

ANZERE NEWS

Information for the secondary homeowners in the municipalities of Arbaz and Ayent.

Anzère, January 2025

Dear owners,

We hope this letter finds you in good health and that you were able to enjoy the beautiful snow conditions during the end of the year holidays. As we begin 2025, we would like to share some essential information about our destination, along with the invoice for the flat-rate tourist tax.

Building the Future Together: Anzère 2040

2024 was marked by the launch of the participatory initiative *Anzère 2040*. Which is a collective effort to define the tourism development and diversification strategy for our destination for the next 15 years. This initiative addresses key issues such as sustainable development and the year-round promotion of our destination.

We thank the secondary residents who have already participated in the workshops organized in 2024. The next steps of the project will be shared in our newsletter 'RII' and on our website.

Other projects for Anzère

To make our region even more attractive and in addition to *Anzère 2040*, several concrete initiatives are underway:

- **Modernisation of the Anzère village square:** The 'AV0' committee is working to modernize our village square and improve the sealing of the underground parking. The start of the construction work will be announced shortly.
- **Village Slope activities:** At the same time as the modernization of the village square, Anzère Tourism is working on improving the area between AV11 and AV15. This includes upgrading the playground and considering complementary activities—ideas are in progress!
- **Development of Cycling Activities:** In response to growing demand, we are continuing to expand cycling routes (mountain biking, road cycling, gravel, and electric bikes). A master plan has been created to guide step-by-step development over the coming years.

Follow the progress of these projects on our website in the section dedicated to 'Anzère Projects': www.anzere.ch/projets-d-anzere-4869.

Anzère Liberty advantages card for 2025

The Anzère Liberty card 2025 will offer the same benefits: access to the Anzère Spa & Wellness baths, 50% discounts on the gondola, and more. This year you can again exchange adult cards for child cards (aged 6 to 16) at a 1:2 ratio. If we have your email address, you will receive an email in April. The passes will be sent on May 9. They will be valid from June 1 to October 31, 2025.

Continuous support for our local partners

Anzère Tourism is committed to our local partners. We work hand in hand with shops, accommodation providers, restaurants, activity organizers, etc. We promote their products to provide a high-quality experience for all our visitors. These partnerships help maintain the local economic balance and enhance Anzère's appeal as a year-round destination.

As a property owner, you also play a vital role in this economical balance. By supporting local businesses during your stays, you directly contribute to the vitality and development of our region. Every effort counts toward supporting those who bring Anzère to life every day. We thank you kindly for your efforts!

Do you occasionally rent out your property?

We remind you that, under tourism law, any property owner renting and/or subletting their property for tourism purposes, against payment and without hotel services, must declare it to the authorities. If this applies to you, please email us at info@anzere.ch with the following information: name, first name, date of birth, primary address, rental address.

- You must collect CHF 5.50 in tourist tax per night per adult (CHF 2.75 per child aged 6 to 16).
- You retain the full amount collected since you are subject to the flat-rate tourist tax.
- Your guests can visit the Tourist Office, and upon presenting proof of the tourist tax payment, we will issue them *Anzère Liberté* passes valid for the duration of their stay (between June 1 and October 31, 2025).

If you rent your property, even occasionally, you are also subject to the tourism promotion tax. All funds collected through this tax are exclusively invested in tourism promotion. The amounts range between CHF 60 and CHF 220 per property, depending on their size.

You can find all the necessary information in the property owners' section on Anzère's website: www.anzere.ch/proprietaires.

We are here for you!

The entire Anzère Tourism team remains at your disposal for any questions or clarifications. Feel free to visit us directly at the Tourist Office on Anzère Village Square. If you wish to have even more detailed information, we invite you to schedule an appointment with our director, Stephanie Dijkman, (stephanie@anzere.ch).

We hope to see you in Anzère soon!

Kind regards,

Anzère Tourisme

