

Dos and Don'ts When Communicating with Visitors re: Flooding

June 2022

Dos:

- Keep up-to-date on the latest flooding information, including road closures, destination closures, attraction closures, camping and fishing restrictions, etc.
- Because many people travel from the Glacier Country area to the Yellowstone area in park-to-park trips, be apprised of the situation in the Yellowstone region as well as Glacier Country.
- Share information with all frontline employees who work with visitors— consider having a flooding update meeting on a regular basis or distributing updates from reputable sources: National Park Service, U.S. Forest Service, Montana Office of Tourism, regional tourism bureaus, convention and visitor bureaus to all appropriate employees. See full list of links below.
- Give perspective on what is open: “Montana is a vast state with 56 counties—only four of our counties currently are experiencing flooding” for example.
- Use words such as “temporarily,” “currently” and “precautionary.” “The road out of Pole Bridge is temporarily closed,” for example.
- Highlight areas of Montana and other parts of the state that are *not* affected by the flooding and direct visitors to these areas and attractions.
- Remain helpful and positive when visitors inquire about flooding.
- Encourage visitors to continue their travel in Montana, but to ‘know before you go’.
- Highlight the efforts local emergency personnel are making to address the flooding.

Don'ts:

- Avoid sensationalizing flooding events
- Avoid dwelling on the negative effects of the flooding; instead, work to help the visitors have a great vacation despite the possibility of a change in itinerary.
- Avoid sharing photos or news of the flooding on your personal or company / organization social media channels. Instead show the beauty and other activities still available.
- If you don't know the answer to a guest question about closures or flooding, do not guess. Instead, help your guest check the sources listed below.

Information Resources:

Glacier Country/Flathead County Area

[Explore Whitefish Flood Updates](#)

[Discover Kalispell Flood Updates](#)

[Flathead County Sheriff's Office Facebook Page](#)

[USGS Current Conditions for Montana: Streamflow](#)

[Glacier National Park Current Conditions](#)

[Montana Fish, Wildlife, and Parks Restrictions & Closures](#)

Local Flathead County Media (also check their Facebook pages)

[Daily Inter Lake](#)

[Flathead Beacon](#)

[Whitefish Pilot](#)

[Hungry Horse News](#)

Yellowstone Area Flooding Updates

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[Visit Yellowstone Country Travel Updates](#)
[Yellowstone National Park](#)

Statewide Flooding Updates

[Montana Office of Tourism flooding updates](#)
[Montana Disaster and Emergency Services](#)
[Current National Weather Service Watches, Warnings, & Advisories](#)
[National Weather Service \(Advanced Hydrologic Prediction Service\)](#)

Montana Department of Transportation:

[Montana Department of Transportation Interactive Map of Road Conditions](#)
[Montana Department of Transportation Alerts, Closures & Incidents](#)