



NEW TOURIST TAX REGULATION

The tourist tax is an essential lever for financing an element of our municipality's infrastructure and tourist services. It is collected from guests and from owners of secondary residencies, and contributes to ensuring that the destination is a dynamic and appealing one.

Changes to the tourist tax – investing in the future of our destination

We want to guarantee that the welcome we give to tourists is the kind of welcome they're expecting, and we also want the region to continue being an attractive place to visit. To that end, the municipal council is proposing that minor but necessary changes be made to the tourist tax. The amount will rise by an additional CHF1.50 per overnight stay in touristic zone 1. **The tourist tax will therefore rise to CHF 5.00 as of 01 November 2025.**

Other changes will also be introduced, among them the inclusion of the entire village of Basse-Nendaz into the touristic zone 1 area, the addition of accommodation categories relating to camping-car parking areas, and the 50% reduction for the touristic zone 2 will be cut to 40%.

The adjustment is needed because of changing needs and costs

All of the money collected in respect of the tourist tax is invested back into tourist services. In line with the Tourism Act ('Loi sur le Tourisme') the tourist tax must finance **"the operation of an information and reservation service, local events, and the development and operation of touristic, cultural and sports infrastructure."**

More specifically, the money will finance the following services at Nendaz:

- Information (brochures, website and booth) and events handled by Nendaz Tourism;
- An element of the operation of tourist, sport and cultural infrastructure such as the ice rink, the swimming pool, the moving carpet ski lift at Les Ecluses, and also some of the maintenance of marked pathways for a range of users including hikers, cross-country skiers and snowshoe hikers;
- The development of services for guests and owners of secondary residences – free shuttle services in winter, the funicular service at Les Ecluses, the extended opening hours of the ski lifts in summer, discounts on the annual 4 Valleys subscription for owners of secondary residences, and so on.

The tourist tax is a vital instrument for financing services for guests including the maintenance and development of touristic infrastructure, events, and information services. Over 4.8 million francs on average are spent every year on touristic infrastructure and operation. The current tourist tax covers 3 million francs of that cost, the balance being covered by municipal taxes.

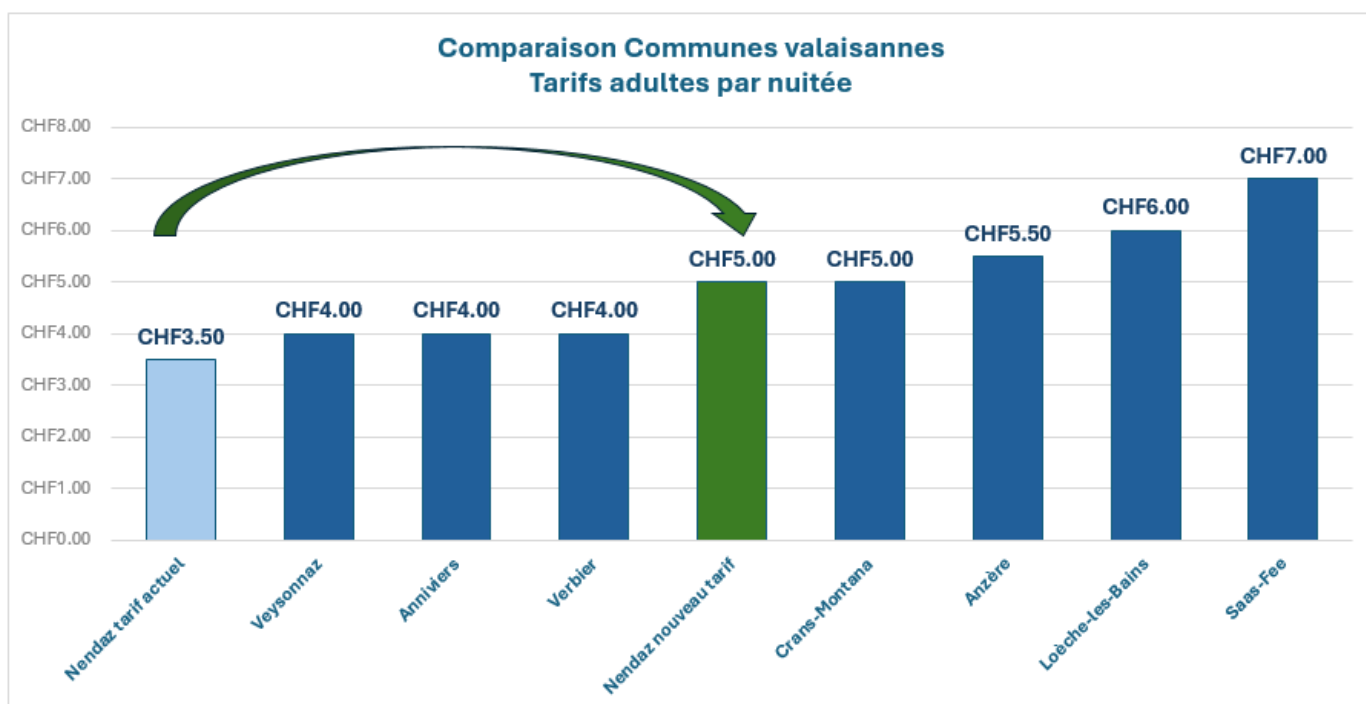
Since the last review of the tourist tax in 2018, costs related to the provision of such services have increased dramatically – due mainly to inflation and greater expectations around mobility and sustainability among other things. Furthermore, several **large scale tourist plans** are being finalised

in the next few years including mountain biking descent tracks, and changes to the layout of the resort.

It will not be possible to maintain the present level of provision of services and infrastructure with the resources currently earmarked for these purposes, nor would the investment cycle anticipated over the next few years be implemented. The system as it currently stands is such that the present and future spend related to the touristic development of the municipality cannot be covered in its entirety, which is why these modest and necessary changes need to be made to the tourist tax.

A price structure that is aligned with regional standards

Even with this increase, the tourist tax will remain **perfectly aligned with what comparable touristic regions are doing in the Valais and Swiss Romandie areas**. The aim is to maintain a fair balance between visitor contributions and the quality of the services available to them.



Comparison of municipalities at Le Valais
Adult prices per overnight stay

Direct benefit for guests

The money collected for tourist taxes will be **fully reinvested** in tourist service improvement. Furthermore, the new rule specifies that the sum of CHF 1.- per overnight stay taken on an annual basis will be allocated to the financing of touristic, cultural and sports infrastructure and equipment.

Conclusion

The rise of the tourist tax from CHF 3.50 to CHF 5.00 reflects the clear interest in **maintaining high-quality tourism** that is respectful of the area, its inhabitants, and its visitors. It is part and parcel of our policy of being transparent and sustainable while also ensuring concrete returns for our guests and the enhancement of the built environment.