



⇒ GRAND TRAVERSE RESORT AND SPA ⇐

# MEDIA KIT

## WELCOME

Welcome to Grand Traverse Resort and Spa. Nestled among the freshwater beaches and hardwood forests of Traverse City, MI, our resort is here to make your getaway a reality.

During the summer months, enjoy your vacation at our private Beach Club, where you can splash with the family in the pool or rent a Jet Ski to explore beautiful Grand Traverse Bay. Spring offers cherry blossoms in bloom and green fairways, while fall welcomes stunning foliage during the local harvest season. In the winter, relax fireside or snowshoe and cross-country ski on our groomed trails.

No matter when you visit, four seasons of adventure await at Grand Traverse Resort and Spa. We'll help you escape the rigors of everyday life so you can disconnect and discover the bounty of somewhere new, somewhere miles away from ordinary. Get up and go at [grandtraverseresort.com](http://grandtraverseresort.com).



## GOLF COURSES

When you head north to Traverse City, bring along the golf clubs to try out our three championship golf courses: The Bear, The Wolverine, and Spruce Run. The Bear is a Jack Nicklaus design that gives golfers a true challenge, including the Michigan PGA professionals who compete here each year. The Wolverine and Spruce Run are gentler siblings, both featuring rolling terrain, natural forests, and views of the bay.

### Golf Quick Facts

- All three courses play out of one clubhouse
- The Bear (Jack Nicklaus – 1985), The Wolverine (Gary Player – 1999), Spruce Run (William Newcomb – 1979)
- *Golfweek* Top 200 Resort Golf Courses and *Golf Digest* Top 100 Public Golf Courses in America



## SPA GRAND TRAVERSE

No trip is complete without a visit at Spa Grand Traverse, where total relaxation awaits. From rejuvenating facials to deep tissue massages to sandal-ready pedicures, Spa Grand Traverse's head-to-toe menu invites you to unwind and let the stress of everyday life melt away. We also feature HydraFacial and NovaLash services to keep you looking your best all year long.

### Spa Grand Traverse Quick Facts

- 7,000 square feet and 23 treatment rooms
- Listed among the Top 100 Spas of America
- Full-service spa and salon offering body care, massage, facials, nail care, hair services, and more



## AERIE RESTAURANT & LOUNGE

Aerie Restaurant & Lounge—the crown jewel of Resort dining—is located on the 16th floor of the Resort's Tower with 360-degree views of Northern Michigan. In addition to an award-winning wine list and a mouthwatering dinner menu, Aerie is now offering breakfast daily.

### Aerie Quick Facts

- Aerie is a four-time *Wine Spectator* Award of Excellence winner
- East Grand Traverse Bay and three golf courses are visible from the restaurant



## FOOD, BEVERAGE AND ENTERTAINMENT

Dining options abound on property, from the new Jack's Taproom to The Clubhouse Grille overlooking our golf courses. Find breakfast, lunch, and dinner options at Sweetwater American Bistro or the perfect cocktail at the Lobby Bar. Visit The Den where you'll find axe throwing, boutique mini bowling, arcade games, and more, including a full bar and food menu. Smaller outlets are available on our golf courses, at the Beach Club, and our outdoor pool.

### Food, Beverage and Entertainment Quick Facts

- 10 year-round and seasonal outlets
- The Den offers the only axe throwing lanes in Northern Michigan



## MEETINGS, WEDDINGS, AND EVENTS

Grand Traverse Resort and Spa is home to over 86,000 square feet of indoor and outdoor event space. Our on-site event design planner can help groups make the most of a visit to Northern Michigan by scheduling a Tall Ship cruise on the bay or a wine tasting along the Traverse Wine Coast. From weddings to incentive travel to conferences of up to 2,500 people, our sales team will bring your event to life.

### Events Quick Facts

- 86,500 square feet of event space
- Governors' Hall (renovated 2018) is the largest event space in Northern Michigan
- The Resort has twice hosted the National Governors Association Conference



## GALLERY OF SHOPS

Our Gallery of Shops offers enticing merchandise, from clothing for children and adults to local gifts, logo wear, toys, and more. Stop by our candy shop for Moomer's Ice Cream or a sweet treat, then head over to Adventure North Outfitters to stock up on your favorite lifestyle brands like The North Face, Lolë, and Oakley. Our Bear Logo shop has the perfect souvenir, whether that's a Michigan-themed T-shirt or a cozy Resort beach blanket.

### Gallery of Shops Quick Facts

- 20,000 square feet with seven retail outlets and one dining outlet
- Online shopping available: [shopgrandtraverseresort.com](http://shopgrandtraverseresort.com)



## CASINO PROPERTIES

Two distinct casino experiences are at your fingertips. At Turtle Creek Casino & Hotel, you'll find Vegas-style gaming and exceptional dining at Bourbons 72 steakhouse. On scenic Leelanau Peninsula, Leelanau Sands Casino & Lodge offers a laidback Northern Michigan atmosphere, complete with stunning bay views.

### Casino Quick Facts

- Turtle Creek Casino's 56,000-square-foot floor features table games, over 1,000 slot machines, and the high-limit Onyx room
- In addition to games and slots, Leelanau Sands Casino is home to the 1,000-seat Sands Showroom concert and event venue



## **WEBSITE, HASHTAGS, AND SOCIAL HANDLES**

Resort Hashtags | #gtresort and #grandtraverseresort  
Facebook @GrandTraverseResort | facebook.com/GrandTraverseResort  
Instagram @grandtraverseresort | instagram.com/grandtraverseresort  
Twitter @GTResort | twitter.com/GTResort  
Spa Grand Traverse @SpaGrandTraverse | facebook.com/SpaGrandTraverse  
Aerie Restaurant & Lounge @AerieRestaurant | facebook.com/aerierestaurant  
#spagrandtraverse | #aerierestaurant

## **KEY WEBPAGES**

Home | grandtravereresort.com  
Spa Grand Traverse | grandtraverseresort.com/spa  
Aerie Restaurant & Lounge | aerierestaurant.com  
Golf | grandtraverseresort.com/golf  
Dining | grandtraverseresort.com/dining  
Meetings | grandtraverseresort.com/meet  
Weddings | grandtraverseresort.com/weddings  
Turtle Creek Casino | turtlecreekcasino.com  
Leelanau Sands Casino | leelanausandscasino.com  
Barefoot Magazine | grandtraverseresort.com/play/barefoot-magazine

## **MEDIA REQUESTS**

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**GRAND TRAVERSE  
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