

# MEMBER'S GUIDE

*Ranked furnished  
Holiday rental*



20  
**25** > 20  
**26**





# WHO ARE WE?

**Vallée d'Aulps Tourisme, category II of the Office de Tourisme de France classification (based on a I-II rating, according to the facilities and services provided to tourists and tourists professionals).**

**Regroups 9 villages of the Vallée d'Aulps:**

*La Forclaz, La Vernaz, La Baume, Le Biot, Seytroux, Saint-Jean d'Aulps, Essert Romand, La Côte d'Arbroz, Montriond.*

The organisation is set up as an EPIC structures (Public and Commercial Industrial Entity) since January 2006 and is run as part of the Communauté de Communes du Haut-Chablais (CCHC) since the 1st of January 2017, following the law NOTRe concerning the French territorial reform.

**Run by a managing committee of 21 members:**

- 11 elected officials including M. Jean François MUFFAT (Chairman) and Ms Sophie COTTET (Vice-chairman)
- 10 tourist professional representatives of the Vallée d'Aulps and members of the Tourist Office

## WHAT DOES VALLÉE D'AULPS TOURISME DO ?

**Promotion:** Develop the reputation and image of the Vallée d'Aulps region

**Reception:** Provide holiday advice at the reception offices in Saint Jean d'Aulps and Montriond

**Activities:** Develop a programme of activities and events for all the ski areas and villages in the area.

**Coordination** of local tourism development partners: Structuring the tourism offer around a destination project.



## 2024

### Key numbers



**194** Partners



**276 711** visitors

on our website  
[www.valleedaulps.com](http://www.valleedaulps.com)



**7 000**

Winter and summer brochures distributed  
(French and English)



**9 600**

fans Facebook



**2 800**

on Instagram

## A TEAM

*at your service*

**Your contact for accommodation,  
partnership and tourist tax**

**Séverine MUDRY**

☎ +33 (0)4 50 72 15 15

✉ severine@valleedaulps.com

✉ taxedesejour@valleedaulps.com

**Director**

**Camille THIRIET**

☎ +33 (0)4 50 72 91 84

✉ directeur@valleedaulps.com

**Communication and Marketing Manager**

**Mélanie GILSON**

☎ +33 (0)6 85 17 82 36

✉ melanie@valleedaulps.com

**E-tourism Projects Manager**

**Victor DEMILLY**

☎ +33 (0)4 50 72 16 16

✉ victor@valleedaulps.com

**Social Media Manager**

**Lucie TANGUY**

☎ +33 (0)6 86 23 99 85

✉ lucie@valleedaulps.com

**Reception Manager**

**Sophie PATURAL**

☎ +33 (0)4 50 79 65 09

✉ sophie@valleedaulps.com

**Events Manager**

**Marine ROGER**

☎ +33 (0)6 66 33 70 47

✉ marine@valleedaulps.com

**General Inquiry**

✉ info@valleedaulps.com

Team reinforced by seasonal employees in winter and summer.

## WHERE TO FIND US?



### Administrative office

Management, communication, webmaster, tourist tax, partnerships, accommodation

1748, route des Grandes Alpes  
(2<sup>nd</sup> floor of the Town Hall)  
74430 SAINT-JEAN D'AULPS

### Saint Jean d'Aulps reception office

Tourist reception

1959, route des Grandes Alpes  
74430 SAINT-JEAN D'AULPS

### Montriond reception office

Tourist reception and event office

36, route de Morzine  
74110 MONTRIOND



## OUR TOOLS



### Publishing

Summer and winter brochures, events programme, posters, various publications



### Website

[www.valleedaulps.com](http://www.valleedaulps.com)



### Interactive map

Résa Local



### Outdoor signage

Tents, kakemonos, banners



### Networks

Facebook, Instagram, TikTok, LinkedIn



### Screen network

(picnic room of the Lindarets)





# TOURIST TAX

**Tourist tax is a tax payable by holidaymakers staying in the valley. It is collected by accommodation providers and/or rental platforms, then paid to the Tourist Office.**

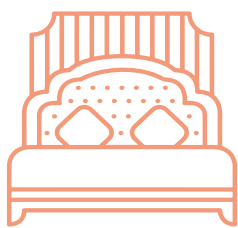
Prices from 1<sup>st</sup> of January 2024

## CLASSIFIED ACCOMMODATION:

For star-rated accommodation (furnished tourist accommodation, hotels, tourist residences, campsites, unusual accommodation, holiday villages), palaces, guest rooms, camper van parks, tourist car parks per 2-hour period: rates are set in Euros, per night and per person over 18, depending on the type and category of accommodation.

