THE FIRST SIX HOURS

TOURISM CRISIS COMMUNICATION IN THE AGE OF AI

BE READY BEFORE THE WORLD IS WATCHING.

A crisis no longer waits for the first press release. Images, livestreams, social media and AI can shape perception within minutes. THE FIRST SIX HOURS gives tourism and visitor-facing organisations a practical system for the decisive first hours. Investing in this programme is not only protecting your brand from being damaged after crisis, it helps to turn the attention given to your destination / company into an opportunity to promote the improved offer in the future.



PROF. DR. WOLFGANG GEORG ARLT

TOURISM STRATEGY - MEANINGFUL TOURISM

Tourism science, destination resilience and stakeholder-oriented communication.

Tourism Knowledge

Media Reality



SVEN KLAWUNDER

MEDIA & CRISIS COMMUNICATION - FLYING MEDIA

International media, video, storytelling and practical experience in international crisis events.

THREE FORMATS - ONE PROGRESSION

45 MINUTES

THE KEYNOTE

When the World Starts Watching.

Inspire · Explain · Challenge

1 DAY

THE WORKSHOP

Crisis Communication Essentials

Understand · Analyse · Simulate

2 DAYS

TOURISM CRISIS COMMUNICATION LAB

Build Your System

Build · Test · Improve · Implement

FROM LEARNING TO READINESS

LEARN → ANALYSE → SIMULATE → IDENTIFY GAPS → BUILD → TEST

The objective is not simply to know crisis communication. It is to know what your organisation must do, who needs to speak, which information must be verified and how to act when uncertainty is highest.

THE FIRST SIX HOURS FOCUS

01 TAKE STOCK
Communicating reality

02 KNOW WHO TO CALL
Media & stakeholder network

03 BUILD THE TASK FORCE
Roles & authority

04 FACTS → MESSAGE → MEDIA → AHEAD
First six hours

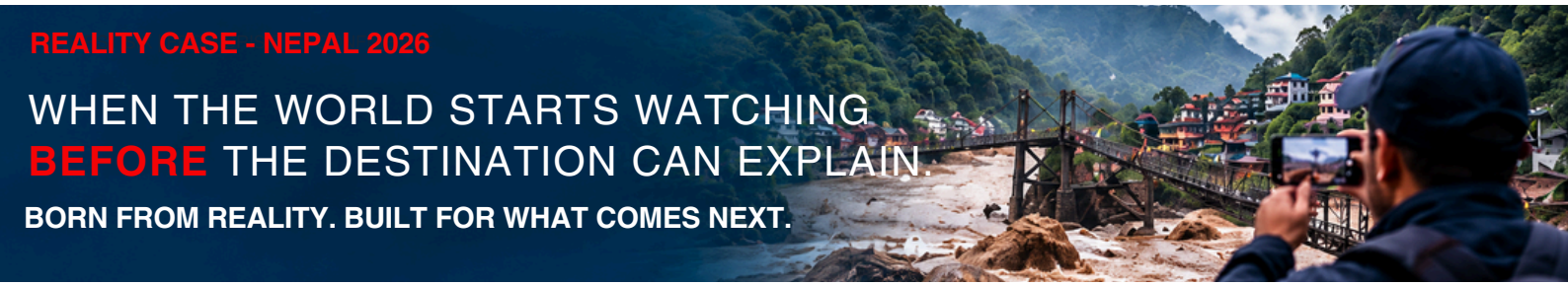
05 AI & DIGITAL REALITY
Speed = context amplification

06 UNDERSTAND HOW MEDIA WORKS TODAY
Creating the Stories for the Future Tourism Brand

07 FROM CRISIS TO CONFIDENCE
Recovery Trust

www.thefirstsixhours.com

REALITY CASE - NEPAL 2026



WHEN THE WORLD STARTS WATCHING BEFORE THE DESTINATION CAN EXPLAIN.

BORN FROM REALITY. BUILT FOR WHAT COMES NEXT.

THE QUESTION

WHAT HAPPENS WHEN THE WORLD SEES THE CRISIS BEFORE YOU CAN EXPLAIN IT?

