

My Massanutten

A Publication Exclusively For Massanutten Resort® Owners

EDITION: FALL - WINTER 2023-24





LETTER FROM **THE EDITOR**

Staying on target.

This year has shown us the importance and challenges of connecting with family, friends, and loved ones. One important way to do that is to **travel; gather with friends, meet new people, and spend time with family.** Our busy lives, work schedules, and everyday stress can derail our plan to make each moment count. Knowing how to **make your ownership work for you** and getting those travel plans realized can go a long way towards bringing us together and discharging things that tear us apart.

Going through the planning process and **staying on target** with your ownership at Massanutten gives you the **opportunity for travel.** This season, the My Massanutten Owners Newsletter will share updates at Massanutten, the latest news you can use about your ownership, and **how to get the most out of it.** Learn about partnerships that benefit you. Get the **resources you need to plan your vacation,** travel with RCI, and connect with other Massanutten Owners. **Be inspired,** use all the planning resources we offer, and **go on some incredible journeys.**

Remember, whatever the season
it's always a beautiful day at Massanutten!

Zenaida Hall
Contributing Editor



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“Travel and change of place impart vigor to the mind.”

- Seneca

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540.289.4904 (option 1)

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Weeks | 844.874.5792
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Condo Rentals
rentals@massresort.com

Group Planning
grouplodging@massresort.com
540.289.4032

Top Five Reasons to Own at Massanutten!

Make it personal and **discover your well-traveled life** at Massanutten and beyond!



Calling outdoor fanatics and mountain lovers!

Get moving and breath in the mountain air, meditate on top of the world, or get some heart pumping excitement going downhill. Don't stop now we just got started!



Making time

for family, friends, and loved ones.



Four seasons of fun - golf, ski, hike, bike & play at the WaterPark!

Play every day on vacation with over 200+ activities and four seasons of year-round fun, and relaxation. Activities designed to delight, entertain, and offer remarkable experiences for your mind, body, and soul.



Passionate about travel?

Expand your world from sister resorts to RCI exchanges, add Massanutten bonus weeks, and RCI on-site service, we are your first step in making travel memories!



Massanutten is a responsible steward of the property and the community!

From the lowest maintenance fees in the industry with some of the highest point/credit values per dollar, Massanutten has a commitment to renovating, refreshing, and providing a sustainable future for our owners and Resort community. For more info, visit



massresort.com/gogreen.

Gold Card Owners benefits year-round!

You are invited to join the club. Travel doesn't just have to be the week you own with a Gold Card you get owner discounts to lodging, dining, ski, and golf, as well as entrance to all the recreation centers.

View Gold Card owner discounts [here](#).





NEWS

YOU CAN USE
Unlock travel!

Get the Most Out Of Your Ownership

Ownership at Massanutten Resort is not just one week of vacation, it's an opportunity to travel and expand your world. Travel choices made easy through our partnership with RCI, **Extra Vacation Bonus Week opportunities**, and using your ownership at Massanutten Resort.

Your Owners Association wants to ensure that owners are successful and happy with their travel choices. Vacationing here at Massanutten, planning travel to another destination, or choosing a last-minute vacation opportunity – your Owners Association has experience assisting our owners and providing the tools to improve the travel planning process. Get the greatest value for your vacation-time from Massanutten and our partners!



Want to know when your week begins?

Just check the online calendars on the billboard section of the Owner's Website on the reservations page [here](#). Also, in the billboard section of the Owner's Website, review those frequently asked questions for quick and accurate answers to most asked questions about ownership [here](#).

Your personalized pre-arrival check-in email



Before your arrival to Massanutten, the Front Desk will send an email with all the information you need to streamline your arrival experience with us. **Save time and save paper!**



Planning To Travel Elsewhere?

Travel partners like **RCI** get owners the greatest value for their exchanges! **RCI-affiliated resorts** are part of a global travel network with 4,200+ affiliated resort properties, 600,000+ hotels, 30+ cruise lines, and 345,000+ local activities find out more [here](#).

Need To Rent Your Condominium?

When owners are able to vacation here, we celebrate, but sometimes you realize that your week will go unused. Explore this great option for owners – **TripForth**. Fill out the form online, find out more about renting your week, and how easy it is [here](#).

Are You A New Owner?

Have questions about how to, when to, and who to call? The new owner vacation advisors, **NOVA** provides owners with the most current information and helpful resources. Get registered on the website, resources for your mortgage, reserve your week, and navigate the many benefits of RCI. Find more information [here](#).

Did you know? You get the Gold Card when you purchase your timeshare from Massanutten – deeded owners and their IRS dependents are golden because their ownership provides many benefits and discounts.



Text Notifications

Would you like to receive text notifications regarding your account?

