



## NEWSLETTER

# Secondary residents anzère

### News RII Anzère - November 2022

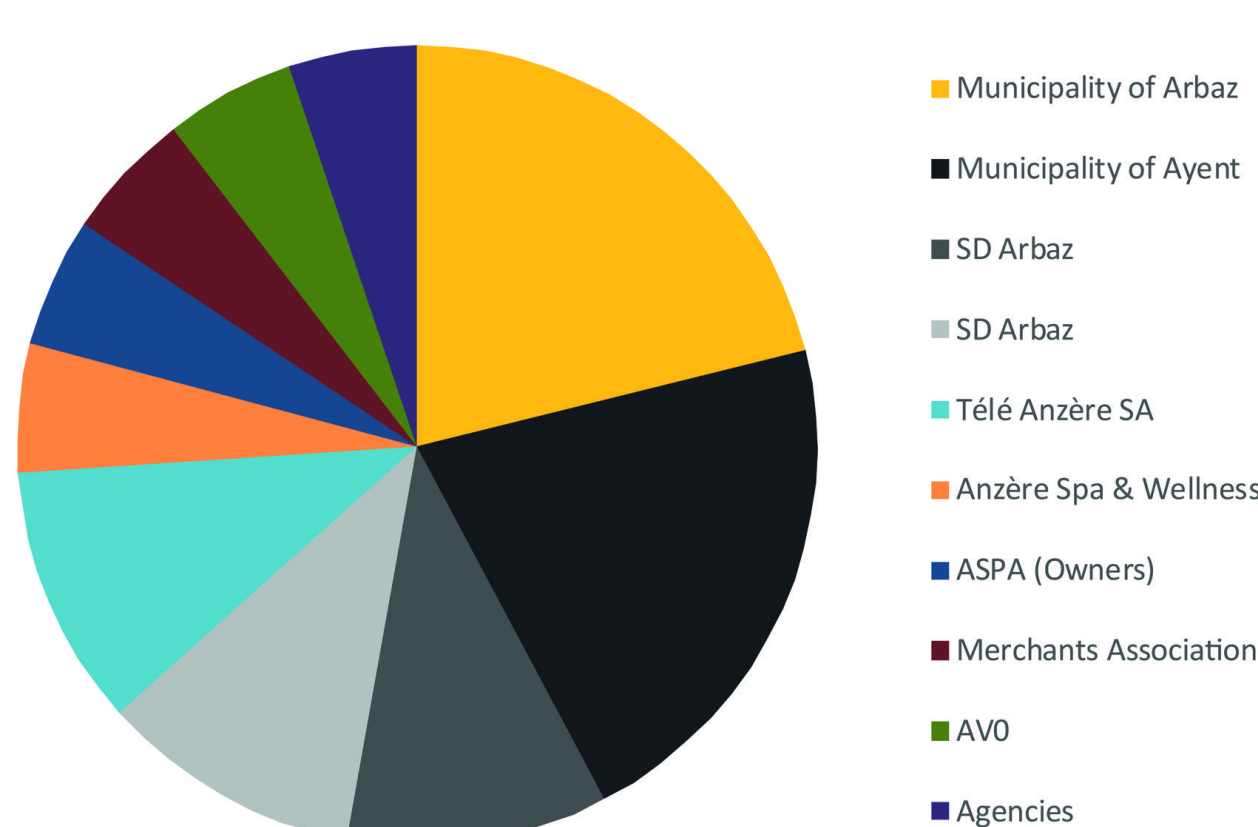
This communication is important for all secondary residents of the Anzère area and we invite you to take a couple of minutes of your time to read it.

Dear owner,

At the time of distribution of the Anzère Liberty passes this summer, Anzère Tourism asked you for your e-mail address so that we could communicate better with you. This transparency is wanted by the administrators of Anzère Tourism, but will also help us to face the multiple challenges ahead.

A quick reminder that all local actors are represented in the capital of Anzère Tourism.

