TOURISM INDUSTRY ASSOCIATION OF BC

2026 WILDFIRE SURVEY RESULTS



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2026 WILDFIRE IMPACT SURVEY

SUMMARY OF FINDINGS

Executive Summary

The survey provides an early snapshot of how wildfire activity and wildfire-related perceptions are affecting tourism businesses and organizations across British Columbia. Most quantitative questions received 37 responses, representing businesses and organizations from all six tourism regions.

The results suggest that the most significant impact of wildfire activity is not necessarily direct fire exposure. Rather, indirect impacts - particularly smoke, transportation disruptions, changes in visitor behaviour, cancellations, and perceptions created by media and social media are having a material effect on tourism businesses that may otherwise remain open and accessible.

Survey Highlights:

- Approximately two-thirds of respondents indicated that media or social media wildfire information has influenced travel plans involving their business, organization or community.
- More than two-thirds reported at least occasional cancellations or postponements despite remaining open, accessible and outside the immediate wildfire area.
- A decrease in bookings, visitation or revenue was the single most common business performance outcome.
- Most respondents remained operational, demonstrating considerable resilience within the tourism sector.
- Direct wildfire impacts were less common than indirect impacts associated with smoke, road access, transportation and visitor perceptions.
- Relatively few respondents reported benefiting from displacement of visitors from other destinations.
- Business interruption insurance appears to be a significant area of uncertainty: nearly half of respondents did not know whether their coverage would apply to wildfire-related losses or disruptions.

The findings conclude there is a need for accurate, geographically specific and timely communications that distinguish communities directly affected by wildfire from destinations that remain safe, accessible and open for business. They also suggest an opportunity for TIABC to continue advocating for coordinated visitor messaging, greater clarity around emergency communications and business interruption coverage, and measures that support businesses experiencing economic losses even when they are not physically damaged by wildfire.

QUESTION ANALYSIS

Q1. Which category best describes your business or organization?

The respondent base included a broad cross-section of tourism businesses and organizations, although accommodation providers represented the largest segment. Accommodation was selected by approximately 52% (19 responses), followed by outdoor recreation or adventure tourism. Indigenous tourism business/organization only received 1 response. There were no responses from the events/festivals/conferences sector associations or winery/cidery/beverage sectors.

Analysis:
Accommodation businesses are well represented in the survey and therefore likely influence the overall results. Outdoor recreation businesses also comprise a substantial portion of respondents, making the findings particularly relevant to businesses dependent on destination access, highways, weather and outdoor conditions.

It should also be noted that although the question asks respondents to identify the category that "best describes" their organization, 54 selections were recorded from 37 respondents, indicating that some respondents selected more than one category.

Q2. Where is your business or organization located?

Respondents represented all six tourism regions, with the largest concentrations in the Thompson Okanagan (approx. 35%) and Kootenay Rockies (approx. 32%).

Other representation included:

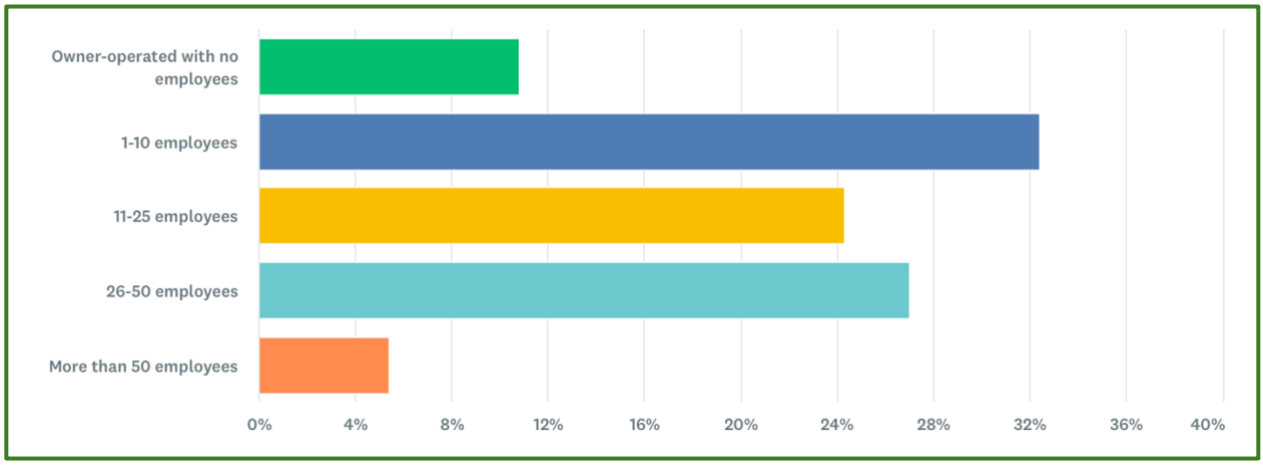
- Cariboo Chilcotin Coast - approx. 16%
- Vancouver, Coast & Mountains - approx. 14%
- Vancouver Island - approx. 11%
- Northern B.C. - approx. 5%