Reach out to the Owners Association and let us know. We are improving our processes to become more sustainable. **Automated reminders and save the dates!**

For Weeks Owners

One call depositing in RCI® - Owners will now be able to make one call (and complete one transaction) to Massanutten Reservations when requesting their week be deposited with RCI®. Within 2-3 business days of the receiving the request, owners should see their deposited week in their RCI account.



*Did you know? Depositing your vacation week with RCI® enables you to book an exchange vacation using your RCI subscribing membership. Depositing is the first step in exploring the many travel options offered by RCI. Reservations will send you a confirmation email once the process is complete and your deposited week will be visible in your RCI account. ***RCI membership required.***



Owner Key Release Policy

As an owner, you have the option to **allow friends or family to use**

your reservation. In order to allow guests to check-in to your reservation, owners are required to submit a key release form, which is written authorization allowing your guest to check-in. Download the form here and review the key release policy [here](#).

Stay & Play - Occupancy-Based Resort Fee Updates

In 2019, the Massanutten Resort moved to an occupancy-based resort fee. The recreation fee was removed from the yearly maintenance fee assessment. Similar to other resorts and lodging, this is now an expense shared with all of our Resort guests. The great news is that Massanutten owners get a **discounted** Resort occupancy-based resort fee of \$4.75 per bedroom, per night, even if you are visiting us outside your ownership through RCI or rentals, you still get the reduced owner rate.



Just notify the front desk upon check-in that you are an owner at Massanutten. Learn more [here](#).

Limited Dog Friendly Policy

You may be aware that many Massanutten Owners have requested policy changes for travel with their pets. In response, **dog friendly accommodations** are offered in a limited number of condos and in limited areas of the Resort: Eagle Trace, Summit, Woodstone, and Regal Vistas. Find out more [here](#).



Wi-Fi Upgrade

The Massanutten Condo Wi-Fi will be free to all guests and deliver

download speeds of 40mbps and upload speeds of 10mbps.



Your Owner's Website

As owners you can **manage** your account, **make** reservations, get news and updates, and now **purchase** advance tickets and itinerary **planning**. You can pay your fees online, get live chat support, and make reservations all in the same day.

Visit owners.massresort.com and register your account today!

The image shows a registration form with four numbered callouts:

- 1** Click the register tab (pointing to the REGISTER button)
- 2** Enter the last name, owner number & zip code (pointing to the LAST NAME, OWNER NUMBER, and ZIP CODE fields)
- 3** Enter email & create password (pointing to the EMAIL, CREATE PASSWORD, and CONFIRM PASSWORD fields)
- 4** Click submit (pointing to the SUBMIT button)

The form fields include: LOGIN, REGISTER, Registration Information (Enter exactly as shown on invoice. All fields required.), LAST NAME, OWNER NUMBER, EMAIL, ZIP CODE (5-DIGIT US/6-DIGIT CAN), CREATE PASSWORD, CONFIRM PASSWORD, REGISTER WITH GOOGLE, and SUBMIT.

We want your feedback!



MASSANUTTEN

ACCOUNT

OWNER'S TICKET ACCESS

MAINT. FEE PAYMENTS

BILLBOARD



Your owners association is working on website upgrades and we want your feedback. Planned features include paperless communication, digital billing, and autopay.

SCAN THE QR CODE OR CLICK [HERE TO TAKE THE SURVEY.](#)

Fixed vs Float | Weeks vs Points

Fixed vs Float

Timeshare ownership can be an exciting and cost-effective way to travel on a regular basis. Always, be familiar with your ownership requirements and know your deadlines.

The most common type is a **fixed timeshare week**. Some owners want to vacation at the same time every year. Massanutten provides a calendar enumerating the weeks starting with the first calendar week of the year. As an owner with a fixed week, you own your vacation for a specified week; and for those that love consistency in their travels, this is a great fit!

A **floating timeshare week** is going to have more flexibility than a fixed week when it comes to the dates that you can travel. Floating weeks are typically used during a specific season or specific weeks. Depending on the season of your floating week ownership, you may have to plan well in advance to make a reservation for a specific week. **While floating weeks can offer more freedom for when you travel, you also need to keep in mind that high-demand seasons book up quickly and all reservations are based on availability.**

Did you know? For week owners, when annual fees are sent by mail, owners also receive their reservation request forms. Or owners may pay their annual fees and make reservation requests online at owners.massresort.com

Fixed or float week ownerships may be deposited with RCI® if you are a member, so when owners want to travel elsewhere, they can participate in the RCI exchange network. Depositing your week early assures you of the greatest amount of trading power.

Let's Get To The Point!

