

SOCIETE DE DEVELOPPEMENT OF VEYSONNAZ

61st General Assembly

Date : 29.03.2024
Place and time : Gymnastics hall, 18h45
Chaired by : Ms Nicole Fragnière Meyer (NFM)
Presences : 54 participants, of which 35 with right to vote
Excused: 14 people



LINK TO THE ACTIVITY REPORT : www.veysonnaz.ch/agtd

Order of the day

1. Opening of the Assembly
2. Appointment of the scrutineers
3. Control of attendance
4. Approval of the minutes from the GA held on the 7th of April 2023
5. Presentation of the activity report and accounts for 2023
6. Audit report
7. Approval of the activity report, accounts for 2023 and discharge of the Committee
8. Complementary election to the committee
9. Annual fees
10. Presentation and approval of the Budget 2024
11. Information regarding local authorities
12. Miscellaneous

Opening of the Assembly

Ms Nicole Fragnière Meyer opens the assembly at 19h00, greets the participants and excuses those absents.

Appointment of scrutineers

Ms Jasmine Ramondt-Fragnière and M. Jean-Edouard Fragnière.

Control of attendance

Reminder : no quorum applied for this assembly. The attendance sheet is circulated around the room. The presence of 54 participants is noted, of which 35 have right to vote.

Committee

Ms Marylène Volpi-Fournier, representing the local authorities of Sion
Ms Ann-Kristin Huber has resigned. 2 candidates are to be presented during the assembly to replace her as representatives of the accommodation providers.
Ms Laurence Fournier, representing the local authorities of Veysonnaz
Ms Mélanie Fragnière, representing local craftsmen/women and businesses, vice-chair-woman.
Ms Nicole Fragnière Meyer, representing holiday property owners, chair-woman.

Veysonnaz Tourisme

Amélie Fartaria, marketing and events
Frédérique Schaffner, reception and infrastructures
Bérengère Fournier, administration
Cindy Voide-Lüthi, offers and sales

Approval of the minutes for the GA held on the 7th of April 2023

The minutes, available online, raise no comments. They are approved.

Presentation of the activity report and accounts for 2023 (01.11.2022 – 30.10.2023)

During the winter 2022-2023, the number of commercial overnight stays has decreased. This is mainly due to external factors, such as the difficult economic climate and the high value of the Swiss franc. Winter remains by far the busiest time of year for Veysonnaz. Increasing visitor numbers during the rest of the year remains an important challenge. This would involve supporting mountain biking activities a great alternative to skiing. The proposed flow trail on the piste de l'Ours, with its environmental constraints, is no longer feasible on the planned route. A study is currently underway into the creation of alternative tracks, which will have the added advantage of being more accessible to families.

We can look forward to the new route de Pra. Refurbishment nearing completion, with the resort centre returned to pedestrian use. In view of this important investment, the local authorities of Veysonnaz have reduced their financial funding to the Tourist Information Office in 2024; presently the SD has virtually no room to maneuver. The committee calls for an agreement between the municipalities of Veysonnaz and Nendaz concerning the tourist taxes collected by the municipality of Nendaz in the Veysonnaz tourist area.

Presentation of various **statistics** by Frédérique Schaffner.

Commercial overnight stays : presentation of graphs present in the activity report. Significant drop in the para-hotel sector due not only to the high franc and inflation, but also to the reduction in the number of properties available for rent.

Holiday property owners : little change in annual tax fees. Number of holiday property owners stable.

Reception and information : less opening days than in 2022 (Moutier Expo) and a little less visits to the reception desk reflecting a change in guests' behaviour : more information requested online.

Entertainment and activities : good attendance at our star activities such as torchlight descents. Increased attendance throughout the summer with yoga classes and mushroom activity. The **bisses shuttle bus** recorded a slight drop in attendance but remains an important product for Veysonnaz Tourisme. The **kids entertainment clubs Sun&Fun and the Oursons** are always a great success. They were managed by the ESS (Swiss Ski School).

