

SOCIETE DE DEVELOPPEMENT OF VEYSONNAZ

62nd General Assembly

Date : 18.04.2025
Place and time : Gymnastics hall, 18h45
Chaired by : Ms Nicole Fragnière Meyer (NFM)
Presences : 51 participants, of which 45 with right to vote
Excused: 8 people

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

Order of the day

1. Opening of the General Assembly
2. Appointment of the scrutineers
3. Control of attendance
4. Approval of the minutes of the General Assembly of March 29, 2024
5. Presentation of the activity report and accounts for 2024
6. Audit report
7. Approval of the activity report, accounts for 2024 and discharge of the Committee
8. Election of the Committee for the 2025–2029 term
9. Election of two auditors for the 2025–2029 term
10. Annual fees
11. Presentation and approval of the budget 2025
12. Information regarding local authorities
13. 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 Stéphanie Glassey et Ms Deborah Salvi.

Control of attendance

Reminder: no quorum is required for this meeting. The attendance sheet is circulated in the room. The presence of 51 participants is noted, of which 45 have right to vote.

Committee

The president recalls the composition of the committee during the reporting period:

Ms. Marylène Volpi Fournier, representing the local authorities of Sion

Ms. Laurence Fournier, representing the local authorities of Veysonnaz

Ms. Karin Praz, representing the accommodation providers

Mr. Rosario Coralluzzo, representing the accommodation providers, whose absence from the meeting is excused

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 Infrastructure

Benedikta Rabius, Reception and Activities

Approval of the Minutes of the General Assembly of March 29, 2024

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

Presentation of the activity report and accounts for the 2024 (01.11.2023 – 30.10.2024)

Presentation of **tourist overnight stays** by Frédérique Schaffner

Hotel overnight stays: during the winter of 2023–2024, hotel overnight stays dropped by approximately 20%. This decline is partly due to the change in management at the Magrappé and Chalet Royal hotels, which remained closed for two months. The reopening under new operators took place without the transfer of existing clientele. Additionally, during the summer of 2024, poor weather partly deterred guests.

Finally, a shift in guest habits has been observed. Short stays and last-minute bookings have become more common.

Presentation of **reception and information services** by Benedikta Rabius

There was a slight increase in the number of opening days compared to 2024. The decrease in visits to the reception desk results from the drop in overnight stays but also reflects a change in guest behavior, as they now seek more information online.

Presentation of **events and activities** by Amélie Fartaria

The summer activities and events continue to attract a wide audience, with the “Bisses-Shuttle” remaining the flagship offering. The “come and make your own tomme cheese” activity, launched in summer 2024, was a great success and has since been adapted into a winter version. In winter, torch-light descents and snowshoe hikes remain popular. The new activity “Rando-caquelon” (a snowshoe outing combined with a fondue) was also very well received.

The summer programs “Oursons” (ages 4–9) and “Sun&Fun” (10 years and up) saw a decline in participation, mainly because children who had been regulars in recent years have now outgrown the programs, and attracting new participants has proved challenging. A new concept, not strictly divided by age group and instead based on specific interests (sports, nature, culture, gastronomy), will be launched in summer 2025 to adapt to these changes and highlight local heritage.

Presentation of **marketing activities** by Amélie Fartaria

Digital marketing: the digital presence continues to grow, with a steady increase in social media followers and the development of a TikTok presence to reach a broader audience.

MRAG (Matterhorn Region AG): the year marked the end of collaboration with MRAG, which included hosting 6 press trips (23 journalists from 5 different nationalities) and several FamTrips with participants from 13 countries.

Veysonnaz in the press: Veysonnaz was featured in several renowned media outlets (Marie Claire, Madame Figaro, the Winter Focus of 24 Heures and Tribune de Genève), enhancing the destination's visibility.

Product Management ("Bisses Shuttle", "Make your own tomme cheese" etc.): product development aims to offer experiences that combine multiple services, highlighting local stakeholders and activities that showcase regional culture and nature.