Analysis:
The Thompson Okanagan and Kootenay Rockies together account for a significant portion of the survey representation and are regions where wildfire activity, smoke, highway access and perceptions surrounding wildfire can have significant implications for tourism.

Also to recognize, responses from every tourism region indicate that wildfire impacts and concerns are province-wide issues rather than exclusively local ones. Even businesses far from an active fire can experience visitor concern, cancellations or altered travel behaviour

Q3. How many people does your business or organization employ during its primary operating season?

The respondent base was predominantly made up of small and medium-sized tourism businesses.



Analysis:
Approximately **95% of respondents employ 50 people or fewer**, demonstrating that the survey primarily reflects the experience of small and medium-sized organizations.

This is significant because smaller tourism operators may have less capacity to absorb sudden cancellations, lost revenue, staffing disruptions or emergency-related operating costs. Even short-term changes in visitor demand can therefore have a disproportionate financial impact.

Q4. Which best describes your business or organization's experience with wildfires this season?

The most frequently identified impact was:

Road closures, transportation disruptions, smoke or air-quality conditions affecting access or operations - **35.14%** (13 responses).

Other responses included:

- No noticeable wildfire-related impacts – approx. 24% (9)
- Increased demand or support for evacuees, emergency personnel or emergency response - approx. 16% (6)
- Community, property or operations directly affected, threatened or under evacuation alert/order – approx. 11% (4)
- None of the listed circumstances – approx. 11% (4)
- Too early to determine/experience not listed – approx. 3% (1)

Analysis:
A notable finding is that indirect disruption exceeded direct wildfire exposure. Only approximately 11% reported being directly affected, threatened or under evacuation alert/order, while more than one-third experienced access, transportation, smoke or air-quality impacts.

This demonstrates that the economic footprint of wildfire extends well beyond the boundaries of an evacuation zone or active fire. It also supports the importance of considering regional transportation, air quality and traveller confidence when assessing wildfire impacts on the visitor economy.

Q5. What is the current operating status of your business or organization?

- The largest response was operating normally, at approximately 46%.
- Approximately 35% reported operating normally but experiencing changes in visitor demand.

