



233 13th Street East
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Many locals & visitors in our area have questions and concerns regarding air quality, closures and wildfires. Below are suggested discussion points to use to keep visitors updated and aware of the situation, while still giving them suggestions on how to continue to enjoy their stay.

Best Practices for Your Company/Organization:

- State the facts only. Avoid making assumptions or dramatic statements.
- Always discuss what is **open first, then discuss what is closed**.
- Remind them closures are for public safety and to allow access for emergency vehicles. If it is open, it is safe. Changes happen frequently.
- Words such as “temporary” and “currently” are important when discussing closures.
- Direct visitors to the below resources for current information if you are unsure of the answer. Don’t make up an answer.
- Share photos and information that captivate the beauty of what is open on our social media pages.
 - Share sightseeing places outside of the closed areas.
- Keep up to date on the latest fire information, road closures, destination closures, attraction closures, camping and fishing restrictions, etc.
- Consider holding a morning fire update each morning or distribute updates daily from reputable sources to all staff who will be interacting with visitors.
- If you don’t know the answer, don’t guess. Encourage them to check the sources listed below for the most accurate, up to date information.

Don’ts:

- Avoid using the term “fire season” as we want to reinforce this is temporary.
- Avoid focusing on the negative. Work to help visitors find alternative vacation opportunities locally.
- Do not share photos or news of the fire on your personal or company/organization social media pages..
 - Note: if you must share changed hours of operation due to the fire/smoke, be sure to use words such as temporarily and currently. Avoid dramatizing the situation.



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Resources:

- **Current Wildfire Updates:**

- www.mtfireinfo.org
- <https://inciweb.nwcg.gov/>
- <https://mt.gov/fire.aspx>
- Montana Office of Tourism and Business Development:
 - <https://marketmt.com/Programs/Industry-Services-and-Outreach/Fire-Information-for-Travelers>

- **Current Air Quality Report**

- <http://svc.mt.gov/deq/todaysair/>

- **Glacier National Park:**

- <https://www.nps.gov/glac/learn/nature/fire-information.htm>
- <https://home.nps.gov/applications/glac/roadstatus.cfm>

- **Flathead National Forest Updates**

- <http://www.facebook.com/discovertheflathead>

- **Fish, Wildlife and Parks:**

- Information on fishing, camping and other recreation restrictions
- <http://fwp.mt.gov/news>

- **Travel/Road Closures Montana Department of Transportation**

- www.mdt.mt.gov/travinfo/fires.shtml