

MANAGEMENT COMMITMENTS

"Together towards ever more quality"

2014/2017 summary

The Quality objectives agreed in 2014 underlined the need for the Tourist Office to develop its services in order to improve customer satisfaction with regards to seeking information, making bookings and visitor experience in the Chamonix Valley. These objectives were relative to individual customers, groups and professional partners. They led to the creation of structuring services and the improvement of existing services and products:

- Implementation of a telephone and online booking service (3500 customer files for an annual revenue of €1,700,000).
- Creation of a group service (300 customer files per year for an annual revenue of €380,000).
- Restructuring of information management in association with the Rhône Alpes Tourism database.
- Harmonised web platforms for each site in the valley: activities and accommodation bookings, virtual tours, new webcams, contextualized information (6,240,000 visits in 2017, up 9.5%).
- Modernised smartphone application (35,643 new downloads in 2017)
- Implementation of new online services to make information clearer and more easily accessible to our network of sales partners: photo library, press room, TO area.
- Modernisation of the social media strategy (Facebook: 115,000 fans, up 25% per year, creation of country-specific network accounts).
- Renovation of the Chamonix Tourist Office welcome area (350,000 visitors per year).
- Improved visitor experience in winter with the implementation of an après-ski entertainment policy: creation of a Christmas market, children's entertainment in the different villages, activities to compensate the lack of snow at the beginning of the season, outdoor performances every two days during holiday periods...
- Confirmation of a financing agreement with the European Community for the development of an intelligent digital territory: customer research study, new booking platform, digital reception, collective customer relationship management system (budget: €1,020,000).
- Implementation of an information system for professional partners: member's guide, web newsletter, thematic meetings.

Simultaneously, customer feedback generated through this quality initiative has led to the improvement of municipal services and facilities:

- Signage, urban equipment
- Public Wi-Fi
- New Public Service Delegation for Urban Transport
- ...

Finally, in order to improve the cost-efficiency of public funding invested in the Tourist Office by local authorities and to enable the "Community of Communes" to conform to its cost saving programme, the Tourist Office committed to developing its self-financing capacity:

- Opening of the Boutique (€162,000 annual revenue in 2017 with a €92,000 profit margin).
- Creation of booking services (profit margin + commissions: €104,000 in 2017)
- Increase in membership and premium contracts: +30% with an annual revenue of €278,000, 582 members in 2017 compared to 334 in 2014.
- Systematic negotiation for free goods and services for tour operator fam trips and media invitations: €40,000 savings.
- Public contract negotiations for all published documents and inclusion of advertising in certain publications: 170,000€ savings
- ...

2018/2020 objectives

I. Improvement on a daily basis of the transversal management of the quality initiative within the Tourist Office:

- Monthly analysis of indicators during management committee meetings
- Reporting and validation of corrective actions during management committee meetings
- Monitoring of the Tourist Office services' e-reputation
- Achieving the target of 500 satisfaction questionnaires per year
- Thematic seminar

II. Improvement of the general understanding of the valley's tourism activity and better communication with the Tourist Office's institutional and professional collaborators:

- Economic performances of the Valley's main accommodation providers
- Occupancy data and day visitor numbers
- General economic data (employment, GDP per capita, annual revenue, etc.)
- Impact of events

SERVOZ-LES HOUCHES-CHAMONIX-MONT-BLANC-ARGENTIERE VALLORCINE

Management commitments	02	01-2018
------------------------	----	---------

III. *Improvement of the local professional partners' knowledge of the Valley's activity and enhanced involvement in the Valley's main events. Better understanding of country specificities to offer a tailored welcome to foreign customers:*

- Pre-season meetings
- Event presentation meetings
- Introduction of a "university" of tourism
- Creation of a Chamonix valley newsletter
- Developing links with municipal communication (social media, magazines, websites, etc.)

IV. *Through these actions, the Tourist Office has significantly increased membership of professional partners. The aim being to give a better overall picture of its operations and initiatives, to develop collective actions and to improve Tourist Office staff's knowledge of the Valley's facilities and services:*

- Objective of 3 days per year dedicated to on-site visits
- Mobilization of partner involvement in shows and trade fairs.
- Improvement in feedback to partners following media trips
- Creation of thematic committees
- Modernization of tools to automate commercial partnerships

V. *The Tourist Office must integrate sustainable development constraints into all its actions and encourage a dynamic of responsible tourism:*

- Recycled products sold in the Boutique
- Carpooling
- Highlighting public transport information
- Limiting the carbon footprint of tourism activities and events

Chamonix-Mont-Blanc, January 1, 2018

Stéphane BOIZARD

President



Nicolas DUROCHAT

General Manager



SERVOZ-LES HOUCHES-CHAMONIX-MONT-BLANC-ARGENTIERE VALLORCINE

Management commitments

02

01-2018