

WOODSTONE BUILDING AT MASSANUTTEN NOW PRODUCING ITS OWN ELECTRICITY

First of three solar generating installations at the resort has been energized

MASSANUTTEN, Va. (August 29, 2022) – A solar installation on the roof of Massanutten Resort’s Woodstone building has been energized, and is now producing power.

The solar array is designed to produce up to 185,000 kWhs of power annually, offsetting approximately 15 percent of the building’s annual electrical demand. The building serves as the Resort’s primary guest services facility, offering check-ins, indoor and outdoor swimming, a restaurant, a fitness club and other services.

Two additional solar installations are currently in development. An array at the Resort’s Laundry Facility, which is expected to offset as much as 45 percent of that building’s annual electrical demand, is nearing completion and should begin producing electricity within the next month or two.

Construction of a ground-mount solar array adjacent to the Resort’s WaterPark is slated to begin in late summer. When completed, that array is expected to offset approximately 30 percent of the WaterPark’s electrical demand.

“To the best of our knowledge, these are the first major photovoltaic arrays serving a ski and summer resort in the mid-Atlantic,” said Matthias Smith, Massanutten Resort’s vice president and general manager.

Smith said that assuming the installations perform within design parameters, additional solar arrays will likely be installed in coming years at a variety of Resort facilities. The facilities will be connected to Dominion Power so that power produced in excess of immediate need will support the grid.

Resorts such as Massanutten use a lot of electricity to provide services to guests. Snowmaking, chairlift operations, and other attractions often require significant inputs of power.

To that end, the solar arrays are just one way the Resort is helping to sustainably address its own demand for electricity. For example, the Resort’s current snowmaking installations feature ultra-efficient snowmaking guns that require approximately 85% less energy for a given volume of snow than those the Resort used previously.

“We recognize our responsibility to be good stewards of the land,” said Smith. “Climate change is having, and will continue to have, a significant impact on our operations, year-round. What we’re doing won’t solve the problem by itself. But this is a major first step. These efforts will help reduce our electrical demand on the grid and the carbon releases that result from it.”

ABOUT MASSANUTTEN RESORT: for more information on the Resort and its ‘Going Green’ initiative, visit, massresort.com/goinggreen, download the Resort App, or call 540.289.9441. Stay up-to-date on the latest news by following @MassResort on Instagram, Twitter, and Facebook.

Set on 6,000 acres of sprawling land in the heart of Virginia’s Shenandoah Valley, Massanutten Resort is a premier all-season resort destination that offers every type of traveler an unforgettable experience. Outdoor enthusiasts

and adventure buffs will enjoy Massanutten's Mountain Bike Park, offering exciting jump trails for beginners and veteran riders alike, and hiking Massanutten's Western Slope. For those seeking a relaxing escape, the resort Spa delivers a wide menu of services including manicures, pedicures, detoxifying massages, and more. The resort is a paradise for adventurous families, featuring an indoor/outdoor waterpark complete with a triple-jet FlowRider® Endless Wave, three escape rooms, the Family Adventure Park, and a petting zoo. Seasonal sports activities include two challenging 18-hole golf courses, skiing, ice skating, and snow tubing. Nothing works up an appetite like an active vacation and with 12 on-site dining options, showcasing variety from mouthwatering barbecue to campfire treats, Massanutten offers something for every taste, season and occasion. At Massanutten Resort, there is something for everyone, all within reach – located just two hours from Washington, D.C., and 50 minutes from the Charlottesville Albemarle Airport.