Presentation of the **Marketing activities** by Amélie Fartaria.

Digital Marketing: positive progression on social networks Facebook and Instagram.

MRAG (Matterhorn Region AG) : there has been a collaboration over the past 3 years. This year has been quite fruitful. We had 10 press trips, with close by markets such as Germany, northern countries, France, Great Britain and Benelux. This gives us a high international profile through major media outlets. There was also the 11 FAM trip concerning tour operators.

Presentation of **offers and entertainment/activities** by Cindy Voide-Lüthi.

Throughout the winter, the special packages « Dare to ski » and « Initiation to ski touring » are proposed including a guide and equipment rental. A little less interest than in 2022 for the ski activity but an increase for the ski touring one. Good progression in summer offers with Yoga classes and the Rand'eau resto activity, and a new activity « Dare to try E-biking » for an initiation in electric mountain biking.

The bisse shuttle bus remains a star product, an essential one for Veysonnaz. It will continue to be organized in 2024. The various statistics are available in the activity report.

Finances : accounts 2023

Funds

The global budget for the Tourist Information Office is of CHF 560'000.-.

Annual fees :

The 2023 annual fees are slightly lower than the Budget but in line with the amount received in 2022.

Holiday taxes :

The number of commercial overnight stays without annual fees have dropped during this accounting period. The hotel overnight stays of the month of October were not deducted by the operator and were therefore not collected. Overall, tourist taxes per night are down by CHF 7'500.- in comparison with 2022. The SD receives an amount from the municipality of Sion, but has not, for the past 3 years, received tourist taxes from taxpayers in the municipality of Nendaz, which is part of the Veysonnaz tourist district. The municipality of Veysonnaz renewed its additional contribution of CHF 80'000.- in 2023.

Tax for the promotion of the tourism industry (TPT) :

Revenue from the TPT is higher than that budgeted (+ CHF 15'000.-) and of that of the previous year (+ CHF 10'000.-).

Expenses

Salaries and social security costs:

Personnel expenses were higher than forecasted due to a departure at the beginning of 2023 and a maternity leave, which necessitated the hiring of additional staff to maintain the quality of service and reception.

Operating and administrative costs:

Operating and administrative expenses were down by CHF 9'000.- in comparison to the Budget.

Premises costs are now shared equally with the Swiss Ski School, and other expenses are well under control.

Publication, information material and website:

As the website's functionalities did not require any significant improvements in 2023, and hours of intervention were paid for in advance in 2022, a saving of CHF 28'000.- was made on this post. Additional resources were devoted to the publication of various guides and brochures.

Entertainment, events and Sun&Fun :

The cost is lower than in 2023 but higher by around CHF 12'000.- vs the Budget. This difference results from the additional costs of Sun&Fun (significant increase in the number of non-paying participants, advertising costs not budgeted for) and higher event costs for the balance.

Tourist products :

The number of runs made by the Bisses Shuttle Bus was increased in 2023 (frequency and duration). However, this expanded offer was not as successful as expected, resulting in additional costs of just under CHF 7'000.-. Yoga breaks and scooter products are not yet self-financing (CHF -2'700.-).

Marketing :

The partnership MRAG and associated costs represent CHF 114'000.- in 2023. The costs of participating in Moutier Expo in November 2023 were lower by CHF 6'000.- amounting to CHF 20'000.- which was included in the Budget. TPT revenues, although above budget, were not sufficient to finance these marketing activities.

Amortization :

In view of the available cash, no amortization was carried out during the year 2023.

Audit report

M. Gustave Grether reads the report and recommends approval of the submitted accounts and discharge of the Committee.

Approval of the activity report, the accounts for 2023 and discharge of the Committee

NFM request a vote by show of hands:

- Approval of the activity report : unanimity
- Approval of the accounts 2022-23 : unanimity
- Discharge of the Committee : unanimity

Complementary election to the Committee

Ann-Kristin Huber, representing the accommodation providers has resigned. Two candidates have put themselves forward to replace her: Ms Camilla Villaraggia, managing director of the Chalet Royal and the Hôtel Magrappé and Karin Praz, manager of the Bed and Breakfast « Le Coin Barlouka » for many years. The committee hopes that both candidates will be confirmed, given their complementary skills.