The RCI Points programs annually give owners a number of Points equal to the level of their ownership. The owner in the RCI Points program can then use these Points to make travel arrangements within RCI. For our Points owners there are options for nominal to no fees that bring you back home. Use your **Home Week** with no exchange fee if you book 12-13 months before the check-in date. Or book your **Home Resort** for a week other than the one you own 11-12 months before your desired check-in date and pay a nominal exchange rate. An RCI Points Subscribing Member may roll-over Points to the next year or may borrow Points from the future year.

The number of Points required to stay at the resort in question will vary based on location, accommodations, amenities, supply, and demand of the resort, season, and reviews.

Your choice of timeshare ownership should depend on you and your plans for usage. An RCI Points Subscribing Membership allows you to book shorter trips or use it for longer stays and locations, regardless of the season. This offers you greatest amount of flexibility. Find out more about RCI membership programs [here](#).



Did you know? For points owners, if you make your home week reservation 12-13 months out, you can still decide to travel elsewhere and cancel your home week reservation for use elsewhere. Just contact RCI® no later than 4 months prior to the start of your reservation week.

Maximize your RCI exchange trading power – The optimal booking window if you are not using your home week is 10 months out from your travel date. Exchange availability is constantly changing and Gold Card Owners get an Extra Vacation every year with their RCI membership!



A view of Massanutten Resort from Shenandoah National Park

Annual Dues & Partial Payments

Each year the Board of Directors sets your association's budget for the coming year. Even though your account is billed once a year, you are welcome to make partial payments leading up to your due date. This is an opportunity to disperse payments over time.

Email us at ownersassoc@massresort.com.

We are in the process of upgrading our property management software, which will have electronic (paperless) billing and automatic payment features. We encourage you to prepare for e-billing now by opting-in on your next invoice or by emailing us at ownersassoc@massresort.com with your request, name, and Association ID (account number) Email us at ownersassoc@massresort.com. Until we have an automatic payment feature available, please feel free to make partial payments online at the owner's website @ owners.massresort.com.

Industry News

USA Today announces Shenandoah National Park & Massanutten Resort ranked third best destination for fall travel! | September 2023 -

"Fall colors light up the mountains around Massanutten Resort. Hop aboard the chairlift for a scenic ride into the canopy, whisk down the slopes on a mountain bike, or sit by the campfire to warm up on those cool fall nights. Fall temperatures are perfect for exploring this 6,000-acre kid-friendly family resort in the Shenandoah Valley." Read the full article [here](#).



Alaska Attorney General Action Against Fraudulent Timeshare Exit Company Serves as Warning to Consumers - July 2022

With the recent lawsuit filed by Alaska Attorney General Treg Taylor against seven corporations and eight individuals who are alleged to have operated a fraudulent timeshare exit company, the American Resort Development Association-Resort Owners' Coalition (ARDA-ROC) today reminded timeshare owners to always talk to their developer first when looking to exit their timeshare. Read the full article [here](#).

An Inside Look at 2023 ARDA – January 2023

With the start of a new year comes fresh perspectives and new ideas for the travel industry. Marked by constant and rapid change, the past few years have seen major shifts in travel patterns and global challenges that the timeshare industry has adapted to meet. Whether it has been challenges with air travel, contactless check-in procedures, or just the need to provide an extra level of customer service to the millions of timeshare owners in the United States, the timeshare industry continued to set itself apart and met those demands – time and time again. Read the full article [here](#).

Do you know how to SPOT A SCAM?

- *Unprompted initial contact*
- *Upfront fees*
- *False promises - If something sounds too good to be true, it probably is.*

Don't be tricked by professional-looking ads, documents, websites, or certain business ratings. These resale and relief companies usually shut down after a few years when they start to feel the pressure of government agencies or mounting lawsuits and simply start a new company. Some of these companies even allege they have a relationship with Massanutten.

Recently calls from owners indicate that they are being told they have weeks banked in their RCI account and for a fee these can be rented. RCI will NEVER contact you to buy, rent, or sell your timeshare ownership, deposited RCI weeks, RCI Points, or any type of "extra/bonus" weeks. Additionally, RCI will never proactively contact you and ask for your RCI.com username or password.

We urge you to not be fooled by any of these companies. Protect yourself and your timeshare ownership! Stay up to date on the latest scam offers in the resale market at owners.massresort.com/billboard and www.arda-roc.org and be on the lookout for suspicious behavior. When in doubt, contact us at ownersassoc@massresort.com.



UPDATES @ THE NUTT

Massanutten Ski Area

We are extremely excited about our second year of major terrain expansion. The Massanutten Ski Area recently opened a new detachable lift - the **Peak Express Lift**. Now travel times to the top are cut in half, riders experience efficiency and comfort.

