

COMMUNICATION PROTOCOL FOR CRISIS SITUATIONS

A crisis is any **incident which draws unfavorable attention** to NH Hotel Group and could be potentially damaging to its reputation.

**IF YOU HAVE ANY DOUBT ABOUT
THE CRISIS SEVERITY,
ALWAYS CONFIRM IT WITH YOUR
NEXT NOTIFICATION LEVEL**

NH | HOTEL GROUP
PART OF **MINOR**
HOTELS

LEVEL & ASSESSMENT OF A CRISIS

LOW LEVEL

Incident with **low impact**, with potential to generate adverse media coverage, minor accidents, minor maintenance failures... Incidences that **can be managed by the hotel**.

MODERATE LEVEL

Internal difficulties: computer failures, serious breakdown in communication with a guest/provider, power outage, important maintenance failures...
Incidences that affect hotel revenues.

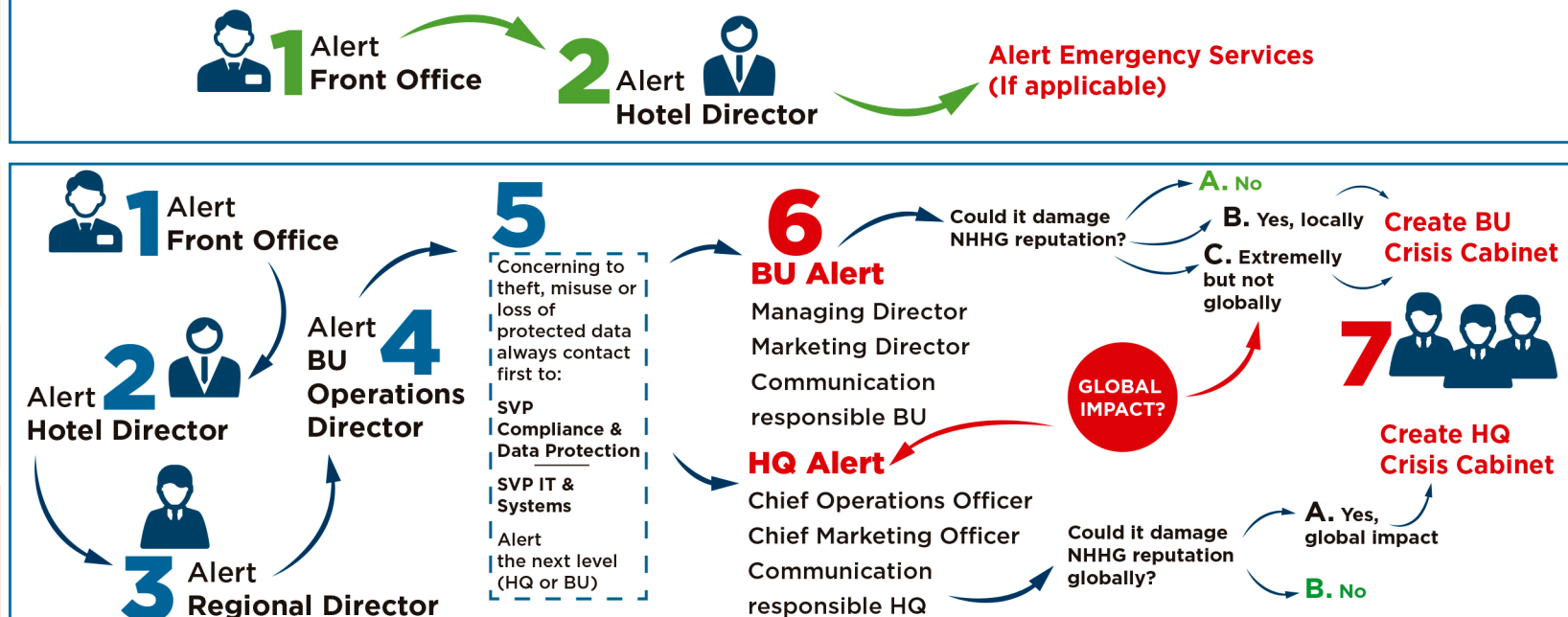
HIGH LEVEL

Incidents: serious booking problems, guest claims, dissemination of confidential information, robberies, scandals **affecting guests or staff... It damages the reputation of NH Hotel Group.**

CRITICAL LEVEL

Includes an accident, fire, explosion, incident involving death or injury to guests or staff, suicide, threat of terrorism, food poisoning... Incidences that **damage the reputation of NH Hotel Group.**

CRISIS MANAGEMENT & NOTIFICATION LEVEL



- Be human-express concern for those involved
- Keep it simple
- Ensure that key messages are communicated
- Be aware of the audiences, you are talking in public
- Avoid the term “no comment”
- Off the record does not exist!



- Do not SHARE or SEND restricted, confidential or internal information through unauthorized media
- Never lie
- Speculate on causes of the incident or place blame
- Speculate on the resumption of normal operations for the hotel



No one, other than authorized spokesperson depending on the crisis level, may speak to the media or any third party about the incident!

It is imperative that members of staff do not speak to the media or any third party, however well briefed they may consider themselves to be.

CONTACT INFO

*The names & telephone numbers of the responsible will be fulfilled by your Hotel Director.

HOTEL DIRECTOR

REGIONAL DIRECTOR

BU OPERATIONS
DIRECTOR

BU MANAGING
DIRECTOR

COMMUNICATION
RESPONSIBLE