

# Plotting a future-proof course.

How a decade of IDC partnership helped a 100% employee-owned Virginia resort group turn a niche, multi-vertical operation into a competitive edge.



**INDUSTRY**

Hospitality, real estate, recreation

**HEADQUARTERS**

Virginia, USA

**AT A GLANCE**

Two flagship properties. One technology ecosystem.

**6,000**

Acres at Massanutten Resort, four-season

**2,500**

Accommodations across the property

**600**

Acres at Wilderness Presidential Resort

**100%**

Employee-owned (ESOP) since 2015

**01: THE CHALLENGE**

## No playbook for a multi-vertical operator.

When Phillip Langeberg took over IT leadership in 2017, he was building a modern technology organization for a company that operates at the intersection of hospitality, real estate, and recreation: reservations, guest engagement, point of sale, property management, marketing, operations, all at once.

Benchmarks from companies far smaller or far larger weren't useful. He needed a perspective that could meet him where he actually was.

**02: THE PARTNERSHIP**

## A larger framework, on demand.

Over more than a decade, Langeberg has used IDC analyst conversations and Roundtables to validate strategy and benchmark against peers across industries, from water treatment to manufacturing, well beyond hospitality.

In 2021, IDC analysts helped shape the right staffing model for his team. Knowing AI and data analytics were coming, Langeberg built those capabilities in-house, reducing reliance on external vendors before the wave hit.

**03: LOOKING AROUND THE CORNER**

## Quanta turns the relationship into a platform.

When IDC introduced Quanta, an AI platform built on IDC's proprietary research, Langeberg saw a difference immediately. Every response cites the underlying report or MarketScape it came from.

With a 140-room waterpark hotel and the Bluestone Peak 55+ community underway, he plans to use Quanta to build multi-year roadmaps and model vendor decisions before committing.

When I walk into that moment where I'm not sure where I need to be on something, I know that IDC is there as a partner — through their research, the AI platform, the analysts — to help us plot the right course.

**Phillip Langeberg** - CTO, The Resorts Companies



Every market question deserves a research-backed answer.

**Find yours with IDC Quanta.**

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