

# VERCORIN : MASTERPLAN FOR THE RESORT

## Preamble

Tourism is an important field of activity for the Municipality of Chalais, which must provide a living for its inhabitants and revitalize the tourist resort of Vercorin. Despite the significant investments made, over the past few years, especially in the ski lifts, financial means and an efficient organisation are still lacking to ensure that the touristic economic activity can unfold to its full potential.

The new law on tourism, which came into force in 2015, now makes it possible to organise tourism under a modern and efficient governance, but also to provide it with financial means to enable the development of certain activities thanks to the introduction of a flat-rate tourist tax.

In line with the introduction of this law and in line with the tourism policy document "Vercorin, Touristic Village", the authorities of the Commune of Chalais have drawn up a masterplan which specifies:

1. The strategy of the destination
2. The action plan to be implemented, with 2 main components:
  - a. reform of governance
  - b. a concerted and prioritized development of the infrastructure

## Strategy

To boost Vercorin as a tourist destination, it is imperative to rely on a clear and easily understandable strategy, in line with the expectations of service providers and customers. To translate this into an actionable strategy, we have drawn on the results of consumer surveys conducted among visitors to the resort. From this work, we put forward the following key traits of visitors who come to Vercorin:

1. they are loyal and come regularly
2. they learn mainly about the destination through their friends
3. they share the main values that the village wants to promote

In this context, the Municipality has set 2 quantifiable objectives for the development of its touristic sector, to be reached by the end of 2025 (based on 2018 data as a starting point), meaning :

1. Increase by 30% the number of commercial nights booked in the resort
2. Increase by 20% the number of people using the ski lifts

However, the Municipality would like these development objectives to be achieved while preserving the well-being of the village's inhabitants, as well as that of its guests. To this end, the Municipality intends to cap its carbon footprint over this same period of 2018 to 2025.

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To achieve its goals, Vercorin will have to continue to rely on its historical values, namely:

1. Its authenticity
2. Its pristine nature
3. Its offerings in terms of leisure, sport and culture
4. Its safe and tranquil environment

As a result, the Municipality will focus its promotional efforts on the following customer segments:

1. Families with young children
2. Urbanites over 50 years of age
3. The owners of the Magic Pass (annual pass for cable cars and ski-lifts)

For these customers, the Municipality will need to develop the required infrastructure and appropriate leisure/cultural activities. Having said that, the Municipality will need to develop Vercorin's proper resort "identity".

## Action Plan

It will be oriented around 2 main axes:

1. The organisation of the resort's touristic appeal
2. The development of new infrastructures and new "userexperiences"

## Organisation

As a way of calling on the village's providers of touristic services to taking the lead in managing Vercorin's activities linked to tourism, the Municipality will henceforth delegate this activity to a Company with Limited Liability whose equity will be owned by these same providers of touristic services. This Company with Limited Liability will take over these tasks from the current Touristic Development Society. However, beyond the change in the Entity's legal status, the more important change concerns the Limited Company's functional aspect given that this Entity will insure the implementation and the monitoring of the touristic strategy as defined above, as well as insuring that its stated goals are targeted and reached. The Limited Company's activity will be financed via the tourist tax, via Municipal contributions and via the net proceeds of any services the Limited Company may sell in its own capacity. The Limited Company will be purveyed with human and financial means in order to ensure the following:

1. Promotion of the resort
2. The creation of packaged touristic products
3. Facilitated access to accommodation for guests

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4. Welcoming and accompanying guests in the discovery of the resort's offerings
5. The animation of the resort

The Limited Company will also have to ensure that the village's various providers of touristic services coordinate their efforts, so as to deliver such services in an efficient and coordinated manner.

## Infrastructures

In order to continuously improve the quality of life and attractiveness of Vercorin, the Municipality has also defined within the framework of this Master Plan, development and investment axes for:

1. Mobility in terms of access to Vercorin (new cable car), internal mobility within the resort (shuttles) or the connection with the Val d'Anniviers (shuttle Vercorin – Vissoie).
2. Infrastructure related to limiting the resort's carbon footprint
3. Leisure-oriented infrastructures in the village and on the resort's territory (Creux du Lavioz area, development of mountain bike trails and improvement of hiking trails).
4. Leisure-oriented infrastructure for the ski slopes (new chairlift, development of the Chardons area, including means to get back to the Crêt du Midi for instance).

Thought will have to be given in order to develop these infrastructures so as to contribute, as much as possible, to the development of both winter but also summer tourism. Importantly, any new infrastructure will need to bring some value-added to the resort's visitors.

## Financing

This ambitious action plan, which should make it possible to improve the attractiveness of the resort and contribute to maintaining the value of the local real estate will be financed via the following means:

1. The ordinary budget of the Commune consisting of taxes paid by its citizens
2. Cantonal and Federal support for some of these infrastructures
3. Tourist taxes and tourist promotion taxes, subject to the legal constraints of their attribution
4. The infrastructure owners' own resources, subject to the availability of such resources

The use of these resources will obviously depend on the constraints under which monies can be allocated, subject to the common goals that have been set.