We will open a new double black diamond trail - **No Hesitation** with new snowmaking and lights in the 2023-24 season. We replaced existing snowmaking pipe on **ParaDice** trail and added automated snow guns. We are planning renovating the second floor of the ski lodge and don't forget the about the beautiful renovations of the **Summit Club Owners Lounge**.

The new trails off the peak will change the way Massanutten skis for years to come. **Mueller's Mile**, a blue square, more difficult trail will provide awesome views with twists and turns for intermediate skiers. **Ridgecrest**, another blue square more difficult trail will connect ParaDice to Mass Transit improving connectivity between the Ridge Triple Lift and Peak Express trails, great for intermediate skiers/riders. **Slot**, a black diamond, most difficult trail will offer an alternative route for advanced skiers/riders off of the Diamond Jim trail and connect with Mueller's Mile. All three new trails will be lit with LED lighting for night skiing and riding.

All these upgrades equal:

- 84 new snow guns installed
- Almost 7,000 feet of new trail
- 21,000' new snowmaking pipe





Click to watch a video of the
NEW MUELLER'S MILE TRAIL!

RFID Gates & Buy Online

- Getting your RFID card is easy! Gold Card holders should purchase through the Owner's Website @ owners.massresort.com
- **Reloading your RFID pass** will be available for this season. Make getting on the snow easier than ever! **Go directly to the lift!** Book now [here](#).

Equipment Rentals

- The rental shop has **expanded** into the Learning Center to improve flow, provide space for new rental equipment, and get you directly to snow access.
- **Limited seasonal equipment rentals** will be available for this season. Click [here](#) for more info.

Ski/Snowboard School

- Our children's program, **Theo's Cub Club** returns! Private and group lessons available. Click [here](#) for more info.



Hall of Fame Dinner | December 2, 2023

Join us for our second induction of community members and staff that contributed to the history and development of the Massanutten Resort. This is a fundraiser for the **Massanutten Ski & Snowboard Teams**. Book your lodging package and dinner tickets online [here](#).



Tickets
NOW
available!

Book your tickets online @ owners.massresort.com



Mountain Coaster coming soon!

The Massanutten Mayhem mountain coaster is coming in spring of 2024.

HeArt & SOUL Winter Fest | January 4 - 8, 2024

Massanutten is excited to host the **first ever HeArt & SOUL Winter Fest weekend** on January 4 - 8, 2024! This weekend event is perfect for experienced **outdoor adventurous** to the person who wants to look fly just to enjoy a cocktail by the fire! **All generations** are invited so grab your parents, grandparents, aunties, uncles, and the kids; there will be something for every age group to enjoy!

Win some dope prizes with fun interactive games played throughout the weekend with **Comedian Micha "Bam-Bam" White!** Plus Live at the Lodge parties the entire weekend will feature Virginia talent.... **DJ Rayvon, The Legacy Band, and The Heavy Hitter DJ, Lonnie B.** Celebrate the diversity of outdoor adventure in one weekend!



Many thanks to **Unlocking RVA, Hmble Hstle Clothing, Richmond Black Restaurant Experience, and Virginia is for Lovers** for planning this diverse fun getaway! **Now get with your crew,** book your lodging package, and come experience the inaugural HeArt & SOUL Winter Fest at Massanutten! Book online & learn more [here.](#)



This year, we opened Splash's Bar and Grill! We offer everything you could want in dining from **raw bar to fresh fish**, farm fresh favorites, delicious handheld burgers and sandwiches. Come join us for weekly events like **trivia** on Thursdays, **karaoke** on Fridays, and **football fanatics** on Saturdays and Sundays, with accompanying food specials and fun. It's a unique experience located at the Massanutten WaterPark.



This state-of-the-art arcade features the latest video's games, classic redemption games, and **hundreds of prizes**. Some of our favorites include: *Highway 66 Bowling*, *E-claw Crane Machines*, *Key Master*, *Balloon Busters*, *Showtime Crane*, *Ticket Time Crane*, *Ticket World*, *Lucky Duck*, *Candy Crane House*, *Wizard of Oz*, *Willy Wonka*, *Minecraft*, *Injustice*, *Fantastic Prize*, & *Minigolf.io*.



COMING NOVEMBER 2023!



NEW - Light Up the Park! at the Outdoor WaterPark

Make memories with your friends and family as you experience the light displays at the **Outdoor WaterPark**. Sip hot cocoa as you walk through the **snowflake tunnel**, play in the interactive **orb field**, or pose for pictures on the **ice throne**. The **dancing tree show** is something you won't want to miss. Visit this new winter activity at Massanutten and enjoy the magic of the season at Light Up the Park!

Gold Card Owners receive a discount on this activity!* **Buy your tickets [here](#).

Activities & Classes @ Massanutten

ARTS & CRAFT CLASSES • DINING EVENTS • FITNESS CLASSES & MORE!



