

# Kitzbühel Tourism pushes employer branding

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**As part of branding, the focus is on recruiting.**

30.05.2022 / Securing skilled workers is one of the major challenges facing tourism businesses. As part of the branding process, Kitzbühel Tourism supports its members with a comprehensive recruiting program. On Tuesday, May 24, 2022, the first kick-off event took place in Kitzbühel.

In 2021, Kitzbühel Tourism initiated the branding process #wirsindKITZBÜHEL. Together with over 50 representatives from a wide range of industries and a large-scale survey, Kitzbühel's tourism image of the future was shaped. The resulting success patterns are now gradually being put into practice. This is ensured by 6 working groups, which are made up of committed Kitzbühel residents, entrepreneurs and representatives of the next generation. One of these working groups deals with the urgent topic of employer branding, which is now being brought into initial implementation with the title "Kitz Tourism Talents".

## Securing skilled workers

Numerous Kitzbühel businesses demonstrate the importance of efforts around human capital, despite the fact that the search for skilled workers is more acute than ever before. "Due to the months-long lockdowns, many of our long-term employees have migrated to other industries. This has further aggravated the already tense situation. The Kitzbühel Hotel Association is trying to counteract this and has been working together in recruiting for several years. Together with Kitzbühel Tourism, the city of Kitzbühel and Bergbahn AG Kitzbühel, we will be even more involved in this area in the future," says Michael Hönigmann, President of Kitzbühel Hotel Association.

For this reason, Kitzbühel Tourism is working on additional support for its members as part of the Inspiring Networks success model. Together with recruiting coach Max Prodingler, in-house landlord coaches and the generous support of LEADER, comprehensive recruiting measures have been devised to provide Kitzbühel businesses with the best possible support in their search for employees.

Kitzbühel Tourism Managing Director Dr. Viktoria Veider-Walser is convinced by the initiative: "The current situation on the labor market is a great burden for many of our businesses. As part of the branding process, we therefore jointly agreed to proactively support the topic of employer branding and recruiting. I am pleased that with the coordination of this project by Stefan Pühringer, another concrete step is being taken in the implementation of our vision for the future."

## Kitzbühel Tourism Talents

Kitzbühel Tourism actively supports its members in staff retention and recruitment in the course of the LEADER project "Kitz Tourism Talents". The program is aimed not only at accommodation businesses but also at gastronomy, retail and leisure businesses.

If interested and for appointments for free coaching, the landlord coach of Kitzbühel Tourism - Franz Schaufler by mail at [f.schaufler@kitzbuehel.com](mailto:f.schaufler@kitzbuehel.com) or by phone at +43 5356 66660-14 - is always available.

All information to the Destination Kitzbühel finds you under [www.kitzbuehel.com](http://www.kitzbuehel.com).

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