

Tips for Communicating with Travelers About Wildfire

- Visit [TRAVELAWARE.MT.GOV](https://www.travelaware.com/mt) for updates on fire activity with potential impacts on travel.
- Travelers may call **800.847.4868** for assistance with their Montana itinerary.
- Help travelers to understand perspective. Montana is more than 93 million acres of spectacular unspoiled nature. Even large incidents cause only a small percent of the state to be temporarily inaccessible.
- Montana's 55 state parks, two national parks, and unspoiled public land create countless opportunities for adventure.
- Incidents often occur in remote locations, and even if smoke is visible, it could have blown in from an incident hundreds of miles away.
- Focus on what's open. If an area is open, it's safe. Public safety is the top priority of the experts managing incidents.
- If an area is closed, or if air quality is poor because of smoke, remember it's only temporary. Assist travelers by redirecting them to alternative activities, including things to do indoors if necessary.
- Remind campers fire restrictions may be in effect and encourage them to responsibly recreate on our public lands so that they're still here for others to enjoy.
- Help travelers to understand wildfire occurs because of the diverse landscape and weather that make Montana a world-class destination for outdoor recreation. Wildfire plays a natural role in ecology.