

MEMBER'S GUIDE

Socio-professionals



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 OTVA 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



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**

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✉ taxedesejour@valleedaulps.com

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Events Manager

Marine ROGER

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✉ 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
(2nd 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



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.

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

Palaces 	4,20 €
★★★★★	3 €
★★★★☆	2 €
★★★☆☆	1,50 €
★★☆☆☆	0,90 €
★☆☆☆☆	0,80 €



CAMPSITES, CARAVAN PARKS AND ANY OTHER OUTDOOR ACCOMMODATION SITES WITH EQUIVALENT CHARACTERISTICS

★★★★★	
★★★★☆	0,60 €
★★★☆☆	
★★☆☆☆	0,20 €
★☆☆☆☆	



HOLIDAY VILLAGES

★★★★★	
★★★★☆	0,90 €
★★★☆☆	
★★☆☆☆	0,80 €
★☆☆☆☆	



SINGLE RATES FOR OTHER ACCOMMODATION FIXED PRICES

Bed & Breakfast	
Collective hostel	0,80 €
Camper van's areas and tourist carparks for a duration for 24 hours.	0,60 €

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.

(*) 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



Calculation of the amount to be received:

Number of people
X
number of nights
X
variable rate (*) of tourist tax

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 become a Multi Pass Host?

Contact the Tourist Office.

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€ per 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)



WHY BECOME A PARTNER

Of Vallée d'Aulps Tourisme?

We offer you the opportunity to subscribe to one or more packs, depending on the number of structures you wish to promote, your communication needs, your choice of media (tourist brochures and/or website) and also by seasonality if your business only operates in one season. By subscribing to one of the 2025/2026 packs, you will be visible on our media from the moment you subscribe until 30 September 2026.

NEW

for non-profit-making associations

By becoming a partner, Vallée d'Aulps Tourisme offers to assist or support you in promoting your event(s) for tourism purposes.

Without partnership:

- display of your event on our notice boards (depending on space available)
- publication in the web diary

With partnership (prices in the table below):

- display of your event on our billboards (priority)
- inclusion in the web diary
- publication in the events programme (if information is provided on time)
- publication in the 'associations' section on the web
- proposal to create a poster for 1 tourist event
- possibility of handling ticket sales at our reception offices

PACKS AND BENEFITS:

<i>Benefits of the partnership</i>	FULL VISIBILITY PACKAGE	WINTER PACKAGE	SUMMER PACKAGE	INTERNET PACKAGE
Feature in the winter tourist office brochure 2025/2026	✓	✓		
Feature in the summer tourist office brochure 2026	✓		✓	
Feature on our website www.valleedaulps.com	✓	✓	✓	✓
Opportunity to join the Portes du Soleil Multi Pass	✓		✓	✓
Feature on APIDAE: the shared online regional tourism database, referenced on key tourism websites (ex.: Savoie Mont Blanc)	✓	✓	✓	✓
Access to the online availability centre for accommodation	✓	✓	✓	✓
Receipt of event programmes	✓	✓	✓	✓
Use of the Tourist Office's royalty-free photos (exclusively for promoting the valley on partner media)	✓	✓	✓	✓

Also included in all our packs:

- **For bars, restaurants and leisure activities:**
 - > Placement of leaflets advertising your activity on our display racks (A5 format maximum)
 - > Submission of a poster to promote a tourist activity, programme or event organised by the establishment (must be dated - A4 format maximum) + publication in the Agenda on the website
- **Prominence on social networks** (excluding furnished accommodation)
- **Possibility of reduced-cost training with Innovation et Développement Tourisme 74 (IDT)**, to help or assist with professionalisation
- **Pass Pro Tourisme Léman sans Frontières card:** free admission and discounts at tourist sites that are Pass Pro partners, from Haute Savoie to the Swiss Lake Geneva region.
- **Training and technical support** for managing your data on APIDAE



Your commitments:

- **Accommodation providers:** to be registered with the Town Hall and the Prefecture, and to provide proof of this registration (a copy must be provided when you sign up).
- **Accommodation providers:** collect tourist tax and pay it to the Vallée d'Aulps Tourist Office.
- **Leisure and well-being activities:** provide proof of a French state diploma or equivalent for the supervision and practice of the proposed activities and a Kbis (a copy of which must be provided when subscribing).
- Act as an ambassador for the Vallée d'Aulps destination to your customers
- Send us your updates, changes and news so that we can provide reliable, high-quality information to visitors
- Include a link to www.valleedaulps.com from your website
- Have a French version of your website if you want to win over French customers
- Respond to any customer complaints that we pass on to you





PARTNER PRICE

Socioprofessional groups	FULL PACK	SEASON PACK WINTER OR SUMMER	INTERNET PACK
Accommodation (hors meublés) (excluding classified furnished holiday rental): Hotel, B&B, chalet with hotel services, campsite, estate agency and holiday centre	127€ +60€ per additional accommodation	107€ +50€ per additional accommodation	92€ +40€ per additional accommodation
Holiday Residence Accommodation	127€ +11€ per apart.	107€ +11€ per apart.	92€ + 11€ per apart.
Shops Local shops	107€	92€	77€
Hypermarket	204€	153€	122€
Service Wellness, hairdresser, taxi, etc.	107€	92€	77€
Restaurant	112€	97€	82€
Restaurant (if it depends on a hotel or other partner structure)	62€	41€	31€
Craftsman Farmer, carpenter, roofer, electrician, bricklayer, etc.	102€	87€	72€
Leisure activities and guide	102€ For the 1 st activity +31€ Per additional activity running on 2 seasons +21€ Per additional activity running on 1 season	87€ For the 1 st activity +21€ Per additional activity	72€ For the 1 st activity +16€ Per additional activity
Places of interest Ski lift company	153€	122€	97€
Ski school	/	Basis 184€ +51€ Per additional activity: snowshoeing, yooner, biathlon, etc.	Basis 153€ +26€ Per additional activity: snowshoeing, yooner, biathlon, etc.
Association (non-profit-making association structures proposing offers or services related to tourism consumption)	Basis 30€		

N.B.: 50% increase for structures or activities located outside the Vallée d'Aulps Tourist Office territory, provided they are also members of their reference tourist office.



HOW TO BECOME A MEMBER?

Complete and return the attached subscription form, together with payment for the corresponding partnership, to the address below:



Vallée d'Aulps Tourisme
Partenariat 2025/2026
1748 Route des Grandes Alpes
F- 74430 Saint Jean d'Aulps

Warning: any subscription sent without payment cannot be considered. If you subscribe to several socio-professional groups (excluding leisure activities), please kindly make a cheque by group.

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). 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.

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Instagram

