

## **ATTRACTIVE EMPLOYER BRAND STRENGTHENS TOURISM REGION ZELL-GERLOS, ZILLERTAL ARENA**

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The Zell-Gerlos region in the Zillertal Arena is known for its wide range of leisure activities in summer and winter, and also the warmth of the employees and hosts in the heart of the Zillertal plays a key role.

This makes it all the more important to attract qualified employees for the tourism region and the beautiful professions in the industry and to retain them in the region for long term. With innovative projects and attractive benefits, the Zell-Gerlos tourism association is increasingly focussing on employer branding and creating incentives for employees to relocate the centre of their lives to Zell-Gerlos.

### **Employees in Zell-Gerlos benefit in many ways**

With the introduction of the Zell-Gerlos TeamCard at the start of the 2022/2023 winter season, the first foundation stone has been laid for securing the region as an attractive area in the long term. With the employee card, which will also be offered on a mobile basis in the future, employees of the core tourism service providers will benefit from numerous benefits and discounts in various areas such as ski schools & hire, catering, health & wellness, leisure & sport and retail. A day ski pass in winter and one ascent and descent on the local cable cars in summer are also included in the TeamCard offer, as the free use of some public transport such as the 4094 bus route from Mayrhofen to Königsleiten or the Gerlos Nightline in winter.

### **Fit through Winter**

The health and well-being of employees is important to the tourist association, which is why a fitness room was opened in the village of Gerlos at the start of the 2023/2024 winter season to cover this part. The studio offers a good selection of fitness equipment for training and Zell-Gerlos TeamCard holders can use the fitness room free of charge every day from 08.00 a.m. - 00.00 p.m..

## **Working in the region**

Potential skilled workers will find it much easier to get started in the region - there is a website with all the information they need about life in the communities, leisure activities, infrastructure, restaurants and much more. A job exchange with vacancies offers new workers a first step towards gaining a foothold in the region.

The numerous benefits and the simple provision of information help employees in the region to feel valued and motivated. It is also a great way to strengthen team spirit and promote work-life balance. "Thanks to the numerous partners, we were able to create a very attractive offer for employees in the region last year and we want to continue to ensure that our region remains attractive to existing and potential employees with the upcoming projects and initiatives," emphasises Ferdinand Lechner Jr, Chairman of the Zell-Gerlos, Zillertal Arena Tourist Board.

Several other employer branding projects are planned in the Zell-Gerlos region for the coming years, including the digitalisation of the Zell-Gerlos TeamCard as a mobile card, which is due to follow in spring.

Further information on the benefits and upcoming employer branding projects in the Zell-Gerlos, Zillertal Arena region can be found at [www.zell-gerlos.at/mitarbeiter](http://www.zell-gerlos.at/mitarbeiter)