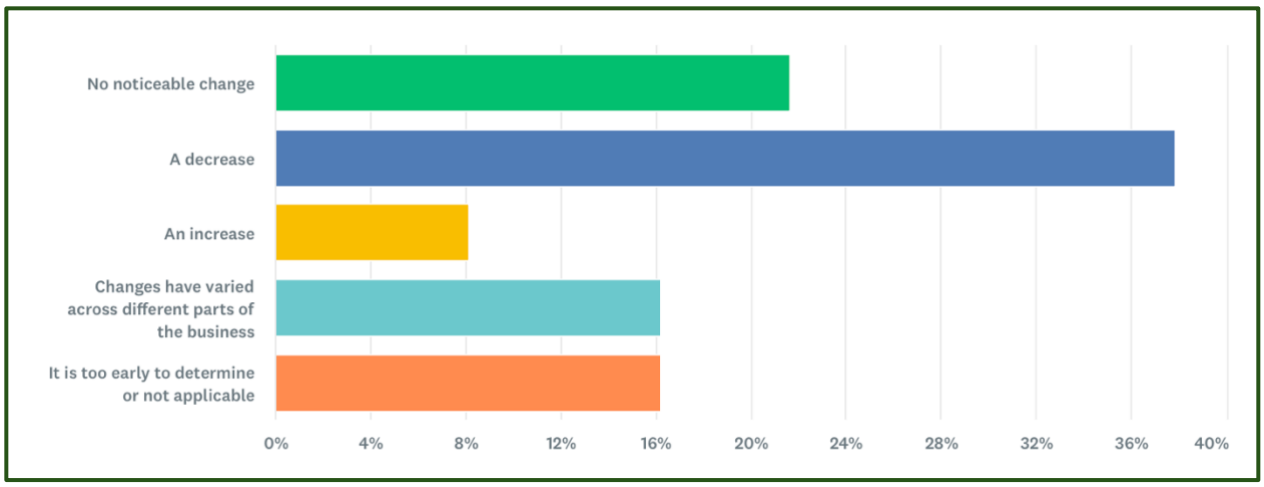
Smaller proportions indicated:
- Operating with minor or significant disruptions – approx. 16
- Operating with reduced hours, services or capacity – approx. 8%
- Partially or temporarily closed due to wildfire-related conditions – approx. 5%

Analysis:
The results show considerable operational resilience. Most businesses have continued operating despite wildfire conditions, however, operating normally does not necessarily mean operating without economic impact. A substantial proportion of respondents remained fully operational while experiencing changes in demand.

This distinction is important for to recognize that business closure alone is not an adequate measure of wildfire-related tourism impact. Businesses can remain physically open while experiencing significant reductions in bookings, visitation or revenue.

Q6. Compared with what you would normally expect at this time of year, what changes has your business or organization experienced in bookings, visitation or revenue?

The most common response was a decrease, reported by approximately **38%** of respondents. Other responses were approximately:
- No noticeable change – 22%
- Changes varied across different parts of the business – 16%
- Too early to determine/not applicable- 16%
- Increase – 8%



Analysis:
Respondents reporting decreases outnumbered those reporting increases by almost five to one (5:1). Combined with those reporting mixed results, more than half of respondents experienced some form of changed business performance.

The results reinforce that wildfire effects should be measured not simply through direct property loss, but through lost bookings, reduced visitation, revenue displacement and changes to consumer confidence.

Q7. Has wildfire-related information provided by the media or shared on social media influenced travel plans involving your business, organization or community?

The dominant response was "yes" at approximately **62%**. The remaining responses were considerably lower:

- Unsure – approx. 19%
- No – approx. 11%
- Too early to determine – approx. 11%

Analysis:
This is one of the strongest findings in the survey. Approximately six in ten (6:10) respondents believe wildfire coverage or information circulating through media and social media has influenced traveller behaviour.

This suggests that perception has become an important tourism impact. Broad wildfire coverage may lead potential visitors to assume that a larger geographic area is affected than is actually the case.

The finding supports continued advocacy for communications that clearly distinguish:

- where fires are located,
- where travel is restricted,
- what routes remain accessible, and
- which destinations continue to welcome visitors

Q8. How has information provided by tourism organizations, emergency services or government agencies supported your business or organization?
(28 answered - 10 skipped)

Approximately three-quarters of survey participants provided written feedback to this question. The following are the written responses, verbatim:

