

## ***Paznaun – Ischgl CREW: Employee Retention and Recruitment in Tourism***

***The Paznaun – Ischgl CREW is an extensive initiative aimed at supporting employee retention and recruitment within the Paznaun region. Since its inception as a pilot project in 2018, the CREW has developed into a successful model for employer branding in tourism. Its goal is to attract qualified workers to the region and offer them a positive environment through a wide range of benefits.***

### ***Support for Employee Recruitment and Retention***

*The Paznaun – Ischgl CREW is dedicated to assisting tourism businesses with employee recruitment and retention. In response to the skilled labour shortage, the CREW focuses on creating a positive work and living environment in Paznaun. Over the years, it has developed a range of programmes and services to offer employees significant advantages. The CREW operates a dedicated job portal with over 5,000 available positions, which reaches millions of potential employees annually. The initiative is also supported by extensive online campaigns in various countries to promote Paznaun as an attractive place to work.*

### ***Wide-Ranging Services of the Paznaun – Ischgl CREW***

*The CREW provides a range of services that make living and working in Paznaun appealing to employees:*

- 1. Training Opportunities:*** *The CREW Academy offers both professional and personal development courses in areas such as language skills, soft skills, and practical knowledge. This service is continuously expanded and is unique in the region.*
- 2. CREW Card:*** *This card grants access to over 300 discounts and free services within the region. It is now also available digitally and has been well received by employees.*
- 3. Leisure Activities:*** *In addition to work, the CREW offers a variety of recreational activities such as hiking, biking, climbing, and yoga. These activities provide a work-life balance and support employees' well-being.*
- 4. Digital Networking:*** *Through social media channels, the CREW offers real-time updates on activities, benefits, and training opportunities. This digital community makes it easier for employees to connect with one another and stay informed.*

### **Benefits for Tourism Businesses Provided by the CREW**

The Paznaun – Ischgl CREW offers numerous advantages for tourism businesses:

- **Image Promotion:** Through targeted campaigns in European markets, Paznaun is promoted as an attractive workplace (#bestplacetowork). These efforts help to increase interest among qualified workers and expand the pool of potential applicants for businesses.
- **Efficient Recruitment:** The CREW job portal is specifically focused on Paznaun, making recruitment targeted and cost-effective. The platform reaches applicants who are specifically interested in a job within the region.
- **Increased Employee Satisfaction:** A positive work and living environment encourages employees to remain in the region long-term. Services such as CREW Benefits, leisure activities, and a strong community help to strengthen their connection to the area.

### **Innovations and Partnerships of the Paznaun – Ischgl CREW**

The CREW continuously evolves and employs innovative approaches to address the skilled labour shortage:

- **Educational Partnerships:** The CREW has a presence at various educational institutions, including tourism and vocational schools, to inspire young talent to pursue careers in Paznaun. Since 2023, partnerships have been established with tourism schools such as the Zillertal Tourism School and Villa Blanka. These partnerships include specific marketing activities and internships designed to encourage new talent.
- **Tourism Games by Ischgl:** In 2024, the “Tourism Games by Ischgl” were held for the first time, with young professionals from Austria and Germany competing in fields such as cooking, bartending, and marketing. The event aims to strengthen young professionals’ interest in the field and provide insight into working in Paznaun.
- **AMS Partnership:** In June 2024, the CREW partnered with Austria’s public employment service (AMS) to display CREW job listings on the AMS portal, enhancing visibility and facilitating the recruitment process for the region.
- **PIA CREW:** The digital app PIA CREW enables employees to access all relevant information on the region and CREW services conveniently from their smartphones. Since 2023, the CREW Card has also been available digitally, making it easier to use the various discounts and advantages. During the winter season of 2023/24, over 2,400 digital CREW Cards were issued.

**Future Developments and Trends**

The Paznaun – Ischgl CREW is planning to expand its offerings in the coming years, with a particular focus on improving the job portal to further assist businesses with recruitment. Additional measures to strengthen employee retention are also being developed, with the long-term goal of establishing Paznaun as an attractive workplace in the tourism sector.

More information at [Paznaun – Ischgl CREW | Die Mitarbeiter-Community](#).

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