



Minutes of the Extraordinary General Meeting of APCA V

Salle des Combins, 21 July 2026

The President opened the meeting at 2:00 p.m. and welcomed the members present, as well as the guests and speakers:

- Fabien Sauthier, President of the Municipality of Val de Bagnes
- Laurent Vaucher, CEO of Téléverbier
- Simon Wiget, Director of Verbier Tourism
- Florian Michellod, President of the Verbier Development Society
- Hervé Boissière, Co-Managing Director of the Verbier Festival
- Diana Milani, Head of the Energithèque

Agenda :

1. APCA V - Opening remarks: Brigitte Borel, President
2. Municipality of Val de Bagnes: Fabien Sauthier, President
3. Téléverbier SA: Laurent Vaucher, CEO
4. Verbier Tourism: Simon Wiget, Director
5. Verbier Cultural Centre Foundation: Hervé Boissière, Board Member
6. Presentation of the Energithèque by Diana Milani
7. Any other business

1. APCA V - Opening Remarks by Brigitte Borel, President

I would like to extend my warmest thanks to the Verbier Festival, which has welcomed us to the Salle des Combins for so many years. We greatly value this partnership, which is also reflected in the award that APCA V presents each year to an especially deserving young musician from the Verbier Festival Academy.

I would also like to thank the members of our committee. Their commitment is entirely voluntary and, without their availability throughout the year, APCA V simply could not carry out its activities. My thanks to each and every one of you.

I would now like to share a few thoughts with you.

Current events remind us every day just how quickly our environment is changing. We face many economic, regulatory, climate-related and societal challenges.

In a world that is changing so rapidly, I believe it is useful, from time to time, to step back and ask ourselves what truly makes a place like Verbier so strong.



Some time ago, I read an article about the petition calling for the Val de Bagnes to be officially recognised as a rural area. It prompted me to ask a very simple question: what truly makes a place like Verbier so rich?

It is not only the mountains that make this place unique. It is also the people who live here, those who maintain the alpine pastures, farm the land, welcome visitors, keep businesses running, develop companies or choose to invest part of their lives here.

As I often say, Verbier is first and foremost an ecosystem.

It is a place where residents live, businesses operate, families have chosen to settle, homeowners carefully maintain their properties, and visitors come in search of a quality of life that has become rare. It is also a place where our farmers continue to shape the landscapes, traditions and products that define our region's identity.

It is also a place where everyone depends on everyone else.

- Homeowners make a significant contribution to supporting shops, restaurants, tradespeople and many local activities.
- Businesses need employees who can find suitable housing.
- Residents need local shops, high-quality medical services, modern infrastructure and appropriate transport options.

Tourism is naturally a key driver of our economy, but its development must remain compatible with the quality of life of those who live here year-round or who have chosen to make a long-term investment in our region.

None of these elements can be considered in isolation; they are all interconnected. When one of these balances is weakened, the entire resort - and the entire municipality - feels the consequences.

A homeowners' association could easily be tempted to focus solely on the concerns of its members. That is not the vision we advocate.

I have always been convinced that the best solutions arise not from confrontation, but from dialogue. This is the approach that has guided our committee for several years.

Our role is not only to defend the interests of homeowners. We also aim to be a constructive partner in dialogue, to put forward proposals and, whenever possible, to help develop balanced solutions.

Defending homeowners does not mean defending a special interest. It means helping to preserve one of the pillars that sustains Verbier.



Over the past few months, we have been working on several matters.

In particular, we expressed our position regarding safety on the Route des Creux, where we requested the introduction of a 30 km/h speed limit.

We are also closely following discussions concerning medical services, the zoning plan, infrastructure and any other issues related to the harmonious development of our resort.

Ultimately, all these matters concern each and every one of us.

Our commitment also extends beyond Verbier. I would like to commend the work carried out by our Vice-President, Nicolas Leuba, in his capacity as President of the Valais Federation of Secondary Residences. Under his leadership, the Federation has become a recognised stakeholder on issues of key importance to homeowners and tourist destinations.

Several important initiatives have been launched in recent months by the FVSR2, including a comparative study of tourist taxes and the benefits provided in return by the various resorts in Valais.

The study shows that each destination has developed its own model. It also confirms that Verbier is among the destinations offering particularly comprehensive services to homeowners.

Above all, it now enables us to engage in dialogue based on facts and objective analysis rather than mere impressions.

We are also closely following several important developments at federal level. I am thinking in particular of the abolition of imputed rental value and the ongoing discussions surrounding the Federal Act on the Acquisition of Immovable Property in Switzerland by Foreign Non-Residents, known as the Lex Koller. These issues are important to homeowners.

