

**Minutes of the extraordinary general meeting of APCAV
Salle des Combins, July 29, 2021**

The President opened the meeting at 2:30 p.m. She welcomed the members and thanked the guests for their presence:

- Christophe Maret, President of the Commune de Val de Bagnes
- Laurent Vaucher, CEO of Téléverbier SA
- Malvine Moulin, local coordination manager of Verbier Tourisme
- Florian Michellod, President of the Society of Development of Verbier
- Vincent Michellod, councillor on the Commune

The Agenda:

1. Welcome address from APCAV, Brigitte Borel, President
2. Welcome address from the Verbier Festival, Cécile Yamakawa, Director of Operations
3. Presentation from the Commune of Val de Bagnes, Christophe Maret, President
4. Presentation from Téléverbier SA, Laurent Vaucher, CEO
5. Presentation from Verbier Tourisme, Malvine Moulin, responsible for local partners

1. Welcome address from APCAV, Brigitte Borel, President

“First of all, I would like to tell you how much pleasure it is for us to be able to organize this assembly and to see you again. We are particularly happy and grateful to be able to once again attend the Verbier Festival concerts.

The Covid 19 crisis has created challenges and difficulties for our political representatives, and our economies, and us, as individuals. The pandemic, however, has also paved the way for transformative processes that would not normally have been possible. We were forced to take a break from our hectic activities and this prompted us to reflect on our lifestyles and to rethink our priorities. In the end, it will have been a catalyst for trends whose effects will be long-lasting. There has been the acceleration of digitization and the increasing effectiveness of working from home.

Many owners thus decided, during the Covid crisis, to settle permanently in their mountain chalets and apartments. They appreciated being able to work efficiently whilst enjoying nature and the great outdoors. The psychological impact, during the periods of confinement that we have experienced, will have been less for people able to experience them in a privileged environment like our beautiful Commune de Bagnes.

One of the effects of this situation is the renewed interest it has created in mountain real estate. The demand and the real estate transactions remain strong, prices per m² have increased on average by around 3% in Verbier. The buyers are mainly Swiss, but the security offered by our country and its quality of life also attracts many foreign buyers. Resident permit requests are on the increase.

The presence of increased residents in the resort was a positive element of Covid. While tourism was understandably undergoing a sharp decline, the resorts were able to count on the presence of their best ambassadors, the residents and the owners of second homes. Hence the introduction in Verbier of a VIP Pass exclusively for property owners.

The VIP Pass was put in place as benefit for the increase in the tourist tax, the owners of second homes being the main contributors to this tax in Verbier. Compared to many other

communes, the Commune de Bagnes has served as an example because of the good understanding between its authorities and our association, which has facilitated a smooth introduction of this new tax. I would like to encourage the Commune, as well as Verbier Tourisme, to continue consultation with APCAV regarding the benefits available from the payment of the tourist tax. Access to La Chaux from Les Ruinettes is no longer covered by the VIP Pass disappointing property owners especially pedestrians who enjoy using the ski lifts on the mountains in the summer.

The benefits from the VIP pass along with the activities organised in the resort must be appropriate for all generations, one of the challenges of the Commune will be to remain attractive for the next generation so that, in the context of family successions, the younger generations decide to keep their chalets and apartments in the family rather than selling them.

Valais and the Commune de Bagnes have taken the initiative to distribute vouchers that can be exchanged for local products which have been welcomed. As the representative of Apcav sitting on the Verbier Development Society committee I have seen how complex this period has been through Covid. Restaurants and retail establishments had to close their doors for months, it is gratifying however that we were able to ski throughout the winter season whilst our French, German and Italian neighbours had to close their resorts.

Ultimately, the crisis has led to strengthening the links and collaboration between the various partners of Verbier. It has also enabled the emergence of various initiatives, such as the youth groups of Médières and Verbier who made themselves available to deliver groceries free of charge to those who requested them. We thank these young enterprising members of our society.

APCAV has endeavoured to communicate regularly with our members both through our Newsletter and through our website, providing useful information in connection with the Covid 19 situation in Verbier, in Valais and in Switzerland more generally.

Apcav's other activities:

** As a consequence of Apcav's initiative, in particular of its Vice-President Nicolas Leuba, who is also President of the FVSR2, (Valais Federation of Second home-owners) discussions are underway with the Commune de Bagnes to promote Verbier and the whole of the Val de Bagnes as a benchmark in terms of accessibility for people with reduced mobility, whether for reasons of age or disability. This initiative is supported by Emera (Pro Infirmis) and Pro Senectute. This is a project involving planning over the next 8-10 years.