Massanutten offers a vast variety of activities perfect for everyone to enjoy!



The Spa
at Massanutten®

The **Spa at Massanutten®** introduces its **NEW menu** of innovative and wellness focused services. What if we could recharge ourselves and experienced the balance that comes with healthy pampering? Now at Massanutten, you can. Some of the new services include the **Mineral Magnesium Massage**. Magnesium is a crucial mineral for the body. In fact, the body uses magnesium to help with many important body processes from regulating muscle and nerve function, to helping to manage blood sugar. The **Sleep Therapy Massage** incorporates a blend of essential oils formulated to induce deep relaxation, a gentle rocking, and long strokes to induce sleepiness.



After this service, purchase our essential oil blend to induce sleep by placing drops on pillow and/or in the bath for full body impact.

In addition, The Spa offers a full suite of skin care services and products. The **Hydralessance Facial** is an ultra-hydrating, refreshing facial to control the effects of extreme moisture loss. The **Sensitive Skin Facial** is a calming, soothing treatment is for sensitized skin or ruddy complexions. The **Dermaplaning Custom Facial** includes the deep exfoliation of dermaplaning followed by a custom facial tailored to your skin's needs. Your skin will be smooth and glowing, almost flawless!



HydraFacials are your new aesthetic go-to this season! This service works wonders on all skin types, whether you're dealing with acne, starting to get those lines of wisdom on your skin, or even if you simply need a refresh. Everyone can benefit from the HydraFacial methodology which utilizes cleansing, exfoliating, pore extracting, and infusions. Protect and revitalize your skin at any stage of life with deep hydration and an antioxidant formula.

Step back from the **busy stressors of life** and treat yourself at The Spa at Massanutten! Learn more and how to book your service [here](#).





PLANNING YOUR VISIT

The Massanutten Resort App

Massanutten is a 6-thousand-acre resort featuring major attractions, multiple recreation centers and pools, and lots of dining. We want our owners to get lost when they want to and find what they are looking for when they need to.

Resort app users can **book activities, build an itinerary**, and receive in app only discounts. Login using the same username and password you use to book activities online. Find out more [here](#).

Did you know? Users can put in their condominium assignment in the Resort app and it will bring you home all week long.

Plan Your Itinerary

Booking your activities in advance assures that you and your guests can enjoy the mountain events and activities you choose plus save money in some cases! Ready to try something new like an **Escape Room or Virtual Reality** session with your besties or plan a golf outing? Have you taken a **Perfect Break** and tried the **Topgolf Swing Suite** delivering a one-of-a-kind simulation that's fun for golfers and non-golfers alike? Perfect Break offers two massive screens and suites with a selection of family friendly virtual games, everyone will want to play.

Are you **skiing/snowboarding** at Massanutten this winter or **planning snow sports fun** at the **snow tubing** hill or the **ice skating** rink? Plan ahead and get those tickets online.

Are you looking for a splashing good time? Want to purchase your **Massanutten WaterPark** tickets in advance or plan your visit to Diamond Jim's Arcade or celebrate with a party or family event – find out more [here](#).

Did you know? Users can check on hours for amenities, recreation centers, shopping, and dining right from the Resort app.



Massanutten Premier

It's always a beautiful day at Massanutten! Elevate your experience at Massanutten with our **premier service packages**. With extra attention to detail, vacationing with our premier packages means you can spend more time making memories and less time planning. When you book one of our select premier packages, customer service, hospitality, and catered itineraries take your trip to the next level.

Our premier team **takes the stress out of planning** with early check-in services, a dedicated contact to help you through any questions, bellman services for Regal packages, and extra guest perks such as mid-stay towel exchanges and additional access to items you may have forgotten along the way! Find out more [here](#).

Owners Ticket Access

Owners Ticket Access is not limited to 30 days out. To get your advance tickets, especially for the busy ski season, owners can login to the Owner's Website. You are still able to make in-person purchases however tickets may sell out, especially during holidays and weekends. Remember, Owners Ticket Access is not limited to 30 days out, now you can purchase your advance tickets as soon as the dates become available. Get your Booking Guide [here](#).



Owner Gold Card Discounts

Owner Gold Card discounts have moved to your Owner's Website. In order to receive your **Owner Gold Card Discounts online**, you will need to login to your **Owner's Website**. You are still able to make in-person purchases however, you may find fewer items available for purchase compared to purchasing in advance.

Only Gold Card holders are eligible for Gold Card discounts! A valid Gold Card ID will be required for each ticket purchased at time of redemption and is only valid for the ID holder. Owners will need to show their physical Gold Card for in-person purchases. For items purchased at non-Gold Card rate, owners can still get their discount but **MUST** show their physical Gold Card at the ticket window to receive a refund for the price difference. Find all your Gold Card discounts [here](#).