Our role is to continue keeping you informed and, where we consider it necessary, to make our voice heard.

APCAV is not only about advocating on specific issues and providing information. It is also about creating connections, encouraging people to meet and enabling those who love Verbier to come together around shared interests.

I am thinking in particular of the wonderful day we organised last Saturday with Air-Glaciers at the Croix de Coeur. This gathering gave us the opportunity to share a friendly moment in an exceptional setting, while discovering the work of one of Valais' iconic organisations: Air-Glaciers. This is exactly the kind of event we wish to continue offering - occasions that



strengthen the bonds between our members and showcase the people and organisations that bring our region to life.

I will conclude with a personal conviction.

Verbier has changed considerably over the decades and will naturally continue to evolve.

Our responsibility is not to challenge the development of our resort or municipality. It is to help guide it, ask the right questions and contribute, whenever possible, to balanced solutions that preserve what defines Verbier's identity: its beauty, authenticity, quality of life and spirit of openness.

We must preserve what makes Verbier strong while preparing for its future.

It is in this spirit that the APCA committee will continue its work.

2. Municipality of Val de Bagnes - Fabien Sauthier, President

Fabien Sauthier reported that the Municipality's 2025 accounts show a sound financial position, providing favourable room for manoeuvre to undertake strategic investments aimed at strengthening the region's attractiveness and development.

One of the main projects under way is the sports centre, which is scheduled to open in 2027. A temporary aquatic facility is maintaining the leisure offering during the construction work. Other investments concern road improvements designed to enhance traffic flow and mobility, as well as the restoration of the Torrent de la Tinte.

The Municipality also plans to renovate the Chalet Orny and Place de l'Hermitage. The project includes landscaping and planting, the creation of an underground car park and the development of a welcoming community space for residents and visitors.

With regard to urban planning, the revision of the zoning plan and municipal regulations focuses on three strategic areas: the resort centre, Les Ruinettes and Curala. Discussions cover tourist accommodation, public spaces, community facilities, mobility and integration into the landscape. A public consultation generated more than 130 comments, which are currently being reviewed.

Lastly, the urban development projects aim to increase the resort's attractiveness, develop infrastructure, strengthen the tourism offering and enhance public spaces, while drawing on public input, particularly from the "Village 2040" initiative. The objective is to ensure the harmonious and sustainable development of the resort and its surrounding areas.



Like most tourist municipalities in Valais, the Municipality of Val de Bagnes opposes the introduction of a tax on secondary residences. Two models are being examined - a cantonal tax or an optional municipal tax - but no decision is expected in the near future.

In addition, the e-Construction digital platform has been introduced to simplify construction-related procedures. The Municipality supports users in navigating the platform and is strengthening its communications through digital tools and a project-monitoring portal.

Finally, a study commissioned from HES-SO is analysing future healthcare needs for residents, secondary residents and visitors. The results, expected in September, will help guide the planning of medical infrastructure and services to ensure an appropriate long-term offering.

3. Téléverbier SA - Laurent Vaucher, CEO

The 2025/2026 winter season produced excellent results, thanks to favourable snow conditions that enabled the ski area to open early. Visitor numbers were high from the beginning of the season, season-pass sales increased, and major events such as the Patrouille des Glaciers and Verbier Xtreme proved successful. Some challenges remain, however, particularly regarding crowd management and the distribution of school holidays.

Significant investments are being made in ski-lift infrastructure. The new Lac des Vaux chairlift has substantially increased capacity in the area, while the Planards-Savoleyres connection is progressing and is scheduled for completion in time for this winter.

Further upgrades are planned, including the replacement of the Tournelle chairlift in 2028 and a study into a new gondola lift to replace the Jumbo. Tourist property development projects are also under discussion.

Lastly, Téléverbier is strengthening its commitment to sustainable development by increasing the number of direct trains from Geneva in order to encourage the use of public transport.

Digitalisation of the ski area is also continuing, with paper maps gradually being replaced by GPS applications and other digital tools.

4. Verbier Tourism - Simon Wiget, Director

Verbier Tourism is financed primarily through tourist taxes, which account for 54% of its revenue. These generated more than CHF 4 million in 2024/2025, a large proportion of which came from secondary residences. The amounts invested in tourism services exceed the statutory requirements. Other sources of funding include the tourism promotion tax, accounting for 22%, and municipal grants and other revenue, accounting for 24%.



The main areas of expenditure are the VIP Pass, support for events, contributions to tourism and leisure infrastructure, and investments in signage, decorations and local tourism development.

