



## Verena Hörath

Research Analyst



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Europe



Vienna



German, English, Italian



areas of expertise:

feasibility studies  
research + benchmarking

Verena Hörath joined PKF hospitality group in 2022 and is based in Vienna. In her present capacity as a Research Analyst, her consulting activities include feasibility studies and research assignments primarily in countries throughout Europe.

Prior to joining PKF hospitality group, Verena gained operational experience at various hotels in Germany as well as administrative and controlling experience in other industries.

Verena obtained a Bachelor's degree in International Business Administration from the University of Bamberg in Germany, including two semesters abroad at National University of Ireland in Galway, Ireland. Verena has a Master's degree in Tourism and Hospitality Management from GBSB Global Business School in Barcelona, Spain.