

# KEY INDUSTRY

## Tips for Wildfire Communication

As wildfires continue to affect parts of Saskatchewan, it's more important than ever for tourism operators and businesses to communicate clearly, compassionately and proactively with guests. Whether your area is currently impacted or operating normally, transparent messaging helps maintain visitor confidence and ensures safety remains a top priority.

If your business has been impacted by the wildfires, please know that Tourism Saskatchewan is deeply sorry for the challenges you're facing. We recognize the passion and resilience of our tourism industry, and our

team is available to help navigate this difficult time and prepare for a strong return when the time is right.

This guide provides practical tips and sample messaging to help you navigate wildfire-related communications across email, social media, and stakeholder channels. Use these tools to clarify your operational status, guide guest expectations and show support for affected communities while reinforcing trust in Saskatchewan as a travel destination.



#1

### COMMUNICATING WITH GUESTS DURING WILDFIRE SEASON

Consider calling or sending an email communication to guests with upcoming reservations, whether you are in an area impacted by the wildfire situation or not. This will provide clarity and context, especially for those who are from further away who may get confused by the geography of such a large province. Also consider adding the messaging to your website or social media channels to acknowledge the wildfire situation in the province and direct visitors to official resources to inform their travel decisions.

#1A

### IF YOUR BUSINESS IS NOT CURRENTLY IMPACTED BY WILDFIRES

Sample copy to help you develop an email to your guests if you are not currently impacted by the wildfires:

**SUBJECT:** Saskatchewan travel update for our guests

*Wildfires are currently affecting some areas in northern Saskatchewan. Our hearts go out to the communities, individuals and businesses affected by these fires. Fortunately, our location – and most of the province's key highways and destinations – remains safe, open, and fully operational.*

*If you're planning a visit, we encourage you to plan ahead and stay informed. For your safety and peace of mind, please monitor official sources for the latest updates before and during your trip. Tourism Saskatchewan maintains a list of official resource links on the [Know Before You Go](#) page on [TourismSaskatchewan.com](#).*

*We look forward to welcoming you and helping you enjoy a safe and memorable experience in Saskatchewan.*

**Sample copy for social media if you are not currently impacted by the wildfires:**

#### WILDFIRE UPDATE

*Our thoughts are with those affected by wildfires in northern Saskatchewan. While some areas are impacted, our location – and most key highways – remain safe and open.*

*Planning a trip? Stay informed and travel responsibly. Visit Tourism Saskatchewan's [Know Before You Go](#) page for links to official resources.*

*We look forward to welcoming you soon!*

## #1B IF YOUR BUSINESS IS CURRENTLY IMPACTED BY WILDFIRES

Many businesses impacted by the wildfires have already shared excellent messages with their guests. If your business has been affected and you're looking for support in writing your communication, the sample messages below may provide a helpful starting point.

### Sample copy to help you develop an email to your guests if your business is currently impacted by the wildfires:

#### **SUBJECT: Saskatchewan travel update for our guests – wildfire situation**

*Due to the current wildfire situation in our area, we are temporarily closed to ensure the safety of our guests, staff and community. This is a challenging time, but the safety and well-being of everyone remains our top priority.*

*We are closely monitoring the situation and will reopen as soon as it is safe to do so. We can't wait to welcome you back to experience everything our region/business has to offer – when the time is right.*

*In the meantime, we encourage you to stay connected with us for updates and to follow official sources for the latest information. Tourism Saskatchewan maintains a list of official resource links on the [Know Before You Go](#) page on [TourismSaskatchewan.com](#).*

*Your support and understanding mean the world to us, and we look forward to sharing our beautiful corner of Saskatchewan with you again soon.*

### Sample copy for social media if your business is currently impacted by the wildfires:

#### **TEMPORARY CLOSURE NOTICE/FIRE UPDATE**

*Due to nearby wildfires, we're temporarily closed to keep our guests staff, and community safe. We're monitoring the situation closely and will reopen as soon as it's safe to do so.*

*Thank you for your support and understanding. Stay connected with us for updates, and check Tourism Saskatchewan's [Know Before You Go](#) page for links to official resources.*

*We can't wait to welcome you back soon!*

## #2 BEST PRACTICES FOR SOCIAL MEDIA DURING WILDFIRE SEASON

- Avoid posting campfire photos, ATVs/UTVs or activities that could be perceived as having a fire risk.
- Avoid catastrophizing or sharing information from non-official resources.
- Show empathy and gratitude. Acknowledge the impact on communities and thank customers for their understanding and support.
- Keep an eye on social media and news coverage. If you spot inaccuracies, correct them with facts and direct people to official sources.
- Post up-to-date visuals with the date and time to highlight current conditions.
  - Repost and amplify user-generated content (UGC) from guests to showcase authentic experiences.
  - Tag key tourism partners and local businesses to keep visitors informed and engaged.

## #3 KEEP INDUSTRY STAKEHOLDERS AND PARTNERS INFORMED

If you work with travel trade partners (tour operators, travel agencies) to market and sell your experiences, be sure to reach out to them to provide them with information on any impacts to your business operations or to reinforce that you are open and ready to welcome visitors.

### CONCLUSION

Clear, timely and empathetic communication is essential during the wildfire season. Whether your business is directly impacted or operating as usual, sharing accurate information helps maintain visitor confidence, supports affected communities and reinforces the strength and resilience of Saskatchewan's tourism industry

For the most up-to-date information on wildfires, travel advisories and safety resources, please visit Tourism Saskatchewan's [Know Before You Go](#) page.