- *Not enough customers to inform of anything*
- *We have received no support for or against for our business, however we have had a lot of questions on how the smoke is in our area from guests.*
- *We haven't seen any information provided by tourism organizations (in our case CCCTA). Emergency services and government were talking about facts, but never encouraged people to travel and support the regions which were not directly affected by the fires, but close to alert areas.*
- *Drive BC was helpful in figuring out which Hwy's are closed or not; Local government helped with alerts and order for our areas. Otherwise media was not helpful, scared people away and if there is only one way in and one way out to a tourism location, and being 2 roads down where the alert stopped, travelers do not want to visit such an area.*
- *Guideline provided by a DMO and Destination BC for messaging*
- *We are based in Oliver, we have seen an increase in evacuees, cancellations, and also consistency of travellers who do not wish or believe cancellations are necessary. Communication from industry is especially helpful providing official government resources we can disseminate to our guests and visitors.*
- *We have ESS registration set up at our property which has kept us current on what is happening.*
- *Very limited support from the Regional District; no support from Provincial government; 39 days of road closures and counting. loss of over $400,000 in revenue and growing*
- *no support the media does its usual great job of scaring everyone, everywhere*
- *Being put on an evacuation alert caused a significant decrease in tourism in the area. What would have been nice is to see more posts showing that the mountains were not burning around us and that there was no smoke in town during this alert. Social media from all over the world blew up showing ai images of mountains burning and making the situation in Kimberley BC much worse that it actually was. Not having a tourism center here in town doesn't help.*
- *The information shared by these organizations has not helped. On the contrary, this overload in fire related information (whether it's media or alerts) has shut down tourism in our area as it has increased the level of fear in everyone.*
- *The BCWS website has been a great resource*
- *We have been working with our regional district and local ESS so we feel pretty connected from them but still appreciate the updates*
- *As a rail and travel operator, updates on wildfires, rail line and highway closures, smoke conditions and forecasts, and evacuation-related information all impact our decisions in terms*

of how and where we operate. it helps us plan from day to day and week to week, and at times to address questions from visitors.

- *Everyone is concerned with the amount of smoke in our area. Unfortunately some fires are not acted upon and left to burn and add to the smoke in the area.*
- *As a self-employed potential income seeker I find a comfort in the professionalism of The industry here for fire above mentioned.*
- *Visitors have not had questions based on our location currently not being impact by wildfires. Previous years it is local information from the community that helps best address any questions. The information provided today is useful to know especially if updates are provided promptly should there be changes*
- *Most does not help because it is uninformed people responding on social media*
- *Our area was just recently effected by the wild fire and suffered a 24 hr power outage. Information that could be found was okay, but I feel like we were not fully informed to be able to answer all guest questions effectively as our information was the same as what they had. So this is an area I could see being improved upon in some way.*
- *We have created internal documents and scripts to support front desk staff with the help of ES and BCHA*
- *any information we can provide to our guests is crucial. Travellers are concerned, some question if there are fires as they don't see it, but hear about it. More info is better than none.*
- *BCWS and BC Parks have provided up to date info on their websites*
- *The DMO is a connector with the regions, DBC, businesses, visitors, locals, and authorities. The assist front line and behind the scenes which is of extraordinary value.*
- *Good resources from official sources*
- *Keeps us aware of what is happening - where, and to consider how we plan for the future, plan contingencies for guests and a range of other future needs as BC is the forest fire capital of Canada.*

Analysis and Summary:
Responses to Question 8 reveal a mixed experience with emergency and tourism communications. Many respondents value reliable sources such as BC Wildfire Service, DriveBC, BC Parks, Emergency Support Services, local governments, DMOs and Destination BC for providing factual and operational information.

A significant portion of the feedback indicates that providing factual emergency information alone is not enough to protect tourism businesses from the economic consequences of wildfire-related perceptions.