** APCAV continues to support the Verbier Festival, as it has done for many years, by awarding a prize to a deserving young musician from the Academy.

** I wish to remind our members that we offer a monitoring service for your parcels of land. If you register the numbers of your neighbouring parcels with the Verbier Fiduciare, you will be informed of any planning application published in the Official Bulletin on those parcels enabling you to protect your property.

** Finally, since 2020 we have offered our members benefits in partnership with various enterprises in the region. These are discounts from shops, hotels and service companies. We plan to expand this offering in the coming months

2. Words of welcome from the Verbier Festival, C line Yamakawa, Director of Operations

C line Yamakawa shares her disappointment at having to cancel the 2020 edition of the Verbier Music Festival for reasons everyone knows. For this 28th edition, she has focused her attention on respecting sanitary conditions, while not losing sight of the possibility of

allowing everyone to enjoy the pleasure of music, music in concert and the special contact between artists and their audience, which is their raison d'être. Caline praised the strengthened cooperation between the various partners in Verbier through the covid crisis. She is delighted to have joined APCAV this year as a new member.

3. Information from the Commune de Val de Bagnes, Christophe Maret, President

The new President, Christophe Maret, introduced himself to the APCAV members. He announced new key figures within the Commune of Val de Bagnes from the merger of the Communes of Bagnes and Vollèges from 1.1.21. Val de Bagnes with 302 km², is now the 4th largest commune in Switzerland. He mentioned that investments of CHF 43 million are planned for 2021.

- Christophe Maret spoke of tax revenues, the largest sector (19%) being that relating to the administration and management of real estate.
- He told us real estate transactions for 2020 were the highest for the last five years with a total value of CHF 427 million.
- He explained, the largest contribution of private tax revenue comes from income tax of domiciled individuals (29%) and then from flat-rate taxes (18%). Details of these figures are available in the attached presentation.
- Support was granted by the Commune for the Covid crisis for a total amount of CHF 5 million.
- The President raised the problem of illegal constructions. He stated the final cases will be resolved by September 2021.
- Christophe Maret spoke of the project for the development of the Sports Centre which has been blocked for two years, he told us the last oppositions are about to be lifted and the resumption of work is scheduled for 2022.

4. Information from Téléverbier SA, Laurent Vaucher, CEO

Laurent Vaucher described 2020-2021 winter season as particularly difficult with complicated measures for Covid put in place and the continued uncertainties throughout of being able to continue offering the facilities for the season. He was delighted that the ski lifts were able to remain open.

Despite mixed results, due to a 20% drop in attendance and an increase in charges, no redundancies were required and TVSA is continuing its roadmap with many projects on the agenda and a budget of CHF 40 million.

**The construction is underway of a new lift Médran 4 which will link Verbier to Les Ruinettes and will transport 3,600 people per hour

** Increased mechanical snowmaking is being installed in Lac de Vaux - Attelas - Ruinettes

** The replacement of the chairlift in Bruson, La Pasay sector by 2022, is planned subject to authorization

** Construction of the La Pasay restaurant in Bruson by 2022, is planned subject to authorization

** The construction of the Grande Combe (Carlsberg) restaurant by 2022, is planned subject to authorization

** The development of Curala in Le Chable

** The construction of summer sledges on Savoleyres is planned subject to the outcome concerning the construction of the new gondola from Carrefour to Savoleyres which is still blocked.

** The rail service between Le Châble and Verbier is hoped to be increased and this route will become an official public transport link from 2022.

** He informed the assembly of the efforts made by TVSA to reduce its carbon footprint in the following areas: building management, mechanical grooming, snowmaking, ski lifts, road transport. The energy used is 100% renewable.

5. Information from Verbier Tourisme, Malvine Moulin, responsible for local partners

Since 2020 the priority has been to set up a single team to manage tourism in Verbier replacing two teams, the Tourist office and Verbier Tourism.

- Collaboration was managed for Covid between the Commune, TVSA and Verbier Tourism and the Police.
- Verbier Tourism newsletter was used to inform partners including Apcav
- Management of the press articles sometimes criticizing Verbier was ultimately successful.
- The VIP Pass can now be activated with a QR code. In 2021, a special edition of the VIP Pass was set up with the help of the Commune providing 118 activities, involving more than 70 partners and 15 transport links.
- She gave an overview of the use of the income from the tourist tax. Details can be viewed in the attached presentation. It is significant that part of the income from the tourist tax is returned to the owners of second homes by these benefits which is not the case in other competitive resorts.

Verbier, August 2021