Guard Your Vacation Plans

Did you remember to protect your vacation? For less than you would think, you can **easily protect yourself** and your traveling companions with travel protection that includes: Trip Cancellation, Trip Delay, Emergency Accident and Sickness Medical Expense, Baggage Delay, Rental Car Damage and Theft, and more. Find out more [here](#).



A Few Of Our Favorite Planning Resources

Resort Festivals

www.massresort.com/festivals

Our annual festivals webpage features event descriptions and dates. This is the most up-to-date resource for our live events and festivals.

What's New • www.massresort.com/whatsnew

Updates for every season @ Massanutten.

Calendar of Entertainment & Dining

www.massresort.com/fun

View live entertainment & dining events.

Play • www.massresort.com/play

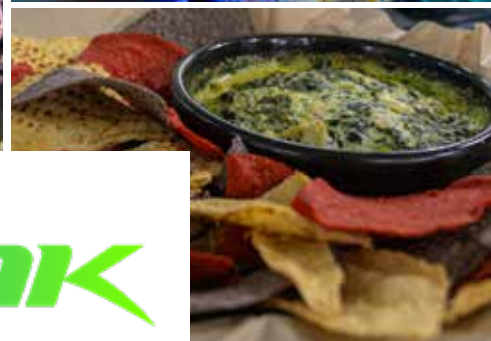
Activities and classes, or make time to learn something new!



March 1 - 3, 2024

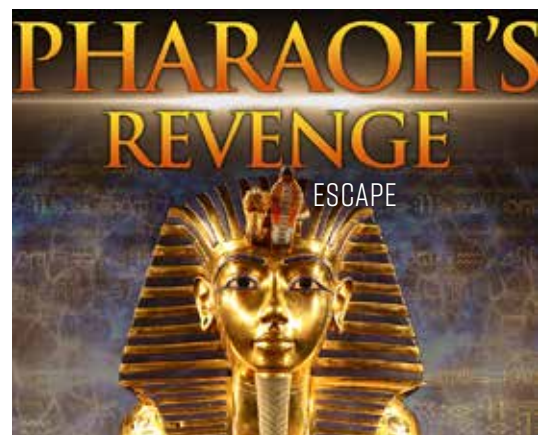
This festival will feature a **donut eating contest**, tap takeovers, Live at the Lodge parties, **4K on the Fairway**, Saturday Brunch, live music, kids' activities, a **torchlight parade**, **fireworks**, and more!

BREAK FREE & ESCAPE



**PERFECT
BREAK**

TOPGOLF SWING SUITES · E-SPORTS COMPUTERS · FOOD & DRINKS



**REAL
ESCAPES**
ESCAPE ROOM & VIRTUAL REALITY ARCADE

3 ESCAPE ROOMS · VIRTUAL REALITY ARCADE



BOOK YOUR NEXT ADVENTURE @ [MASSRESORT.COM/PLAY](https://massresort.com/play)



Hand-crafted pizza, camp stove chili, **chicken dumplings**, steakhouse burgers & **skillets**



Starters, salads, **pasta**, pizza, burgers, sandwiches & **apres drinks**



From the land to the sea - **raw bar**, **fresh fish**, pub fare & **signature drinks**



Wood-smoked chicken, pork & ribs, **traditional southern sides**, **pizza** & **salads**



Shop Massanutten's Retail Stores

& take a piece of Virginia home with you!

Virginia Wines & Local Craft Beers | Featuring



Well Hung Vineyards
Bluestone Vineyards
Barrel Oak Winery
CrossKeys Vineyards
Barbousville Vineyards
Horton Vineyards
Prince Michel Vineyards & Winery
Three Notch'd Brewing Co
Blue Mountain Brewery
Brother Craft Brewing
Starr Hill Brewery
Bold Rock



Virginia Made Products | Featuring

Shawnee Springs Canning Company - Preserves & Fruit Butters
Mother Earth Products - Instant Hummus & Soup Mixes
Bates Family Farm - Goat Lotions & Soaps

Isle Candle Company - Soy Candles

Virginia Diner - Peanuts & Nuts
Stoney Run Greenhouse - Greens

Shenandoah Spice Company

Hughlicious - Hot Sauces
Gentle Bee Apiaries - Honey

Glendor Farms - Beef

Garber's Ice Cream
Tommy's Wicked Salsa



Plus Massanutten logo t-shirts, sweatshirts, glassware & souvenirs!

Find these items & more at our Resort retail locations!

WWW.MASSRESORT.COM/SHOP





RCI

EDUCATION



Travel Boldly

In 2023, Massanutten owners booked over 46,000 vacations through RCI. Owners traveled to over 30 countries. **Where will you go?**

Travel By The Numbers | From March 2023 to August 2023.