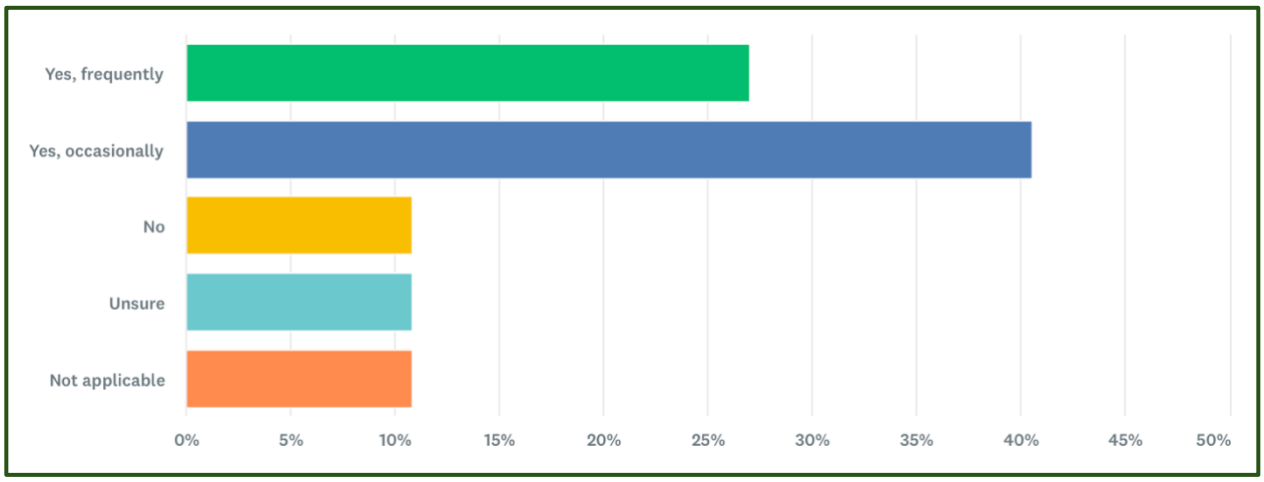
Respondents repeatedly described a disconnect between information about an emergency and information that helps travellers understand whether a particular destination remains safe, accessible, open and appropriate to visit.

comments also reinforce concerns raised elsewhere in the survey regarding media and social media coverage. Several respondents believe broad, repetitive or inaccurate wildfire messaging has increased traveller fear, generated unnecessary cancellations and created the impression that destinations are significantly more affected than actual conditions warrant.

Q9. Have visitors cancelled or postponed travel even though your business remains open, accessible and outside the immediate wildfire area?

Responses were:

- **Yes, occasionally** – approx. 41%
- **Yes, frequently** – approx. 27%
- No – approx. 11%
- Unsure – approx. 11%
- Not applicable – approx. 11%



Analysis:
These responses provide a clear indication of the economic effect of wildfire-related perceptions.

Approximately **68%** of respondents reported that cancellations or postponements occurred at least occasionally even though their business was open, accessible and outside the immediate wildfire area. Only around one in ten (1:10) indicated that this had not occurred.

This finding strongly supports the need for destination-specific messaging and demonstrates a measurable "perception gap" between actual operating conditions and visitor assumptions. This is particularly important because businesses may suffer wildfire-related revenue loss without being located within an evacuation zone, experiencing physical damage or technically being closed.

Q10. What common questions, concerns or misunderstandings are you hearing from visitors?

(29 answered; 9 skipped)

More than three-quarters of participating respondents provided comments, demonstrating that visitor concerns and misunderstandings are widespread enough to generate substantial direct feedback to tourism operators. The following are the comments, verbatim:

- *That BC is on fire and some are afraid to travel . But then there are those who do travel and go straight into where the fire is like Vernon when it was on fire and customers said I'm going to go to Vernon they came back and they said it was fine to go to Vernon*
- *Is there smoke in your area? Are the road closed to get to your area? People are worried the roads will close when they are here and they can't get home.*
- *It is unsafe to travel. Health concerns. Need to stay home because they are affected by fires by themselves. Smokey.*
- *Most questions asked: How is the smoke, will there be smoke when I arrive, how is the access, how far is the fire away (40km at that point), do you think you need to evacuate, is your Hwy closed, do you think the Hwy will close, how much deposit do I get back, we have children therefore it's too risky to come visit you, the Hwy 24 "Hill" can't be driven by my truck&trailer, it's too steep (Hwy 1 was closed so they had to take Hwy 5 then Hwy 24. Visitors assumed it was smoky every day, really bad smoke, so they did not want to spend time sitting in the smoke outside their campers.*
- *That the Cariboo is on fire and it is not safe*
- *Cancelling due to wildfires, although none nearby*
- *We are seeing an increase of visitors concerned and prematurely cancelling way ahead of time, we also have seen a cohort of travellers not wishing to have their plans cancelled. We are also being fielded with a number of evacuation questions we did not have early access to. A lot of misunderstanding of the 'Okanagan' being affected not understanding the region or understanding smoke forecasts.*
- *State of emergency caused immediate rash of cancellations even though the only thing affecting our town is the smoke*
- *Online maps show no highway route to take to get to our resort! Offered options are dangerous and impassable 4x4 routes over mountain passes and into areas with active fires*
- *is your business in the fire zone- are you evacuated –*
- *People were worried that the fire was burning very close to the city. That we would be filled with smoke - when actually it took almost 3 weeks for the smoke to arrive even though we had a number of fires burning in the area. Kimberley isn't a drive by town and stop - its a drive to town for tourism.*
- *They think the entire province is on fire, and that air quality is terrible everywhere.*
- *road closures affecting travel have been one of the biggest things for visitors to ask about*
- *When will your operation reopen?*
- *concerns of safety and safety of communities they may be visiting, primarily due to wildfires and also due to smoky conditions.*
- *It is not well known that the smoke is often much less thick in the mountains (where our operation is) compared to in the valleys*
- *Can I move my trip to later dates or next summer. How smoky is it. What is the air quality index.*
- *Smoke is the deciding factor*
- *Is Vernon safe, are we accessible*
- *How is the air quality?*