HOTELS, TOURIST RESIDENCE,  
FURNISHED TOURIST ACCOMMODATION

<b>Palaces</b> →	4,20 €
★★★★★	3 €
★★★★☆	2 €
★★★☆☆	1,50 €
★★☆☆☆	0,90 €
★☆☆☆☆	0,80 €



## UNCLASSIFIED ACCOMMODATIONS:

For unclassified accommodation or accommodation awaiting classification (furnished tourist accommodation, hotels, tourist residences, holiday villages) excluding outdoor accommodation: the variable rate (\*) corresponds to 5% of the cost of the rental per person per night (\*\*), capped at €4.20.



**Calculation of the amount to be received:**

$$\begin{aligned} &\text{Number of people} \\ &\quad \times \\ &\quad \text{number of nights} \\ &\quad \times \\ &\quad \text{variable rate (*) of tourist tax} \end{aligned}$$

(\*) Variable rate = price per occupant per night (\*\*) x 5% capped at €4.20

(\*\*) Price per occupant per night = price of the accommodation for the stay ÷ number of nights of the stay ÷ number of occupants

**Exemption:** for people under 18 and seasonal workers with an employment contract in the valley.



# THE MULTI PASS

*What is the Portes du Soleil Multi Pass?*

**The Multi Pass is a card that allows its holder unlimited access to more than 70 activities across the Portes du Soleil territory during the summer season: pedestrian lifts, pools and lake facilities, tennis, cultural sites, ice rinks, tourist trains, public transport (Balad'Aups Bus, Colombus and TPC From Troistorrents). A holiday solution full of activities without emptying the wallet!**



## HOW TO HELP YOUR CUSTOMERS BENEFIT FROM THE MULTI PASS HOST?

- Pay for your partnership with Vallée d'Aulps Tourisme (see next page)
- Pay your Multi Pass membership fees to the Portes du Soleil Association (see rates below)
- Collect and pay the tourist tax

**Period of validity of the Multi Pass: from 29<sup>th</sup> May to 2<sup>nd</sup> November 2025**

*Bed = total approved sleeping capacity of your accommodation.  
As an indication: a double bed, a sofa bed, represent 2 beds.*



### MULTI PASS HOST

**For holiday makers staying with an affiliated Multi Pass Host** (minimum 2 days stay)  
= 3€/day of full stay or already included in the rental fees, depending on the host affiliation status.

### MULTI PASS DAY

**For holidaymakers staying for the day** or with a «non-Multi Pass» accommodation provider or for local people  
= 15€ the day

### MULTI PASS SEASON

**Accessible to all, for the whole summer season** valid for the period of validity of the Multi Pass (nominative card)  
= 110€/adult or 80€/child-young person (aged 5 to 25 yrs)

## MULTI PASS 2025 MEMBERSHIP RATES: 2 OPTIONS AVAILABLE

Membership fee calculated according to the accommodation capacity of the property and progressive according to the membership period:

**Holiday Pack** (standard package), for access to the Multi Pass at €3/day of stay:

<b>19 €/bed</b> if paying before 31/05/25	<b>22 €/bed</b> if paying between 01/06/25 and 31/06/25	<b>29 €/bed</b> if paying from 01/07/25
--	--	--

Calculation based on total accommodation capacity

**Season Pack:** for Multi Pass included in the rental price

<b>50 €/bed</b> until 30/06/25	<b>70 €/bed</b> from 01/07/25
-----------------------------------	----------------------------------

Calculated on the basis of the total capacity of the accommodation or at least 60% of this capacity.

## BECOME A PARTNER OF VALLÉE D'AULPS TOURISME

**To become a partner of the Vallée d'Aulps Tourisme and be part of the availability Centre, the furnished accommodation must be classified. Your financial participation in 2025 allows you to be a partner from the moment you subscribe until April 2026.**



## WHY BECOME A PARTNER

*Of Vallée d'Aulps Tourisme?*



### **Make yourself known and increase your visibility**

- Appear on the [www.valleedaulps.com](http://www.valleedaulps.com) website
- Be part of the Furnished Accommodation Availability Centre (private rental system) and appear on the mailing list of classified furnished accommodation lessors
- Appear in the shared regional tourism database APIDAE (providing information on the Savoie Mont Blanc website)
- Be part of the Portes du Soleil Multi Pass as a Multi Pass host



### **Be guided in your projects**

- Benefit from the expertise and advice of our team
- Be guided in the furnished holiday rental classification (payment of part of the grading fee in the 1st year of grading)
- Benefit from Innovation et Développement Tourisme 74 training courses to help you in your rental business



### **Be part of a professional network**

- Representation at the tourist office managing committee via a chosen individual
- Receive the events diary by email
- Receive the updates of the tourist office
- Take part in the promotion of the Vallée d'Aulps via the Vallée d'Aulps Tourisme's summer and winter actions
- The Pass Pro Tourisme Sans Frontières card: free admission and discounts at tourist sites in Haute Savoie and the Lake Geneva region that are Pass Pro partners.



