

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.

The Resorts Companies, Inc.



Wilderness
PRESIDENTIAL RESORT

100% EMPLOYEE OWNED SINCE 2015

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 — 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

IDC Quanta turns the relationship into a platform.

When IDC introduced IDC 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 IDC 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 roadmap has a moment that needs a second set of eyes.
Bring yours to an IDC analyst.

Talk to an analyst →