THE NEPAL REALITY CASE

The Nepal floods of 2026 provide a real-world case for tourism crisis communication in an AI-amplified information environment. Authentic images, social posts, rapidly changing information and misleading or recycled content can shape global perception before organisations have established a clear factual picture.

FROM EVENT TO PERCEPTION

EVENT — What happened?

SMARTPHONE — What was seen?

SOCIAL — What spread?

AI — What was amplifed?

TOURISM — What was perceived?

WHY THIS MATTERS

Prof. Dr. Wolfgang Georg Arit brings direct Nepal and tourism insight. Sven Klawunder brings international media and crisis-reporting experience. Together they analysed the communication challenge and translated the lessons into a practical framework.



Press the Red Button and contact us today

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THE FIRST SIX HOURS

TOURISM CRISIS COMMUNICATION IN THE AGE OF AI

BE READY
BEFORE THE WORLD IS WATCHING.

THE RIGHT SOLUTION FOR THE TOURISM ECOSYSTEM

Tourism is a diverse ecosystem. When a crisis hits, every stakeholder faces different challenges - but the need for fast, clear and credible communication is the same. THE FIRST SIX HOURS is designed for all key players in the tourism value chain - from destinations and tourism organisations to accommodation, transport, attractions and events.



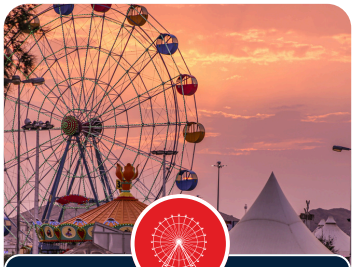
TOURISM DESTINATIONS / COUNTRIES



TOURISM OFFICES (NTOS and DMOS)



HOTELS



ATTRACTIONS / THEME PARKS



AIRLINES



AIRPORTS



CRUISE LINES & PORTS



EVENT ORGANISERS (MICE, SPORTS, FESTIVALS)

THE GOAL

Enable all relevant tourism stakeholders to act correctly in the first hours of a crisis, communicate effectively and turn the path from crisis to a new opportunity into a managed and positive process.



THE FIRST SIX HOURS

TOURISM CRISIS COMMUNICATION IN THE AGE OF AI

BE READY BEFORE THE WORLD IS WATCHING.

LEARN IT. CERTIFY IT. TEST IT IN YOUR OWN REALITY.

A practical, modular programme for tourism and travel organisations that builds crisis communication competence, provides a recognised certification and, in the Communication Lab, applies the method directly to your own destination, organisation or event - with realistic scenarios and a hands-on simulation.

1 THE KEYNOTE
45 MINUTES



- Understand the challenge
- Global insights and real examples
- Trends, risks and opportunities
- Practical takeaways for your context

PRICE: 1.500 €

2 THE WORKSHOP
1 DAYS



- Learn the proven framework
- Analyse real cases (incl. Nepal 2026)
- Develop your crisis communication plan
- Receive an official programme certification

PRICE: 5.000 €

3 THE COMMUNIKATION LAB
2 DAYS



- Apply the programme to your own case
- Simulation of realistic crisis scenarios
- Test decision-making, communication and coordination in practice
- Identify gaps, improve and finalise your plan

PRICE: 10,000 €

All prices are net prices plus travel and expenses (transport, accommodation).

CERTIFICATION

Participants receive an official THE FIRST SIX HOURS Certificate upon successful completion of the Workshop or the Communication Lab.



YOUR CERTIFIED BENEFIT

- Proven competence in tourism crisis communication
- A practical, organisation-specific action plan
- Trained people, clear roles and processes
- Higher resilience, trust and readiness
- A recognised signal of professional crisis preparedness

THE PROGRAMME AT A GLANCE

UNDERSTAND
The challenge and the bigger picture.

LEARN & CERTIFY
The method, the tools and your action plan.

LEARN & CERTIFY
In your own reality with a bespoke simulation.

BOOK YOUR PROGRAMME TODAY.

Prepare your organisation. Train your team. Become certified. Be ready for the first six hours.