

# Kitzbühel Tourism defies the shortage of employees

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## Kitz Tourism Talents bears first fruits.

*12.08.2022 / Kitzbühel Tourism takes the tight labor market situation very seriously and therefore actively supports Kitzbühel businesses with a recruiting program to counteract the shortage of skilled workers.*

## With responsibility for a successful future

In the course of the "Kitz Tourism Talents" project, the efforts of recent weeks are now paying off with the first achievements. With targeted company coaching in employer branding, the latest technical tools, such as multiposting software, and the use of social media, Kitzbühel Tourism and numerous partner companies are defying the shortage of skilled workers and employees. The specially programmed applicant management platform enables member businesses to easily multipost vacancies on the most relevant platforms and social channels at the click of a button. In addition, the software simplifies communication with applicants and enables data protection-compliant recruiting at the click of a mouse. A specially developed app allows entrepreneurs to access applicant data and job profiles at any time. With their own recruiting coach ("reverse recruiting") and a specially created "talent pool", the Kitzbühel businesses are thus one step ahead of the competition.

## The work pays off

The Lifesporthotel Hechenmoos is an example of initial success, with four positions successfully filled with the help of the coaching program. "The Lifesporthotel Hechenmoos came into a personnel bottleneck due to various circumstances. Ms. Pfisterer-Dumont was able to quickly and efficiently implement our developed recruiting strategy with the help of our job platform," said recruiting coach Max Prodinger, explaining the situation. "The recruiting coach responded quickly and competently to our request and we were able to fill four positions in our hotel immediately. Max Prodinger has a motivating and engaging way of working," responds Birgit Pfisterer-Dumont, owner of Lifesporthotel Hechenmoos.

"Such success stories show us that we are on the right track with the topic of recruiting coaching and that we cover the needs of our businesses. We are one step ahead of other regions with the project," Stefan Pühringer, deputy managing director of Kitzbühel Tourism, gives his word. In this sense many further success stories are to be written, in order to strengthen thereby the conversion of a successful future picture of Kitzbühel.

If you are interested, you can obtain further information by e-mail at [recruiting@kitzbuehel.com](mailto:recruiting@kitzbuehel.com) or by calling Max Prodinger at 0681 10742022.

All information about Kitzbühel can be found at [kitzbuehel.com](https://www.kitzbuehel.com)

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