

To secondary homeowners in Anniviers,

February 26, 2021

2021 Anniviers Liberté Pass

English version available on www.anniviers.org

Deutsche version verfügbar auf www.anniviers.org

Dear homeowners,

The Anniviers Liberté Pass, created in 2012 to boost the Val d'Anniviers' summer appeal among tourists and homeowners alike, is set to evolve in 2021.

Until now, the Liberté Pass has granted holders access to over 20 activities and services free of charge. Its funding, however, has proven a great burden for Anniviers Tourisme SA, as well as for Anniviers Ski Lifts who have offered substantial discounts considering the number of rides the Pass made available.

Since the creation of the Liberté Pass, Anniviers Ski Lifts' infrastructures have been upgraded and their services vastly improved. The summer day rate roughly doubled whereas Anniviers Tourisme SA was unable to increase its financial contribution. Moreover, the Magic Pass introduced in 2017 and whose validity now also extends to the summer season, changed the game in so far as "tourist guest cards" are concerned. The coexistence of two different passes yields its share of problems for Anniviers Ski Lifts, namely because the Anniviers Liberté Pass considerably reduces the income of the two organizations involved in the Magic Pass.

Therefore, Anniviers Ski Lifts can no longer afford to honour our initial agreement regarding the Anniviers Liberté Pass. Several discussions took place last autumn to try to reach a satisfactory solution for all parties concerned. Finally, the Board of Directors of Anniviers Tourisme SA and Anniviers Ski Lifts agreed to maintain a 50% discount on all ski lift rides for Liberté Pass holders. This solution offers an attractive alternative to the Magic Pass that increases Anniviers Ski Lifts' revenues while reducing Anniviers Tourisme SA's expenses.

The resulting savings will be used to further develop tourist products aligned with guests' needs (for instance Zinal's Foxtrail or Grimentz' Anniviers Indoor Park) as well as introduce services and/or products benefiting secondary homeowners. We must also mention that the current financial situation, given the health crisis, prevents the Anniviers Tourisme SA from investing in any notable way this year. We are hoping this predicament will end soon, and that we will be able to offer you some interesting new activities as early as 2022.

Meanwhile, we wish you an enjoyable stay in the Val d'Anniviers this summer.

Yours Truly,

Anniviers Tourisme SA

Dominique Fumeaux – President

Michael Moret – Director

Remontées mécaniques Grimentz-Zinal SA

Simon Crettaz – President

Pascal Bourquin – Director

Funiluc SA

Olivier Salamin – President

Armon Cantieni – Director