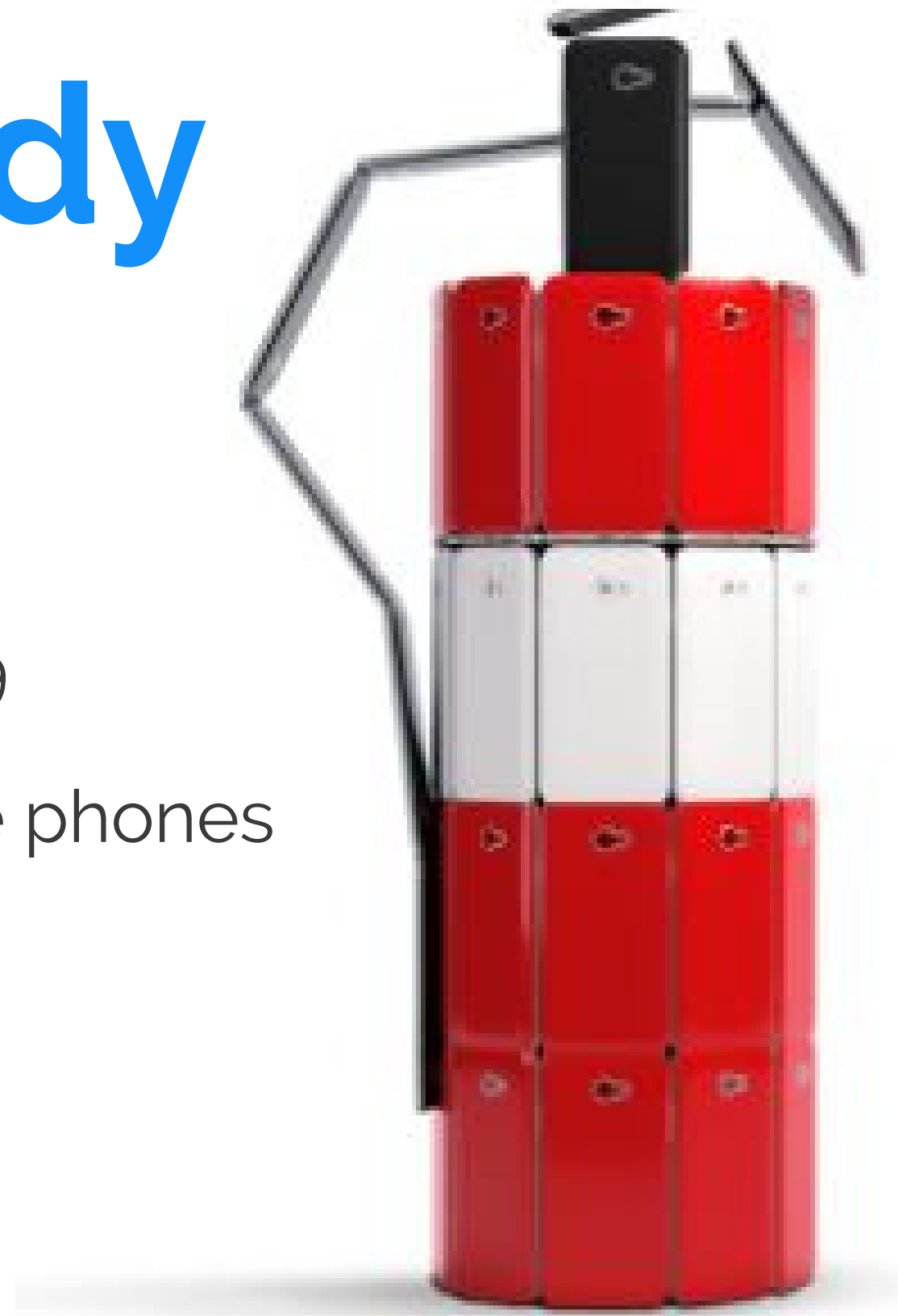
- Purpose
- Audience
- Hazards
- Roles
- Expected Action
- Communications Plan



