

# TIPS FOR COMMUNICATING WITH TRAVELERS ABOUT WILDFIRE

- Visit [InciWeb](#) for the latest information about specific incidents
- Help travelers to understand perspective. Montana is more than 93 million acres. Even with large incidents, only a small percentage of the state may be temporarily inaccessible. Additionally, most fires occur in remote locations; and even if smoke is visible, it could be from an incident hundreds of miles away.
- Explain to travelers how fire plays a natural role in ecology and is a direct result of Montana's spectacular unspoiled nature
- Focus on what's open. If a closure is in effect, remember it is only a *temporary* closure.
- Fire incidents are managed by experts, and public safety is their top priority. If an area is open, it is safe.
- If an area is closed, or if air quality is poor because of smoke, assist travelers by redirecting them to alternative activities, including things to do indoors if necessary.
- For campers, [fire restrictions](#) may be in effect.

**Additional Resources:** [MarketMT.com/Resources/FireInformation](https://www.marketmt.com/resources/fire-information)