- *Not a consistent idea of which roads are open and closed--again a problem with using social media. Spokane fire seems to be able to do a better job coordinating one Facebook page that's official*
- *It mostly just general information and what's available to assist the guests with. Again the information that we had on hand was always out dated and behind for us to help stay informed and current.*
- *most recently why highway 93/95A was closed over the weekend when they couldn't see any fires.*
- *will the park reopen soon? When will we know? Is the fire getting smaller?*
- *closures, road conditions weather / smoke*
- *Smokanagan - everything is closed - the smoke is all over when in fact it changes hourly*
- *No, preferring Vancouver Island as it is perceived as safe from fires compared to the Okanagan and Cariboo regions, in particular*
- *Prices*

Analysis and Summary:
Responses to Question 10 provides a clear pattern: visitors are frequently interpreting localized wildfire activity as a much broader regional or provincial travel risk.

The most common concerns relate to smoke and air quality, road access and potential highway closures, proximity to active fires, personal safety, evacuation risk, and uncertainty about whether destinations remain open and accessible. Several respondents specifically reported visitors believing that the entire province, the Okanagan, or the Cariboo is “on fire”, even when the business or destination itself is not directly affected.

Another important finding is that visitor decisions are being influenced not only by current conditions but by fear of what conditions might become during their trip.

Q11. Has your business or organization experienced increased visitor demand because another community, destination, highway, attraction or tourism business was affected by wildfire?

Approximately **68%** reported no increased demand.

Approximately:

- **14%** experienced a slight increase
- **8%** experienced a moderate increase
- **0%** experienced a significant increase
- **11%** were unsure

Analysis:
While wildfire can shift visitors from one destination to another, the results indicate that this effect has been relatively limited.

Only about one in five respondents experienced even a slight or moderate increase in demand, and no respondents reported a significant increase. This suggests that lost tourism activity in wildfire-affected areas is not necessarily redistributed elsewhere within British Columbia. Some travel may instead be postponed, cancelled or redirected outside the province. This analysis is important when considering the overall economic effect of wildfire on B.C.'s visitor economy.

Q12. If demand increased, what type of demand occurred and did your business have the capacity to respond?
(7 answered; 30 skipped)

Seven respondents provided written comments concerning increased demand, staffing, supplies, accommodation and operating capacity. The responses are as follows and are verbatim:

- *We have had some visitors come due to the conditions in the Okanagan, however the overall net is still a decrease so we have not had to increase our capacity*
- *No increase*
- *The increase is only due to the ESS purchased rooms for evacuees.*
- *Accommodations needed due to road closures and evacuation alerts in nearby communities and recreational sites.*
- *Increased demand on specific nights as evacuation orders were announced. Mainly due to the Spokane fire.*
- *We have seen demand in housing fire fighters and pilots fighting the fires.*
- *Evacuee rooms which the DMO helped the provincial emergency team source*

Analysis:
Responses to Question 12 indicate that where increased demand occurred, it was largely associated with emergency accommodation needs rather than additional leisure tourism demand.