#### Distribution of the capital of Anzère Tourisme SA among the shareholders

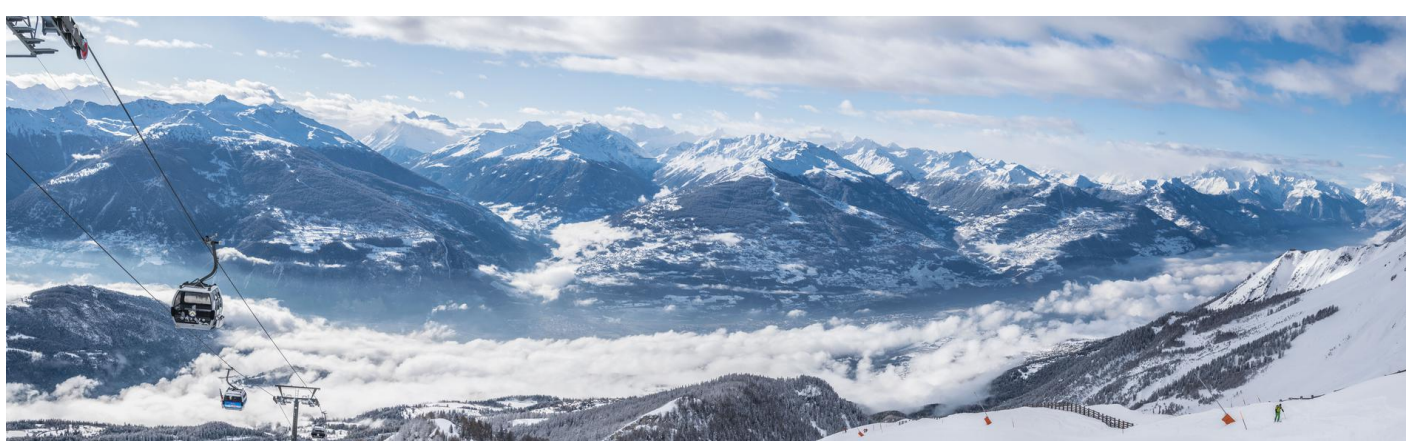


The secondary residents, are represented by the [Anzère Owners' Association, ASPA](http://www.aspa-anzere.ch)

Together, with all the actors and shareholders of Anzère Tourisme SA, we are working on the necessary changes of our tourism model with the goal of perpetuate the economic activity of our destination. By collective intelligence, we are convinced that we will find solutions to the various challenges that we're facing :

- climate change
- multi-season diversification
- difficulties attracting new young skiers
- customer renewal
- warming up cold beds

This newsletter is dedicated to secondary residents (R2) and is therefore not a simple copy of the so-called "General Public" newsletter that Anzère Tourism sends out monthly to more than 5,000 subscribers. We will share information with you on Anzère Tourism's strategy, sneak previews and other information that may be of interest to you as an R2. You can unsubscribe at any time, although of course we hope you will find these communications interesting.



### Anzère Liberty



The Anzère Liberty pass was created to increase the attractiveness of the area in summer for its guests and secondary residents. This summer, many of you have shared with us the feeling that you do not understand certain decisions concerning changes to the Anzère Liberty offer. It is important to remember that Anzère Tourism can only spend 30% of the tourist tax revenue on the full range of offered services. To date, we have far exceeded this 30%. The high use of passes has led to an imbalance, due to the excessive number of free passes.

We invite you to read once again the infographic explaining why the decision was taken to cut out the free ski lifts last summer. This solution allowed us to keep a certain attractiveness for non-Magic Pass holders and to increase Télé Anzère's income, while keeping the free access to the pool of Anzère Spa & Wellness (2 hours of access per day and per person from 1 June to 31 October). At the end of the summer season, the numbers confirm our expectations: the use of the Magic Passes increased significantly. Tickets for the "Anzère Liberty 50%" have also increased, but less significantly than the number of sales at the 100% public rate. This suggests that the removing the free use of lifts from Anzère Liberty has exposed some abuse of the AL pass by people who were not entitled to it.

[Infographic - Anzère liberty](#)

Aware of your comments, our objective for the coming years is to continue to create services and/or products that will benefit secondary home owners as well as the development of our general product.

Please note that we are currently working on the Anzère Liberty 2023 offer with the restriction to respect the convention imposed by the municipality and therefore the financing of all the free services up to 30% of the tourist tax. This convention is available online, you will find the link below.

[Tourist tax convention](#)

### Winter 2022-2023



The official opening of the lifts is planned for Friday 16 December, but snow conditions permitting, Télé Anzère might open some of the facilities from the end of November onwards. We advise you to stay connected to the [Anzère Ski Resort](#) FaceBook page to follow the latest news. And of course all information will also be available on our website [www.anzere.ch](http://www.anzere.ch) (which will be getting a new look before the winter!).

Many animations and events will be organised throughout the winter. For the full list, which is still evolving, have a look on our website. A sneak preview :

**LES EVENEMENTS DE L'HIVER**

- 16-17.12.22 Winter Opening**  
Ouverture officielle du domaine skiable  
Petit événement possible sous réserve de conditions d'enneigement suffisantes
- 24.12.22 En Piste – Spécial Noël**
- 28.12.22 Moussa Cross**  
Course de cyclo cross dans la neige
- 31.12.22 Nouvel An**
- 13-14.01.23 Swiss Snow Break Battle**  
Les plus hautes bottées de brookdance d'Europe
- 04-05.02.23 Ice Climbing Trophy**
- 12.22 - 03.23 After-ski musical à Anzère**  
Les jeudis & vendredis en haute saison  
Les vendredis et samedis en basse saison
- 4-5.03.23 Championnats Suisse de Luge**  
Sur la piste des Rousses
- 08.03.23 Gypa'Race**  
Course nocturne de ski alpinisme
- 11.03.23 Rallye du Gô**  
Balade gourmande nocturne
- 18-19.03.23 Festival de Dingue**  
Bose jump et parapente ou Pas de Moimbré
- 25.03.23 Fête d'Antan**  
Clôture du domaine skiable sur le thème des années 80

*D'autres temps forts se rajouteront à ce programme*

[All our Events](#)

Anzère Tourisme will also offer a weekly animation programme from the 17th of December. The full program will be available on our website from the 1st of December.