Top USA Destinations

- Virginia: 11,723
- Florida: 4,418
- South Carolina: 1,224
- Nevada: 1,073
- Tennessee: 1,696

Top International Destinations

- Mexico: 436
- Dominican Republic: 106
- Canada: 87
- Aruba & the Bahamas: 87
- St. Marten Dutch Caribbean: 36



“You don’t have to be rich to travel well.” - Eugene Fodor

You just have to want to go!



Affinity RewardsSM

It's Free To Join & Easy To Participate!

Our exciting membership incentive program for Vacation Village Resorts and Affiliates[®] owners. As an owner, you can earn Affinity Rewards for **inviting your friends and family** for an exclusive opportunity to receive a fantastic getaway and tour one of our resorts in our most popular destinations. Learn how to get signed up [here](#).

*Can you guess all the international destinations
Massanutten Owners have visited?*



Groups



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OWNER CONNECT

Massanutten Gives Back

Our time, our labor, and our love for community!

Kid's Fishing Day | April 15 - Youth outreach for Rockingham County Recreation.

American Red Cross Blood Drive
May 3 - Supporting blood donations.

Epic Fest 2023 | May 20
Supporting the Town of Elkton clean up.

Massanutten Resort Spring Classic Golf Tournament | May 20 - Donating hams to EAUS.

Massanutten Hoo-HA Bike Race
May 27 - 28 - Supporting the Shenandoah Valley Bicycle Coalition.

Hunger Doesn't Take A Vacation Food Drive
June 1 - 17

Summer Jam Festival | July 3
Proceeds benefitting the Rockingham/Harrisonburg SPCA.

Stuff the Bus | August 4 - 6
Supporting the United Way school supplies drive.

EAUS Stock the ROCK | August 12 & 13 - Supporting the EAUS school supplies drive.

ValleyFest 2023 | August 26
Proceeds benefitting the Rotary Clubs of Harrisonburg & Rockingham County.

Fall Festival | October 14 - Proceeds benefitting McGaheysville Fire & Rescue Squad.

11th Annual Massanutten Resort Turkey Bowl Golf Tournament | November 11 - Donating turkeys to EAUS for thanksgiving dinners.

Hall of Fame Dinner | December 2 - Fundraiser for the Massanutten Ski & Snowboard Teams.



Go Green Around the Resort

- **Electric vehicle charging stations.**
- Water fountains for reusable bottles around the Ski Lodge and Learning Center which help to **eliminate single-use plastic water bottle use!**
- Waste oil heating furnace used to heat the snowmaking maintenance building in winter by recycling used motor oil.
- **Seasonal guest shuttle** service to reduce individual car emissions. Learn more about the shuttle service [here](#).

- Recycling bins located around the Resort.
Fun Fact: Massanutten diverts more than 150,000 pounds of recyclable material from the landfill annually!



Our third, and largest, solar project is nearing completion! While the Woodstone and Laundry Building arrays have been producing energy for almost a year, focus has shifted to the **WaterPark's 2,700 panel array** which is under construction. There has been a delay in getting some parts, however this project should be complete and producing energy by late Fall 2023!

In addition to our projects on the Resort, this summer we have been doing more **direct advocacy and education**. Some of the projects include hosting a field trip for a middle school renewable energy summer camp, joining over 70 businesses in talking with congress about transitioning to a clean economy, and launching a **sustainability video series** called That's So Sus. Check out the video [here](#).

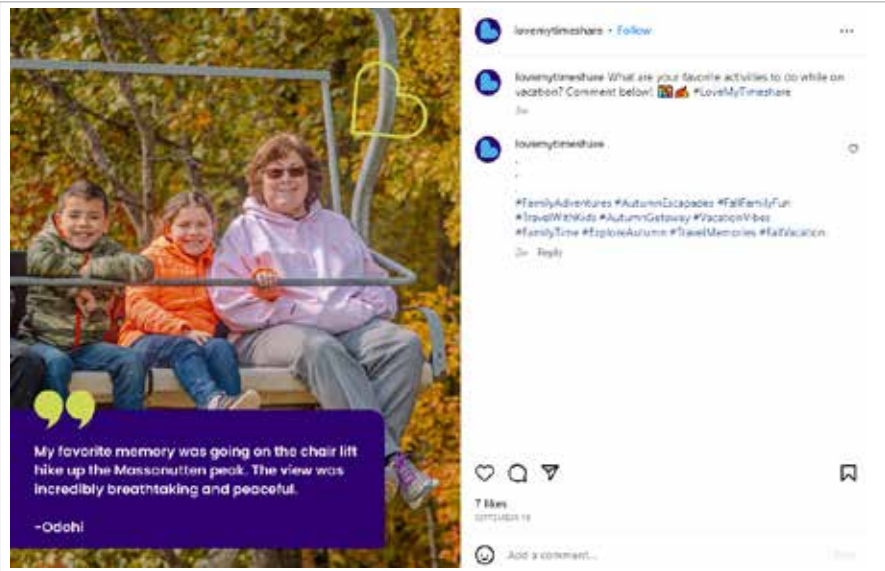
The work we are doing is important and **we cannot do it alone**. Soon we will be sending out a survey because **we want to hear from you** as we develop our environmental commitments. In the meantime, stay up to date on our sustainability initiatives at www.massresort.com/gogreen. **Thank you for your ownership and support.**