Presentation of the **2024 Accounts** by Nicole Fragnière Meyer

Following the departure of Bérengère Fournier, some administrative tasks — including accounting — were delegated to the municipality. Our sincere thanks go to Alexandre Ferchaud for the work accomplished and for ensuring a smooth transition. It is also noted that the chart of accounts has been slightly modified, meaning that comparisons with the previous fiscal year must be interpreted accordingly.

Fonds

The global budget for the Tourist Information Office is CHF 495,000.

Annual fees:

The 2025 membership fees are slightly below budget but in line with the amount collected in 2024.

Holiday Tax:

Hotel overnight stays during the first months of the accounting period were impacted by the management change of the two hotels and a transition that was not prepared by the previous management. The company in question was also liquidated through bankruptcy, leaving an outstanding balance of over CHF 25,000 in unpaid tourist taxes for the period from January 2023 until the hotels closed in October 2023.

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

TPT revenues fell CHF 20,000 short of the budget, also due to the bankruptcy of the former hotel management company.

No Transfers from Nendaz:

Since the end of 2021, no revenue has been received from the tourist taxes collected from liable parties located within the municipal territory of Nendaz that falls under

the Veysonnaz tourism area. An inter-municipal agreement has yet to be implemented.

Contribution from the Municipality of Veysonnaz:

From 2021 to 2023, the municipality of Veysonnaz provided an additional contribution of CHF 80,000, which was not renewed in 2024.

Advertisers:

The decrease in revenue had been anticipated in the budget due to the revised format of the edition 2024, aimed at reducing publishing costs and offering a more attractive brochure format.

Other Information and Entertainment Products:

The revenue amount of 2024 is significantly higher than both the budget 2023 and actual revenues, due primarily to three factors:

- (i) In the accounts presentation of 2024, this item includes revenues collected by Veysonnaz Tourisme but passed on to third parties, which were not included in the budget (e.g., tennis court rentals);
- (ii) Veysonnaz Tourisme now charges a registration fee for certain activities that were previously free (such as torchlight descents);
- (iii) MICE (Meetings, Incentives, Conferences & Exhibitions) revenues must be considered alongside the costs of purchased services, as only a commission is retained by Veysonnaz Tourisme.

On a comparable scale, the revenues 2024 were in line with the budget.

Expenses

Operating and administrative costs:

Operating and administrative costs were well controlled and came in CHF 10,000 below budget. The annual rent for the Veysonnaz Tourisme premises amounts to CHF 29,256 and is shared equally with the Swiss Ski School.

Publications, informational material, and website:

Since no significant improvements to the website were required in 2024, a saving of CHF 10,000 was achieved in this area. Additional savings were made on the production of various guides and brochures (CHF 4,400 less than budgeted). These savings allowed for various social media campaigns and magazine advertisements.

Events, activities, and Sun&Fun:

The cost of events, the Sun&Fun program, the various offers provided, and the “Bisses-shuttle” was well managed and broadly in line with the budget. The expense variance of 2024 compared to the budget corresponds to amounts paid to third parties from revenues collected on their behalf by Veysonnaz Tourisme, which were not included in the budget.

Marketing:

This item includes the contribution to Matterhorn Region AG as part of the Nendaz-

Veysonnaz partnership, as well as various costs related to hosting foreign journalists and tour operators in connection with press trips and familiarization trips (Fam Trips) organized through this partnership. This partnership ended on December 31, 2024.

Amortization:

In view of the available cash, no amortization was carried out during the year 2024.

The financial year closed with a positive result of CHF 835.

The president invites the assembly to ask any questions or make comments on the profit and loss account. A participant notes that it is not acceptable for the municipality of Nendaz to no longer allocate tourist tax revenues to Veysonnaz and points out the poor maintenance condition of certain bisses located on its municipal territory.

Balance Sheet

The "Debtors" item includes a receivable of CHF 45,000 from the municipality of Nendaz, which is still outstanding and has been provisioned under liabilities. It also includes a receivable of CHF 25,000 from the former hotel operator, which has likewise been provisioned due to bankruptcy declared at the end of February 2024.