### **OUR ADVICES:**

- **Update quality pictures of your rental accommodation**
- **Update your rental schedule regularly**

### *Your commitments:*

- Be an ambassador for the Vallée d'Aulps as a holiday destination
- Be classified « Meublé de Tourisme » according to the tourism norms
- Be registered at the Town Hall and provide a copy of official documentation when registering
- Collect and pay the tourist tax
- Notify us of any changes, news, new photos, etc...
- Update your booking schedule or send the status of your bookings
- Include a link to [www.valleedaulps.com](http://www.valleedaulps.com) on your website (if you have one)
- Make documentation about the Vallée d'Aulps available to your customers
- If you have a website in another language, have a French version of your website





## PARTNER PRICE

**The furnished accommodation is classified and valid**

**CLASSIC PARTNERSHIP**  
120€ the accommodation  
60€/additional accommodation

- ✓ I complete the attached subscription form, both sides, indicating the amount corresponding to the classified furnished accommodation
- ✓ I send the subscription form + payment for the corresponding partnership to the tourist office, address below

A 30% increase for self-catering accommodation located outside Vallée d'Aulps Tourisme area, provided that they are also members of the tourist office of reference.

**NEW!** Vallée d'Aulps Tourisme can help owners of furnished accommodation to classify their property as "Meublé de Tourisme": To help owners get their accommodation classified as «Meublé de Tourisme», Vallée d'Aulps Tourisme has signed an agreement with Innovation et Développement Tourisme 74 to cover part of the cost of classification (on condition that the furnished accommodation is also a partner of Vallée d'Aulps Tourisme).

### By partnering with Vallée d'Aulps Tourisme, we offer you to:

- Benefit from a discount on the cost of classification as a "Meublé de Tourisme", carried out by Innovation & Développement Tourisme 74: our tourist office will pay 50% of the cost, providing that you become a partner of the office (with no obligation to be part of the availability Centre).
- Benefit from a **35%** reduction on Vallée d'Aulps Tourisme partnership price in the year of classification as a "Meublé de Tourisme".
- Be part of the Vallée d'Aulps Tourisme's availability Centre: «private individual to private individual» rental system (Optional)

**The furnished accommodation is not classified, but I am starting the classification procedure with Innovation & Développement Tourisme:**

**PARTNERSHIP**  
**35% DISCOUNT**  
(only for the 1<sup>st</sup> year of the ranking)

78€ the accommodation  
39€/additional accommodation

- ✓ I start the classification procedure: I send the Classification Request and payment to Innovation & Développement Tourisme
- ✓ I hereby complete the attached subscription form for the partnership with Vallée d'Aulps Tourisme, **both sides**, indicating the amount corresponding to the NON-classified furnished accommodation.
- ✓ I send the subscription form + payment for the corresponding partnership to Vallée d'Aulps Tourisme, address below.



Vallée d'Aulps Tourisme  
Partenariat des meublés  
1748, route des Grandes Alpes  
74430 Saint-Jean d'Aulps



# HOW TO **BECOME** A MEMBER?

FOR ANY REQUEST ABOUT THE PARTNERSHIP



Séverine MUDRY  
+33 (0)4 50 72 15 15  
severine@valleedaulps.com

FOLLOW US ON:

[www.valleedaulps.com](http://www.valleedaulps.com)

Réseaux sociaux



IMPORTANT: the information collected about you is potentially published (press, service providers, etc.) and is processed for the purposes of producing the brochure, our website and availability Centre ([www.valleedaulps.com](http://www.valleedaulps.com)). It is entered and centralised in the database: APIDAE.

This data may be used by various partners (Auvergne Rhône Alpes Tourisme, Savoie Mont Blanc, L'Association des Portes du Soleil, tourist offices).

The data will be kept for 1 year (duration of the partnership). You have a right of access, rectification, portability, deletion or limitation of processing. You may object to the processing of data concerning you and have the right to withdraw your consent at any time by contacting Séverine MUDRY, Accommodation and Partnership Manager.