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La rubrique Immobilière
The property review

One often contrasts hotels and para-hospitality when they both offer a similar service in the form of commercial beds. The term para-hospitality includes any rented accommodation, which is not officially a hotel (i.e.: guest chalets, seasonal flats, bed and breakfasts). These commercial beds are made available to tourists with the intention of generating an income for the owner. The profitability of these beds is rarely mentioned to the potential guest as it is practically inexistent and is not a goal in itself. For any given region, the global profit of the rental of available beds remains marginal. In Verbier one could estimate it at around 6% (47 mios) of the total profit made by the resort.

Zermatt ski resort and Verbier are often compared in the Valais. The cantonal tax office of Valais (The FISC), acting as the best measure of the cantonal economy, would obviously prefer the subject of commercial beds to be bought into the open. Preferably, a tax form would be sent to the contributors of the Commune of Bagnes, which currently pays 4'389. - per annum in contrast with the contributors from Zermatt, which only pays 2'466. -

There is not enough space to explain how the contributors of Bagnes are significantly richer than those of Zermatt (or Crans Montana or Saas Fee). However this merits being studied. At a time when a discussion has begun concerning the revision of the laws governing tourism and it's financial grounding, it is essential to ask the right questions and to consequentially study the diverse components of the success of different regions. The local energy and input affects every resort, giving each on individual characteristics. The 'Verbier Model' cannot be duplicated but measures, which have been taken here, can be replicated in other regions. The creation of a tourism observation unit would be positive. It would allow for deeper understanding of the local tourism, an improved appreciation of the market and enhanced means of anticipation. Verbier must of course remain a leader.