To increase the destination's year-round appeal, Verbier Tourism offers an extensive programme that includes the Verbier Festival, the Verbier Bike Festival, the Grand Raid, the Spartan Race, alpine brunches and numerous family activities for children.

The Verbier Tourism offices are also undergoing major renovation work. Temporarily located at Chalet Mascotte, the organisation will return in December to modernised premises offering greater comfort to visitors and staff. It is also placing particular emphasis on transparency regarding the use of the taxes collected and on strengthening local identity, notably through the Suzette mascot.

5. Verbier Cultural Centre Foundation - Hervé Boissière, Board Member

The Verbier Cultural Centre project has reached an advanced stage of development. Its concept is based on four main pillars: music and performance, visual and immersive arts, education and youth, and conferences and conventions. The objective is to create a multipurpose venue capable of hosting concerts, exhibitions and educational activities, as well as conferences and professional events.

The building's design prioritises a high degree of integration into the landscape, with most of the structure located underground, the use of local materials such as wood and stone, and green spaces open to the community. A flexible auditorium seating 700 to 800 people will form the heart of the project.

Cultural programming will run throughout the year to strengthen Verbier's appeal as a four-season destination. Particular attention will be paid to young people through workshops, educational projects and partnerships with schools in the region.

The project will be financed entirely through private funding, with no contribution from local taxpayers, either for construction or for the first fifteen years of operation. Led by a foundation bringing together the Municipality and the Verbier Festival, it has already secured the support of several donors.

Fundraising efforts are continuing to ensure its long-term viability, while a detailed business plan will be presented at a later date.

6. Presentation of the Energithèque - Diana Milani

The Municipality of Val de Bagnes is pursuing its energy strategy for 2050, with the objective of significantly reducing CO₂ emissions from buildings. Its priorities are to accelerate energy-



efficiency renovations, replace fossil-fuel and electric heating systems, improve insulation and reduce energy consumption. Despite the progress made, a significant proportion of the building stock is still heated using oil or electricity.

To encourage renovations, the Municipality offers attractive financial assistance in addition to cantonal subsidies. Homeowners are advised to submit their applications before work begins in order to qualify for this support.

To simplify the process, the Municipality created a free support service through the Energithèque in 2023. Advisers visit homeowners to carry out a simplified assessment, propose renovation scenarios, estimate costs and identify available subsidies. More than 150 homeowners have already benefited from this personalised support.

Lastly, the Municipality provides practical resources, including a brochure and a webinar entitled "12 Golden Tips for Renovation", to inform residents and encourage the region's energy transition.

7. Any Other Business - Questions and Answers

- **Cultural Centre**

Several questions were raised regarding the cultural centre.

- Construction of an adjoining hotel: Concerns were expressed about potential competition with existing hotels. The speakers explained that the hotel would be a separate entity developed by private investors and would meet an identified need for additional tourist accommodation in Verbier. For reference, there are 1,700 hotel beds compared with 40,000 tourist beds in the region.
- Parking and mobility: Mobility studies have shown that the project will more than adequately meet parking requirements for both regular activities and events. The car park beneath Place de l'Hermitage will make it possible to manage traffic flows without adding major new infrastructure.
- Complementarity with existing infrastructure: It was clarified that the cultural centre would not compete with local cultural organisations, but would work in synergy with them while enriching the existing leisure offering and preserving spaces for local activities.
- A children's area will also be created, and the whole of Place de l'Hermitage will become a green public space.
- Business plan: A business plan has been prepared and reviewed by specialists who assessed and quantified the needs, including the costs for the first years of operation.



- **Châble-Médran**

It is difficult to load electric bicycles into the gondola cabins, and assistance is not always available. It is not possible to provide assistance at all times, as this is currently planned only during events. However, this issue will no longer arise with the new gondola cabins.

- **Employee Housing**

It is becoming increasingly difficult to find accommodation for employees. The Municipality explained that this is a matter of private law and that residents are encouraged to make their properties available at reasonable prices rather than reserving them for visitors with greater purchasing power.

The Municipality also recalled that the Curala project in Le Châble includes a hotel and residential accommodation.

- **Cinema**

The Bujard family remains committed to operating the cinema and is open to discussing ideas for expanding its offering.

- **Former Savoleyres Departure Station**

A call for investors has been issued. The plan is to build a hotel.

- **Disruption Caused by Construction Work in Central Verbier**

The Municipality noted that directives governing working hours are in place. However, certain exemptions have been granted to allow the work to move forward without having to postpone it until 2027.

One member stated that construction work in the centre of the resort during the Festival did not create a positive image.

There being no further business, the Extraordinary General Meeting was closed at 3:45 p.m.

Verbier, July 2026