Several respondents specifically referenced Emergency Support Services (ESS) or provincial emergency-response arrangements as the source of increased room demand.

Q13. Does your business or organization have business interruption insurance that may apply to wildfire-related losses or disruptions?

Responses were approximately:

- Unsure - **49%**
- No - **37%**
- Yes - **14%**

Analysis:
Only about one in seven (1:7) respondents knows that they have business interruption coverage that may apply to wildfire-related losses or disruptions. More importantly, almost half are unsure whether such coverage exists or applies.

To summarize, approximately **86%** either do not have applicable coverage or do not know whether they have it. This may suggest both a potential insurance protection gap and an information gap.

Q14. What support or action would be most helpful to your business, organization or community?

(18 answered; 18 skipped)

Half of respondents provided recommendations or comments concerning the support they would like to see from TIABC, government or tourism-sector partners. The following comments are provided, verbatim:

- *I will be willing to share my bnb to those in need as there is no bookings and it's empty and I can host up to 10 or more people in the bnb I would be willing to help in This way*
- *Official statements form DBC and DMO's say it is safe to travel to regions near alert zones. Controlling the media and reporting wrong statements. Educating travellers that not the whole of BC is burning. DMOs should get in contact with stakeholders, and they should have an Emergency budget and campaigns ready and get those online as soon as the area is back to "normal". DMOs should be more proactive and not passive, waiting until the season is over.*
- *Interruption Insurance is a big concern as the wording does NOT apply to any rural campground setting. In order for us to claim any income loss, you must be on order or your property is not accessible by a road due to natural disasters/closures; being in a state of emergency does not count, so this insurance coverage is useless, unless you are on order; This insurance should kick in for every tourism related business if the fire is within a 50km radius of the property. 50km because around here you can only insure a house e.g. when the property is outside of the 50km radius of a fire, otherwise you will not get coverage for your house. Having more water bombers available, more personnel right from the beginning, get an inventory or local contractors and use of local equipment, become pro-active in organizing these things ahead of a disaster. Put the fires out, when they get reported and do NOT wait until they get bigger even if it's in a rural area/bush with no houses near by. It will spread and put a lot of businesses on the edge, not to mention people and money the government has to spend because of these disasters. Everyone knew, that we are dealing with a drought issue, therefore, Wildfire services need to be even more prepared right from*

the beginning with our own equipment and fire fighters. Cash is needed to cover income losses!

- *Clear communication to media to accurately represent threats, concerns, and minimize fear mongering. Continuation of support through emailed links over a variety of information. TIABC newsletters have been incredibly helpful consolidating information both locals and tourists will be requesting. One thing that wasn't immediately expressed with us is where to get the ESS vouchers. We found through social media that local organization Desert Sun Counselling is now offering these services. It would be nice to also have ESS communication from the government so we could best answer questions evacuees are answering.*
- *Communications that BC is still open. Certain areas are affected.*
- *Absolutely pathetic provincial support for business heavily impacted by these fires; massive mismanagement of communication suggesting no one knows what is going on, especially highways and the needs for those working and living in remote areas*
- *As an accommodation provider it irks us to hear that they say that there is no available accommodations when we have had 75% cancellations and would be very available to take people- To better explain to people what a Provincial state of emergency means so regular people understand the context of it properly*
- *Kimberley should have an active online tourism social media channel - not just the chamber of commerce - or Kootenays Rockies tourism should be handling it so that the messages regarding Kimberley are put out there and saying we are still welcoming tourist and showing the city in it's current state. A number of businesses took this upon themselves. I think that if a community goes on an alert and tourists are basically told not to go that there should be government support for the businesses directly affected.*
- *MOTI needs more urgency to keep highways open. When highways close in BC it cuts off huge areas from tourist travel, even if a relatively small portion of the highway is affected by fire. Any provincial funding for tourism relief would be appreciated.*
- *Additional wildfire financial support from the government.*
- *Ongoing support in communicating the positive impact that tourism has on communities, even when there are emergency situations in the province. - this is a nuanced communication, but making it clear that every season while SOME communities/destinations are impacted by wildfires, many others are not - therefore visitors should not just conclude that they shouldn't visit BC at all (put another way - during wildfire season can we communicate or make it clear which communities are safe to visit and ready/willing to welcome visitors)*
- *Good communication between government - BC wildfire and tourism operators in regards to local fires*
- *Open back up the portal for where evacuees can access lodging*
- *Emergency-response communications*
- *The public does not understand the difference between an evacuation alert and an evacuation order.*
- *Industry scripting for visitor's questions*
- *The emergency portal for bookings reinstated*
- *Great to see the steady resources coming out over the last 8 years since this really began as an annual summer reality*

