

# Crisis management procedure

## PROCEDURE VALIDATION

Version	Approved by	Approval date
1	SVP Operations	December 2017
	SVP Communication	
	SVP Internal Audit	
	Organization Director	

## OBJECTIVE AND SCOPE

The objective of this document is to establish guidelines that help us to act quickly and effectively in the face of any type of critical situation that may affect both the Hotels and/or the Central Services offices.

## GUIDELINES

Any incident which draws unfavorable attention to NH Hotel Group and could be potentially damaging to its reputation is a crisis.

There are four crisis levels based on different parameters: low, moderate, high and critical.

The descriptions and examples of each are available in the following document, which has to be printed and placed in view of all employees to consult when necessary:

[COMMUNICATION PROTOCOL FOR CRISIS SITUATIONS](#)

In many cases, the media will be aware of the incident before the majority of NH staff. How we manage a crisis situation can have a long-term positive or negative effect on our reputation, image, personnel, earnings, bookings/sales, and resources.

For more information about how to establish control of communication (to media, guests, and staff) click on the link below:

[CRISIS MANAGEMENT COMMUNICATION PROTOCOL FOR CRISIS SITUATIONS](#)

A checklist has been created in order to coordinate the actions to be followed by Headquarters, Business Units and Hotels during/after a critical incident occur, such as terrorist attack or natural disaster, proposing a systematic approach to reduce improvisation and stress among employees and clients:

[CRISIS MANAGEMENT CHECKLIST](#)