Below are updates on **project initiatives** that we are working on:

- With the ski expansion upgrades, we have increased our snowmaking efficacy by installing **HKD low energy snow guns** and **automated fan snowmakers** on the new trails, and are upgrading to **LED lighting** on the slopes.
- The WaterPark's **2,700 panel solar array** is under construction. This project should be complete and producing energy by late Fall 2023!
- Check out the below **dashboards** tracking solar output!
[Woodstone Solar Array](#)
[Laundry Solar Array](#)



Owners Get Social @ THE NUTT®



Far too many memories because my family has been coming to Massanutten for 46 years. My father bought us skis before we were teenagers and all of our children started skiing around age 4. - **Kathleen Z.**





Congratulations to Ophelia R.

our Spring-Summer 2023
giveaway winner!

"Our family celebrated our family vacation in July/August at Massanutten in memory of our husband, father PopPop, and uncle... which was his favorite place. We had family members from Oregon, California, Maryland, and Norfolk. What an awesome time! This memory will last a lifetime."

- Ophelia R.

Do you want to **win a free week too?**

Share Your Memories

Enter to win **A FREE WEEK** at Massanutten Resort when you share your favorite memory & photos.

SUBMIT YOUR MEMORIES HERE.

Or scan the QR code to the right!

The winner will be featured in the Spring-Summer 2024
My Massanutten Biennial Newsletter.



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EMPLOYEE Spotlight



taking care of
OUR GUESTS · OUR PROPERTY
OUR TEAM · OURSELVES

GET TO KNOW OUR
RESERVATIONS TEAM

Massanutten in a word...

Established



Olivia S.
Reservations Specialist
3 months

Memories



Mrs. Kitty.
Reservationsist
15 years

Positive



Leslie D.
Reservations Supervisor
3.5 years

What is your favorite memory?

- It's so hard to choose just one. I love it when I can take an owner who is struggling and resolve the issue while educating them on whatever caused it. It's exciting for me to be able to turn their whole day around. Sometimes they will even bring gifts or treats when they come to the resort. - **Leslie D.**
- One owner asked how my morning was going. I told him it started out bad because I broke one of my favorite coffee cups from my brother in Texas. They said I would have to go back and get another one. Two years later, the owner traveled to Texas and sent me a gift box with a coffee cup, key chain, and dish towel from their Texas travels!

Another owner found out he had cancer and asked me to take care of the reservations for his bride in the future. His wife of many years (still calling her his bride) came to Massanutten for many years after his passing. It was a very emotional conversation. - **Mrs. Kitty**

What do you enjoy most about your job?

- When Massanutten decided to become dog-friendly in October 2023, I volunteered for the opportunity to head the logistical side and keep all the tracking and scheduling information. While this inevitably leads to having to tell people no due to availability maximums, I have had far more people tell me that I made their vacation complete by helping them bring their very special 4-legged family member. Almost 1,000 dogs later, every one has passed through me and it's my proudest achievement. I am the FLOOF MASTER! - **Leslie D.**
- Turning frowns to smiles. Even if an owner called in a very bad mood or unhappy, I challenged myself to make owners smile by the time they hang-up. Many times, they were smiling and appreciative by the time the conversation ended. Over the years, I built great relationships with our owners. - **Mrs. Kitty**
- I enjoy talking to the owners and also having the flexibility to work from home. - **Olivia S.**

What is your place or favorite tip for guests visiting the Resort?

- My biggest suggestion is to call in early in the year for floating owners to maximize availability and for fixed week owners to call as early as their maintenance fees are due to maximize their check-in option availability. - **Olivia S.**
- When you are here enjoying your activities, golf, skiing, or whatever – take time to go to the overlook and take it all in and relax because it is magical. It is a memory you will take with you and treasure. - **Mrs. Kitty**
- My top tip is for the coffee drinkers. The coffee pots in the units are standard drip pots with a reusable filter. Make sure you are bringing your favorite coffee grounds!! - **Leslie D.**



Meet you on the mountain!



CONNECT WITH US