

February 9, 2006

10 Reasons to Check into Virginia's Mountain Resorts

Media Only

Judy Watkins

Publications Specialist

TEL (804) 545-5563

EML jwatkins@virginia.org

Virginia Tourism Corporation

901 East Byrd Street

Richmond, VA 23219-4048 USA

TEL (804) 545-5500

FAX (804) 545-5501

www.virginia.org (consumer)

www.vatc.org (industry)

RICHMOND, Va. – With the groundhog promising six more weeks of winter and the spirit of the Winter Olympics in the air, now is the perfect time to get out and enjoy the cold. Virginia Mountain Resorts – Wintergreen, Bryce, Massanutten and The Homestead – offer special deals, events and attractions. Their convenient locations make it easy to drive less and ski more. Here are 10 tips for making the most of winter in Virginia:

- 1. Moving Sidewalks & Magic Carpets to the Shimmering Slopes.** Massanutten's new SunKid Wonder Carpet® moving sidewalk takes snowtubers to the top of the lane, and Bryce's new carpet lift eliminates the need for beginners to use a rope tow.
- 2. Test Your Limits.** Wintergreen's new black-diamond trail, Outer Limits, challenges advanced and expert skiers in the Highlands section of the mountain. Massanutten's 1,110 feet of vertical drop is the most in Virginia, Maryland or Pennsylvania. At either resort, skiers will find plenty of daring downhills to discover.
- 3. Learn from the Best.** Horst and Manfred Locher, brothers who grew up skiing in the European Alps, have directed Bryce's highly regarded ski school for almost 40 years. Horst is a certified member of the Professional Ski Instructors of America and a Certified Ski Coach of the United States Ski Coaches Association.
- 4. Yes, 'Free!'** Ski free in March at Wintergreen and The Homestead when booking overnights. (Also ski and golf the same day on the mountaintop and valley below at Wintergreen Resort).
- 5. Go for a Spin.** The Homestead's large, outdoor ice rink has been a favorite with resort guests for years. Learn to skate from a qualified instructor and without the crowds of indoor urban rinks. Rental equipment is available.
- 6. Become a High-Roller.** Reserve Wintergreen Resort's Checkerberry Cabin, accessible by ski lift. Punch up your meeting, reunion or wedding by taking in the romance of the secluded glen during winter.
- 7. And Speaking of Romance -- Just Pick Your Date.** Get married on the slopes or in a resort wedding chapel at Wintergreen, the Virginia resort that's been called the most romantic spot in the world. Decorations, digital photos, music and ceremony are all planned by a justice of the peace -- just pick your date.

NEWS

- 8. Balance Your Life (On and Off Skis).** Experience the decadent luxury of a four-handed Swedish massage for only \$100, possible at Massanutten Resort with healing techniques plied by two staff members at once. Seeking the promise of emotional, physical and spiritual balance? Try Wintergreen's Lastone therapy combining hot ancient basalt with cool Italian marble.
- 9. Add Spark to Family Fun.** Take in the fireworks at The Homestead during February's Presidents' Day Weekend at The Homestead. While you're there, bask in the natural, hot-springs-fed waters of The Homestead's indoor pool.
- 10. Make it a wrap.** Experience a couple's massage at Wintergreen Resort's new, luxurious spa treatment facility -- or enjoy a single wrap or water treatment finished off with a manicure, pedicure, hair and make-up application at the salon.

Go to www.Virginia.org/winter for more information on Virginia's Mountain Resorts and for a free copy of the 2006 Virginia Travel Guide, or phone 1-800-932-5827 for a free travel guide.

Virginia's Mountain Resorts

Bryce Resort

Locality: Shenandoah County, Virginia
1982 Fairway Drive
Basye, VA 22810
540-856-2121 or 800-821-1444
www.bryceresort.com

Bryce Resort celebrates the 40th anniversary of its ski operation in Virginia this year. The resort features eight slopes, five ski lifts and a modern snowmaking system for downhill skiers and snowboarders. A new carpet lift allows beginner skiers to reach the stop of the slope without holding onto to a ski line.

The Homestead Resort

Locality: Bath County, Virginia
1766 Homestead Drive
Hot Springs, VA 24445
540-839-7721 Ski lodge or 800-838-1766
www.thehomestead.com

A National Historic Landmark, The Homestead, in Hot Springs, was founded in 1766, 10 years before the American revolution. Unique features include a luxurious, natural, hot-springs-fed indoor pool and award-winning golf.

NEWS

Massanutten Resort

Locality: Rockingham County, Virginia

1822 Resort Drive

Massanutten, VA 22840

540-289-9441 or 800-207-MASS

www.massresort.com

Massanutten, like its sister Virginia resorts, is open year-round with multiple outdoor recreational options. Unique features for winter sports include all 14 trails lighted for night skiing with 1,110 feet of vertical trails - more than any other in Virginia, Maryland or Pennsylvania. Massanutten's terrain park is groomed and changes shape daily for dynamic experiences.

Wintergreen Resort

Locality: Nelson County, Virginia

30 Mountain Inn Loop

Wintergreen, VA 22958

434-325-2200 or 800-266-2444

www.WintergreenResort.com

Virginia's Wintergreen Resort was selected "The most romantic place to go" by readers of Washington Families magazine in 2004. The magazine asked readers and subscribers the open-ended question, "What is the most romantic place in the world?" Wintergreen Resort was the most-frequently named location ahead of such notables as Aruba, The Bahamas, Cancun, Hawaii, Jamaica and Paris. Built on 11,000 acres in Nelson County, the resort warmly welcomes guests to ski on its mountain slopes and golf in the valley below on the same day.

#

NR564