**Hotel Crisis Management Plan Template**



Crisis Management Plan

Hotel Name

Street Address

City, State Zip

Phone | Email | Website

Version 0.0.0

MM/DD/YY

| Version History |
| --- |
| Version | Approved By | Revision Date | Description of Change | Author |
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| Prepared By |  | Title |  | Date |  |
| Approved By |  | Title |  | Date |  |

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# Introduction

|  |  |
| --- | --- |
| Purpose |  |
| Scope |  |
| Policy Statement |  |

# Crisis Management Team (CMT)

**Team Members and Roles**





Name, Facilities Manager

Contact Information: Phone, Email

Responsibilities: Clearly define the duties of each role during a crisis.

Name, HR Representative

Contact Information: Phone, Email

Responsibilities: Clearly define the duties of each role during a crisis.

Name, Guest Liaison

Contact Information: Phone, Email

Responsibilities: Clearly define the duties of each role during a crisis.

Name, Crisis Manager

Contact Information: Phone, Email

Responsibilities: Clearly define the duties of each role during a crisis.



Name, Security Lead

Contact Information: Phone, Email

Responsibilities: Clearly define the duties of each role during a crisis.

Name, Communications Officer

Contact Information: Phone, Email

Responsibilities: Clearly define the duties of each role during a crisis.

Name, Assistant Crisis Manager

Contact Information: Phone, Email

Responsibilities: Clearly define the duties of each role during a crisis.

# Risk Assessment

|  |  |  |
| --- | --- | --- |
| Potential Threats | Vulnerability Analysis | Impact Evaluation |
| List and describe risks (e.g., fire, flooding, power outages, health emergencies). | Assess how the hotel might be impacted by each risk. | Determine the potential consequences for guests, staff, and operations. |
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# Prevention and Mitigation

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| Safety Protocols |
| List the steps to reduce risks (e.g., regular fire drills, health screenings). |
| Maintenance and Inspections |
| Describe the schedule for inspecting safety equipment (e.g., fire extinguishers, alarms). |
| Training Programs |
| Lay out staff training on emergency procedures and crisis management. |

# Emergency Response Procedures

1. **Activation of the Crisis Plan:** Criteria for activating the plan
2. **Evacuation Plan:** Routes, assembly points, and instructions for evacuation
3. **Shelter-in-Place Protocols:** Steps for crises where evacuation is not feasible
4. **Communication Protocols:**
	1. Internal: Notifications for staff and guests
	2. External: Notifications for emergency services and stakeholders
5. **Emergency Resources:** Location of emergency kits, medical supplies, backup systems, etc.





# Communication Plan

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| Internal Communication | * Notification processes for staff and guests
* Use of PA systems, emails, or SMS alerts
 |
| External Communication | * Spokesperson for media relations
* Templates for press releases and guest notifications
 |
| Stakeholder Communication | * Notification processes keeping owners, investors, and partners informed
 |

# Recovery and Business Continuity

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| Damage Assessment |
| Describe procedures for evaluating the impact of the crisis. |
| Restoration Plan |
| List steps to restore operations, including timelines. |
| Restoration Plan |
| List steps to restore operations, including timelines. |
| Support Services |
| Describe assistance for affected guests and staff (e.g., counseling, relocation). |

# Training and Drills

**Simulation Exercises**

Lay out mock scenarios to test the plan’s effectiveness.

Describe post-drill reviews that will be conducted to identify improvements.

**Evaluation and Feedback**

List the schedule for staff training on emergency response and crisis procedures.

**Regular Training**

# Plan Maintenance

|  |  |
| --- | --- |
| Review Schedule | Do a periodic review to update the plan (e.g., annually). |
| Version Control | Maintain a log of revisions with dates and changes made. |
| Approval | Specify the sign-off required by senior management for each version of the plan. |

# Appendices

**Emergency Contact List:** Police, fire, ambulance, utility companies, local government

**Facility Maps:** Clearly marked exits, assembly points, and safety equipment locations

**Incident Report Templates:** Standardized forms to document crises and responses

**Resource Inventory:** List of emergency supplies and their locations

**Key Policies:** Relevant hotel policies (e.g., guest safety, refunds during emergencies)

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