Audit Report

Mr. Olivier Fournier reads the report and recommends approval of the submitted accounts and discharge of the Committee.

Approval of the activity report, the accounts for 2024 and discharge of the Committee

NFM calls for a show of hands:

- Approval of the activity report: unanimous, with one abstention
- Approval of the accounts 2023-24: unanimous, with one abstention
- Discharge of the Committee: unanimous, with one abstention

Election of the Committee for 2025-2029

The president reminds that the current committee's 4-year term has come to an end. Regarding the new committee composition proposed to the assembly, four candidates — Ms. Mélanie Fragnière, Ms. Nicole Fragnière Meyer, Ms. Karin Praz, and Mr. Rosario Coralluzzo — are already serving, which will help ensure some continuity. Three new representatives are proposed to join the committee, namely: Mrs. Catherine Fournier, representing the municipality of Veysonnaz, Mr. Raphaël Zuchuat, representing the municipality of Sion, and Mr. Charles Henri Fournier, representing the municipality of Nendaz. The new candidates briefly introduce themselves.

Following the vote, the new committee is accepted unanimously with 1 abstention.

Vote on the presidency: Ms. Nicole Fragnière Meyer indicates that she did not wish to stand again for the presidency, a role requiring greater on-site availability. Ms. Mélanie Fragnière, who has served as the committee's vice-president over the past years, has put forward her candidacy.

Following the vote, Ms. Mélanie Fragnière is appointed president of the committee unanimously with 1 abstention.

Ms. Nicole Fragnière Meyer takes this opportunity to call for candidates to replace her as the representative of secondary residents, for the reasons already mentioned, at next year's General Assembly.

Election of Auditors for 2025–2029

Mr. Olivier Fournier and Mr. Gustave Grether are unanimously re-elected.

A call is also made for the replacement of Mr. Gustave Grether, who wishes to step down from his position at the next General Assembly after many years of service.

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 2025

The budget 2025, presented by Nicole Fragnière Meyer, is fundamentally like the budget 2024.

Membership fees remain unchanged; tourist taxes in Veysonnaz remain stable.

Events/products: the increase in revenue corresponds with an increase in expenses, resulting in a net cost like the 2024/2025 financial year.

Wage and operating costs remain stable. Marketing: the budget remains stable.

Since leaving the MRAG, the challenge for Veysonnaz Tourisme will be to maintain equivalent visibility independently, with the resources available.

The Budget presented is balance with a positive result of nearly CHF 500.

The budget is approved unanimously, with one abstention.

Municipal Information

Jean-Edouard Fragnière, President of the Municipality, takes to the floor and greets everyone. Catherine Fournier presents the study conducted by HES-SO, which lays the groundwork for the municipal tourism strategy. There are three different phases:

1st phase: an overview (already completed)

2nd phase: consulting municipal and commercial partners (this summer)

3rd phase: developing tools to revitalize tourism and determine the type of tourism Veysonnaz aims to promote.

Parking: Presentation of the various parking facilities. Ongoing discussions with different condominium administrators. The goal is to find solutions in collaboration with our neighbors and to count on the support of the different commissions within the municipality.

District Heating: Arnaud Fragnière outlines the key aspects of the current situation. A plant is to be built near the Piste de l'Ours and, if all goes well, it will be operational in 2027.

Bisse de Vex: Presentation of the bisse and the Association of Friends of the Bisse de Vex. Operating costs and water rights are discussed. Repair work is planned in front of Orée du Bois due to leaks.

Miscellaneous

Some remarks are made by Assembly participants regarding:

- the sometimes-dangerous crossing of the Mayens slope in front of the Hôtel Magrappé, a matter involving the ski lift company (NVRM).
- The Tavolata organized by the local authorities on the Route de Pra during summer 2024, which was a great success and could be repeated.
- the condition of the roads.

NFM thanks the Veysonnaz Tourism team as well as the attending members of the SD and the municipality, and closes the meeting at 9:00 p.m. An aperitif is served.