*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

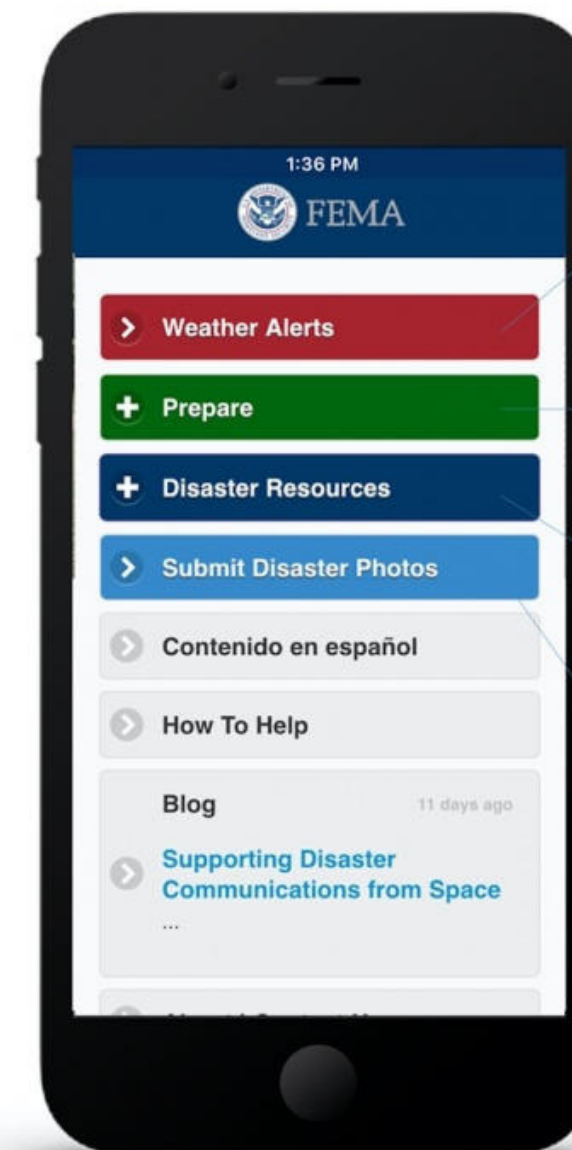
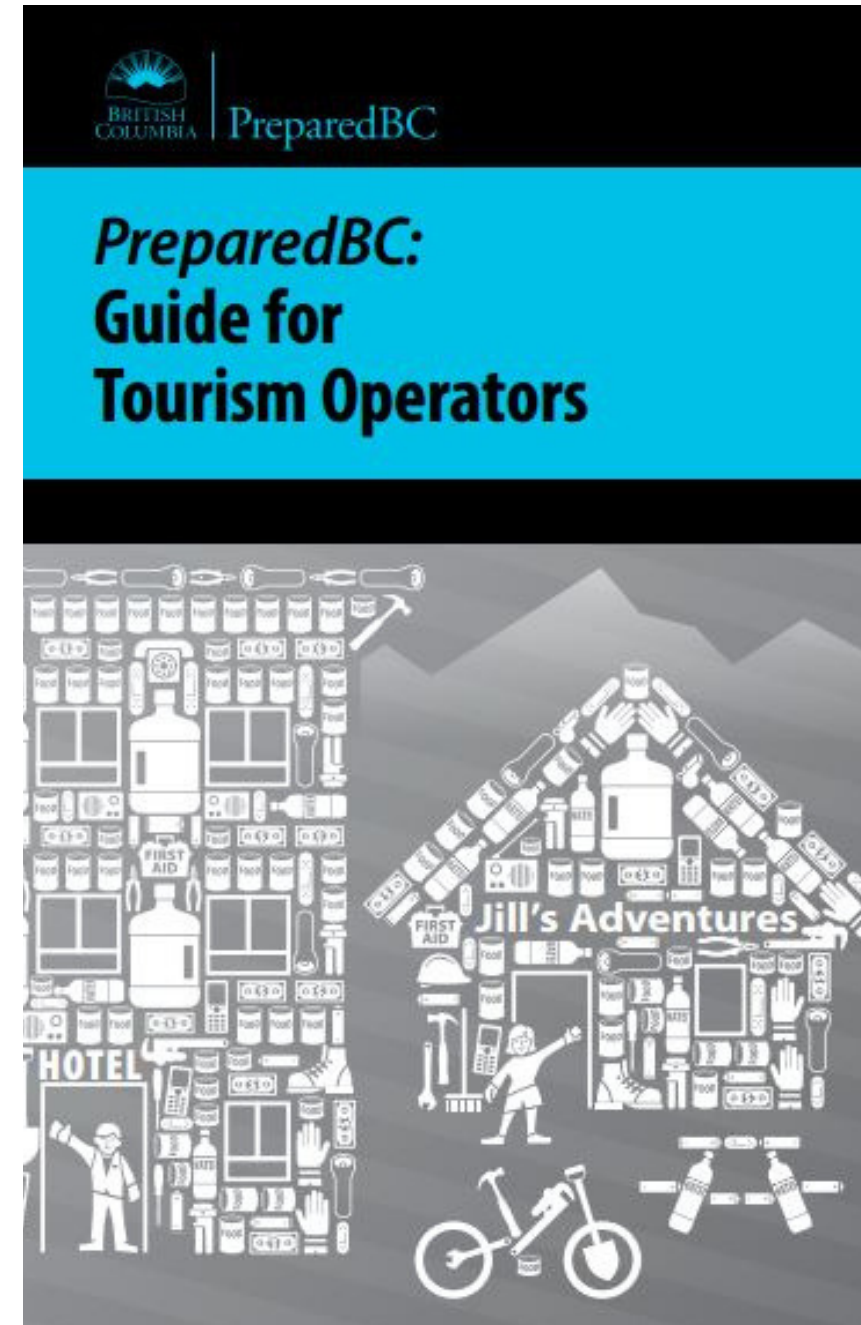
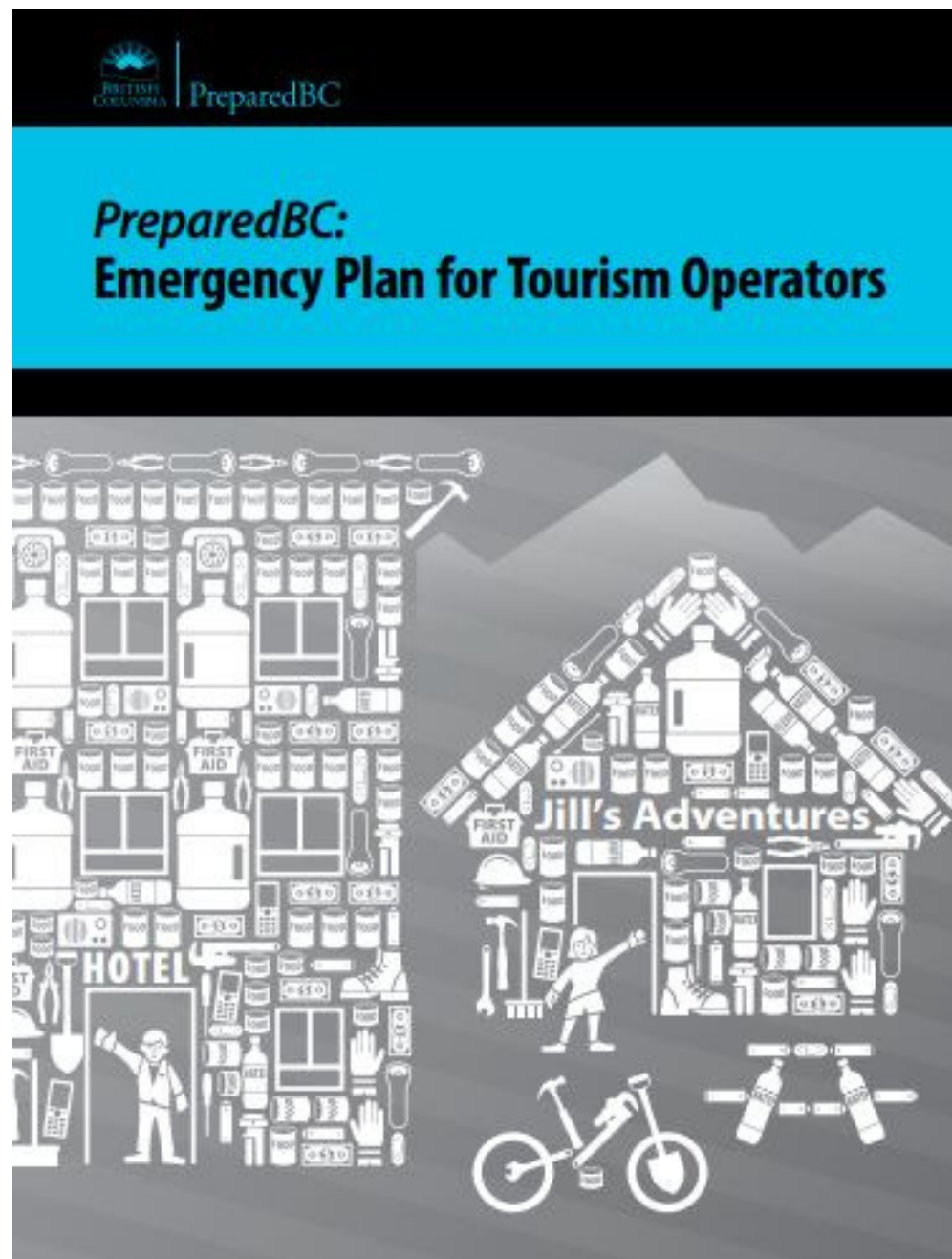


Your phone
has the power
to save a life.

[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?

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@JennHoutby | #PreparedNotScared