Analysis and Summary:
Responses to Question 14 identify three particularly strong priorities for the tourism industry: clearer and more coordinated emergency communications, financial and insurance support for affected businesses, and stronger systems for connecting available accommodation with evacuees and emergency needs.

Respondents repeatedly called for communications that make clear that British Columbia remains open for travel even when individual communities are affected by wildfire. They want government, Destination BC, DMOs and tourism organizations to provide geographically specific information, explain emergency terminology and respond quickly when public perceptions do not reflect actual conditions.

Financial impacts are another significant concern. Respondents called for direct government support for businesses experiencing wildfire-related revenue losses and raised concerns that business interruption insurance may not respond when businesses suffer substantial losses without being subject to an evacuation order or direct road-access restriction.

OVERALL FINDINGS:

The quantitative results, together with the verbatim responses to Questions 8, 10, 12 and 14, provide a clearer picture of how wildfire activity is affecting tourism businesses and communities. The findings demonstrate that the impact extends well beyond businesses directly threatened by fire and includes significant indirect economic, operational and reputational effects.

1. Wildfire impacts extend well beyond the immediate fire zone
2. Visitor perception is a significant driver of economic impact
3. Smoke and highway access are among the most important visitor concerns
4. Official emergency information is valued, but tourism-specific context is needed
5. Emergency terminology can unintentionally influence travel behaviour
6. Businesses can remain operational while experiencing substantial economic losses
7. Increased accommodation demand is primarily emergency-related
8. Financial protection and business interruption insurance are significant concerns
9. Businesses want a faster transition from emergency response to tourism recovery

CONCLUSION:

The TIABC 2026 Wildfire Impact Survey demonstrates that the effect of wildfire on British Columbia's tourism industry extends considerably beyond the boundaries of an active fire, evacuation order or physically damaged property.

While some businesses are directly affected, the broader challenge identified by respondents is the combination of visitor perception, smoke and air-quality concerns, transportation uncertainty, emergency communications and resulting cancellations.

Businesses can remain completely open and accessible while experiencing significant reductions in visitation and revenue. Visitors may cancel because they believe an entire region is affected, because they are concerned a highway could close during their stay, or because they cannot determine what smoke conditions will be when they arrive. These indirect impacts can be particularly consequential for small, seasonal tourism businesses.

The survey also identifies the important role tourism businesses and organizations play during emergencies. Accommodation providers are housing evacuees, firefighters, pilots and displaced travellers; DMOs are connecting businesses with government and emergency agencies; and front-line tourism staff are helping visitors interpret rapidly changing conditions. The findings also point to the need for a more integrated approach to tourism emergency preparedness, response and recovery.

While public safety remains a priority, accurate emergency information should be complemented by timely, geographically specific tourism communications that help visitors understand where impacts are occurring, which transportation routes are available, and which communities remain safe, accessible and open.

Additionally, the survey highlights the need to recognize indirect economic losses, examine gaps in business interruption insurance, improve coordination of emergency accommodation, equip operators with consistent visitor-facing information and ensure recovery communications can begin quickly when conditions allow.

The findings suggest that strengthening B.C.'s tourism resilience will require close coordination among government, emergency-management agencies, Destination BC, DMOs, sector associations and tourism businesses.