Ms Praz and Ms Villaraggia briefly introduce themselves. NFM requests a vote. Ms Praz and Ms Villaraggia are unanimously appointed as new committee members.

Annual Fees

The Committee proposes that the amounts be maintained as in other years, i.e.:

CHF 40.- for private individuals

CHF 60.- for businesses in Veysonnaz

CHF 200.- for businesses outside of Veysonnaz (not subject to the TPT)

Unanimously approved.

Presentation and approval of the Budget 2024

Presentation according to the activity report.

The budget presented is balanced despite a significant drop in revenue. The fundamental difference from previous years is that the municipality of Veysonnaz is not renewing its additional contribution of CHF 80'000.- in 2024, carried out over the previous three years following the discontinuation of the transfer by the municipality of Nendaz of taxes levied in the Veysonnaz tourist area. A great deal of effort has been made to reduce costs without unduly affecting Veysonnaz Tourisme's activity. The marketing budget is mainly affected. In this respect, the contribution to the MRAG has been budgeted at 28% of its amount (instead of 50%), corresponding to the participation initially agreed with Nendaz Tourisme when the partnership was concluded. Veysonnaz is unable to renew its contract with MRAG due to limited financial resources. The present contract comes to an end at the end of this year.

The Budget unanimously approved.

Information regarding the local authorities - Patrick Lathion, President of the municipality takes to the floor.

The municipality is responsible for setting the tourism strategy and deciding on the means to be used to achieve the set objectives. To this end, it allocates the proceeds of the TPT and tourist taxes either to the operating budget of the Tourist Information Office for information, events, and marketing tasks, or by contributing to a tourism infrastructure financing fund. It is imperative to work on both aspects. To this end, all tourist taxes collected by the municipality are fully reinvested in tourism.

Infrastructures : in addition to the route de Pra, the tourist infrastructure includes tennis courts, picnic areas, sports areas, playgrounds and footpaths, all of which require maintenance. In 2024, substantial funds are allocated to finance the route de Pra (+ 80'000.-), which makes the situation even more difficult for Veysonnaz Tourisme.

Ski Bus : this service is entirely financed by the municipality. New in winter 23-24 : it runs every day with a new integrated stop at the P2 long-term parking lot. Good feedback from users. Schedule improvements still possible and under study for winter 24-25.

Gondola : the temporary subsidy granted to NVRM SA, from 2020 to 2023 during the Covid period, is no longer granted in 2024. The continued funding of the Veysonnaz gondola lift's summer operating deficit is difficult to justify to the public, given that it is a private company. What's more, the company's financial situation is very healthy, which is reassuring and does not justify continued public support in the medium term.

The municipality also makes annual contributions to tourism in the form of sponsorship and logistical support for events, as well as making its public works and police departments available for traffic management in the resort, parking, road, and footpath maintenance, etc.

Car parks : parking space approval, marking, signage. Securing routes. Investment in the order of CHF 300'000.-. Improvements to be discussed based on suggestions from residents. Finding solutions that satisfy as many people as possible.

Route de Pra : completion scheduled for early summer 2024. New quality of life for users and businesses. Not always easy to respect the Budget (4 mio) with developments on this scale. Last stage from April to June : central square, path to the tennis courts, asphalt laying, district heating projects (CAD).

CAD : brief presentation of the current project, piloted by the company Oiken SA.

Miscellaneous

A few questions relating to parking on the Route de Pra are raised. The municipality takes note of this as part of its ongoing reflections. The project regarding the gondola Sion – Mayens de l'Ours – and the winter pedestrian access to the gondola, which is privately owned, are also discussed.

NFM thanks the staff at Veysonnaz Tourisme as well as members of the SD present and closes the assembly at 21h00. Drinks are served.