### Current context: Towards a sober winter?



The media often debate the following questions:

- Will the ski resorts be able to open without restrictions this winter?
- Will the Christmas decorations be put up?
- Will the ice skating rink be open ?

There are many questions to which we do not yet have all the answers. To date, all current economic indicators indicate that the possible consumption restrictions announced by the press will not be activated this winter.

But we are committed to reducing our impact, whether it is in the face of the current situation, in a more sustainable perspective of preserving the mountains or simply in terms of the happiness that a snow holiday brings! We have prepared a FAQ with questions related to the particular context of this year.

Do not hesitate to visit this page from time to time, as we regularly update this information.

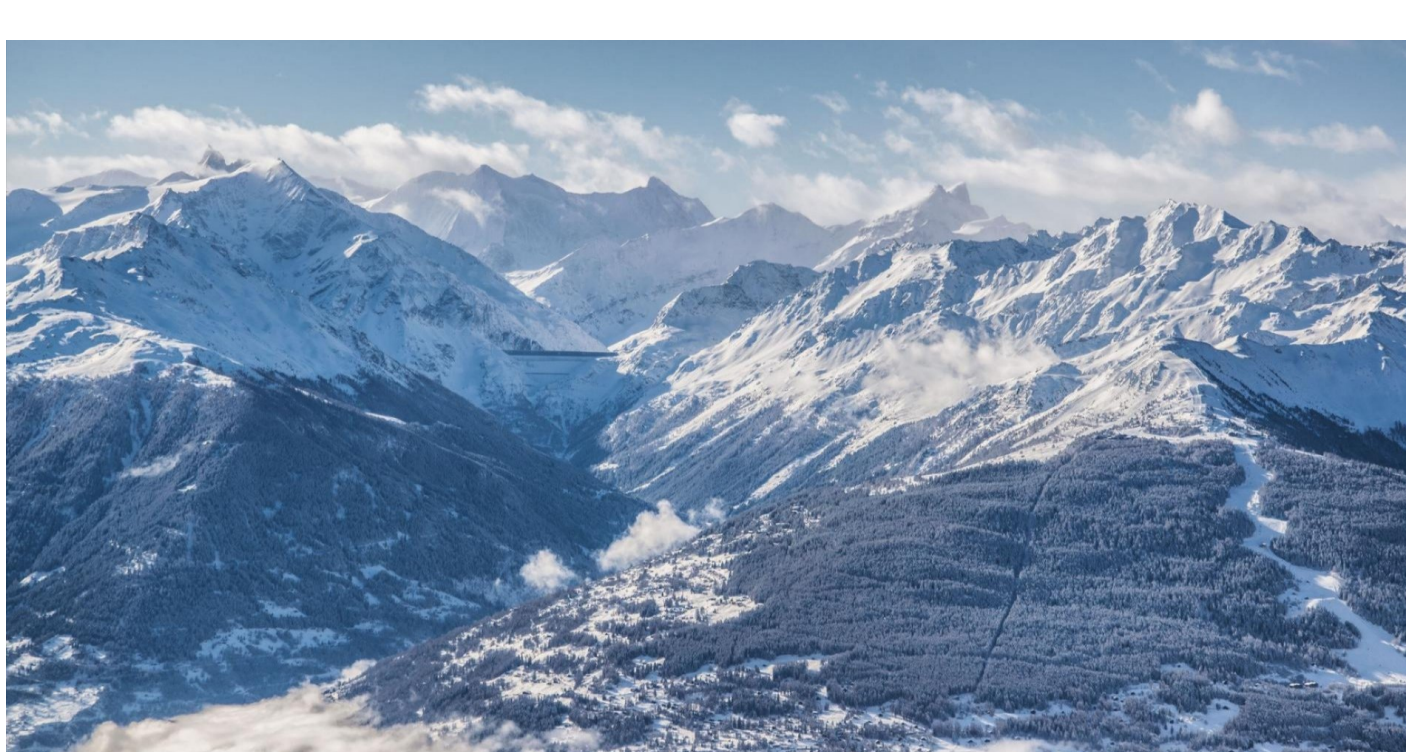
[Frequently asked questions](#)

### Contacts



The entire Anzère Tourism team and its director Stephanie Dijkman are always happy to speak to you. Do not hesitate to come and see us, or if you wish to speak with Stephanie, we invite you to make an appointment with her to ensure that she is available at the time you require.

[Contact the management](#)



We are of course at your disposal.  
Please do not hesitate to contact us:

[027 399 28 00](tel:0273992800) - [info@anzere.ch](mailto:info@anzere.ch)

Be welcome at the Tourist Office, from Monday to Saturday from 8:30 am to 12:00 pm and from 1:30 pm to 6:00 pm as well as on Sundays from 9:00 am to 12:00 pm during the low season.