

ANZERE NEWS

Information for all secondary homeowners of Arbaz and Ayent

Anzère, winter 2022 – 2023

Dear owners,

2022 was a year of transition with a return to normality after the two complicated years we all experienced. It was also marked by the arrival of Mr Travelletti as Chairman of the Board of Directors. With the arrival of new colleagues in the Anzère Tourism team, a new dynamic is created and we'd like to develop a synergy between all the local partners in the area in order to revitalise the resort and work on the various challenges of the future that await us.

Some of the projects that we finalized in 2022 :

- Creation of the brand platform and redefinition of our graphic charter
- Complete remake of our website with a more fluid customer journey and improved digital performance
- After 2 years of health crisis, the organisation of numerous events and highlights in the area, both in winter and summer
- The installation of a recharging station on the Place du Village and a bike wash station
- The installation of a labyrinth for our youngest guests and a laser biathlon for teenagers (and adults)
- The adaptation of the post office for a more fluid and modern service
- The implementation of a newsletter dedicated to you and monthly dashboards that can be consulted by all for better transparency

Our shareholder and partner ASPA has elected a new management committee following the retirement of Mr. Frederic Widmer, who we'd like to thank for all his work. ASPA is not only the legal representative of the secondary residents on the board of directors of Anzère Tourisme SA, but also collaborates closely in the organisation of several events; the conferences of Odile Mermoud, Karine Moix and Martial Saugy are just a few examples of our joint work among many projects.

The ASPA also sits on the new Advisory Board which aims to :

- Define a strategic plan for the development of the destination
- Define the event and activity strategy
- Establish a collaboration of all stakeholders of the destination
- Analyse the applications proposed to the investment fund

Its objectives are strongly linked to the social phenomena (macro and micro) that we observe:

- Difficulties in renewing the clientele
- Taking into account sustainable development
- Reduction of the number of cold beds

Together we work with the greatest motivation to create wealth for our territory.

We invite you to contact ASPA and become a member to participate in the adventure: www.aspa-anzere.ch
or info@aspa-anzere.ch

We would like to provide you with some information about the **Anzère Liberty** advantage card:

In the spring of 2022, we informed you that the "Taxe de séjour" charter is not respected. This charter requires that the value of the proposed card does not exceed 30% of the proceeds of the flat-rate tax. Anzère Tourism spends too much money on free accommodation. The communes therefore ask us to work towards compliance with the charter as soon as possible.

Changes in the Anzère Liberté programme are therefore to be expected in future years. However, we are pleased to be able to confirm that the 2022 benefits will be maintained for the 2023 edition of Anzère Liberté; free access to the Anzère Spa & Wellness baths, 50% discount on the cable car, the shuttle bus to the Rawyl dam, the numerous weekly events and other benefits. The full list of benefits for 2023 will be available online in early May.

In order to facilitate managing the card, limit potential abuse and correctly measure its use, we will most probably propose the dematerialisation of the Anzère Liberty card as of this summer.

More information will be sent to you in the R2 newsletter (if you do not yet receive it and wish to subscribe, please send us an email at: info@anzere.ch)

For those who have not yet received the information: on the 19th of November 2021, the Grand Council adopted an amendment to the law of 8 April 2004 on accommodation, catering and the retail sale of alcoholic beverages (LHR).

As of 1 September 2022, a duty to report has been introduced. This requires any natural or legal person who rents out or sublets accommodation for tourist purposes, in return for payment and without providing hotel services, to register with the municipality and to provide the data required to keep a register of renters. In the event of a breach of this duty to register, sanctions are provided for.

A letter has been sent by the commune of Ayent on this subject. The commune of Arbaz will soon follow.

Important reminder: If you rent out your property, you can ask your guests to pay the tourist tax, i.e. Fr. 3.50 per night for an adult and Fr. 1.75 for a child aged between 6 and 16. These amounts, collected by you, remain at your disposal. However, please note that by renting your property, you are subject, by law, to the Tourist Promotion Tax (TPT - for the commune of Ayent) and Accommodation Tax (TH - for the commune of Arbaz).

All local businesses in the Commune of Ayent are also subject to these taxes. As stipulated by law, all the money collected must be invested solely in the promotion of tourism (between CHF 60 and CHF 220, depending on the size of the accommodation).

In order to facilitate the billing of the TPT / TH we kindly ask you to inform us each season of the number of nights rented.

You will find all the information about taxes on the Anzère website: <https://www.anzere.ch/fr/guide-station/administration-et-services/espace-proprietaires/>

The entire Anzère Tourism team is at your disposal to answer any questions you may have and to discuss any issues with you.

Please do not hesitate to come and see us directly at the Tourist Office on the Place du Village.

You can also make an appointment with our director, Stephanie Dijkman by email: stephanie@anzere.ch

We hope to welcome you soon in Anzère and we send you our warmest regards.

Anzère Tourism