ADJUSTMENT OF THE TOURIST TAX REGULATIONS & ANZERE LIBERTÉ

2024

CONTEXT

Following an appeal relating to the method of calculating the tourist tax, it had to be adapted. The number of UPH (units per household) was considered too high, and consideration of occupation by children requested.

The adaptation of the regulations is now approved by the Council of State of the canton of Valais.

METHOD FOR CALCULATION OF THE FLAT TOURIST TAX (FTT):

> Tourist tax per night X average occupancy rate (50 nights) X Tourism coefficient (UPH)

DECISION

The town councils of Arbaz and Ayent have asked that the level of services offered by the Anzère tourism be maintained.

The prerequisite was therefore to collect the same total amount of taxes to guarantee an information service, animations & events, Anzère Liberté and the investment fund.

Marketing and sponsorship costs are not financed by the tourist tax, but by the tourism promotion tax paid by local businesses.

Maintaining these services also enhances the value of your property!
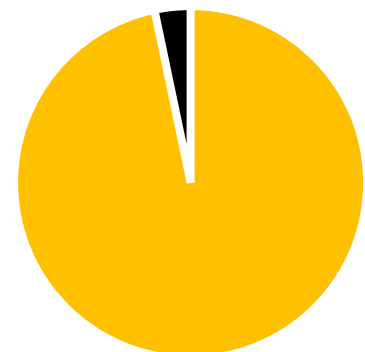
TOURIST TAXES BUDGET OF ANZERE TOURISM

Commercial tourist tax collected: CHF 65,000
R2 flat rate tourist tax collected: CHF 1,850,000
That's a total of CHF 1,915,000 or 94% of Anzère Tourism's total budget.

The tourist tax collected by the hotels and group accommodations only represent 3.4% of the total amount of tourist tax collected!

The number of beds that are not commercialized in Anzère is very high! Therefore, we cannot compare Anzère to other resorts with for example more hotels and therefor a larger share of commercial tourist taxes.

So, to maintain the same level of services as explained above, the amount collected of the fixed-rate tax must stay similar.

TOURIST TAX CATEGORIES

- CHF 1'850'000 FTT (R2)
- CHF 65'000 tourist taxes hotels and group accommodations

☀ THE 2024 TOURIST TAX REGULATION:

Number of rooms	UPH =number of Anzère Liberté cards	Package UPM = 275 CHF	Difference	Previous number of UPH and Anzère Liberté cards
1 room	1	275 CHF	– 75 CHF	2
2 rooms	2	550 CHF	+ 25 CHF	3
3 rooms	3	825 CHF	– 50 CHF	5
4 rooms	4	1'100 CHF	– 125 CHF	7
5 rooms & more	6	1'650 CHF	+ 250 CHF	8

- The UPHs are proposed in accordance with cantonal regulations.
- The 50-night average occupancy rate remains the same.
- The amount of tax per night must therefore increase from CHF 3.50 to CHF 5.50 in order to maintain a similar total amount.

We are asked by the municipalities to respect the "tourist tax convention"

- **A maximum of 30% of the total amount collected must be allocated to the services offered to guests and to secondary residents (Anzère Liberté program)**
- **A minimum of 20% of the total amount collected must be allocated to the investment fund.**
- **The remaining 50% is used for the operating budget of Anzère Tourisme SA.**

HOW THE TOURIST TAX IS SPENT

CHF 371,000
Minimum 20% is allocated to the investment fund.

CHF 927'500
50% is allocated to the operating budget of Anzère Tourisme SA.

CHF 556,500
Maximum 30% can be used for the services offered (Anzère Liberté)

🪪 ANZÈRE LIBERTÉ ADVANTAGE CARD FOR 2024:

- The advantages will stay the same (program available online)
- The number of cards remains indexed to the number of UPHs (ref. table above)
- The owner has the option to exchange adult cards for children's cards at a 1:2 ratio. This choice can be made once at the beginning of the summer and can't be readjusted through the summer season
  Example : an owner of a 3-room apartment and thus 3 UPHs may choose:
  - 3 adult cards
  - 2 adult cards and 2 children's cards
  - 1 adult card and 4 children's cards
- Additional cards are available for purchase at the Tourism Office for CHF 99.- per adult card or CHF 49.- per child card.
- The cards will be available from the 23rd of May, only once the invoice for the tourist tax is settled

🏠 YOU OCCASIONNALY RENT YOUR PROPRETY ?

- Your guest must pay you CHF 5.50 tourist tax per night per adult over 16 years old or CHF 2.75 per night per child (between 6 and 15). Children from 0 to 5 years old do not pay tourist tax.
- You keep the total amount collected. No repayment is requested by the municipalities or Anzère Tourism.
- Your guests can contact the Tourist Office and, upon presentation of proof of payment of the tourist tax to the owner, we will give them Anzère Liberté passes valid for the duration of their stay.