



# Virginia Green Lodging Profile:



## Massanutten Resort McGaheysville, Virginia

*Virginia Green* is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. *Virginia Green* has established “core activities” specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, *Virginia Green* encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their “green” activities. These are the activities that guests / customers can expect to find when they visit this facility.

### Massanutten Resort

“We are a four-season resort with 6 hotels, nearly 2000 condo units, a WaterPark, two golf courses, several additional amenities and restaurants.”

**Green Statement:** “We have been enhancing our Green Program since 1991 and it has benefitted the environment, our bottom line and our guests enjoy helping us reach our goals.”



### CORE ACTIVITIES for Lodging

“☑” This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Massanutten Resort** can expect the following practices:

**Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:

- Change linens only upon request
- Train house cleaners on process for optional linen service
- Use non-phosphate, non-toxic, and biodegradable laundry detergents
- Minimize use of bleach and chlorinated chemicals
- Use linens service providers that employ “wet” versus “dry” cleaning
- Use a laundry operation re-use system where the last rinse cycle is used as a flush cycle for the next load

**Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment and scrap metal

- Have 120 recycling collection sites located at each dumpster on the property
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
- Use bulk soap dispensers instead of individual soaps
- Instruct housekeeping to save and reuse unopened items
- Recycle fryer grease
- Have an effective food inventory control to minimize waste
- Purchase locally grown produce and other foods
- Purchase organic and “sustainably-grown” foods
- Use reusable dishware and glassware, and minimize use of disposables
- Provide condiments , cream and sugar, etc. in bulk
- Use water pitches and filtered water to minimize the use of single-use bottles
- Use bulk soap dispensers in public restrooms
- Use high efficiency hand dryers
- Encourage suppliers to minimize packaging and other waste materials
- Use electronic correspondence and forms
- Use “green” cleaners that are dispensed in bulk
- Use latex paints
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles

**Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
  - high efficiency dishwashers
  - low flow restrictors on faucets and showerheads
  - low flow toilets
  - automatic faucets or toilets in public restrooms
- Have an effective stormwater management plan



**Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have an “energy management system” in place to track and meter energy usage
- Use:
  - LED Exit Signs
  - high efficiency fluorescent ballasts and lamps (T5s and T8s)
  - ceiling fans
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Use natural lighting
- Use lighting sensors to turn on/off lights
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation
- Use directional (downward-facing) lighting in parking areas and other outdoor areas
- Purchase “Green Tags” or “Renewable Energy Certificates” to support new renewable energy resources

**Green Events Package.** The facility must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:

For more information on **Massanutten Resort**, see [www.MassResort.com](http://www.MassResort.com) or contact **Sarah Elson** at [selson@massresort.com](mailto:selson@massresort.com) or **540-437-3368**.

For more information on *Virginia Green Lodging* program, see [www.deq.virginia.gov/p2/lodging](http://www.deq.virginia.gov/p2/lodging) or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



*Virginia Green Lodging* program is a supporting partner of *Virginia Green*, the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

