



## **Grand Traverse Resort and Spa Excited American Airlines Adds Dallas to Traverse Service**

ACME, Michigan, February 21, 2017 – Grand Traverse Resort and Spa, Northern Michigan’s premier resort experience for the vacation and business traveler, welcomes the exciting news that American Airlines will offer daily direct inbound and outbound service between Dallas Ft. Worth (DFW) and Traverse City’s Cherry Capital Airport (TVC) beginning June 2.

The great people of the Southwest region of the United States will find Grand Traverse Resort and Spa the perfect destination, and are sure to enjoy the long relaxing days and lively evenings in comfortable summer weather.

The summer service from DFW to TVC and TVC to DFW adds approximately 12,000 seats for travelers to the Traverse City area. The direct flight will depart DFW at 10:50 a.m. and arrive at TVC at 2:40 p.m., and the aircraft will return to DFW from TVC each day at 3:35 p.m. and arrive at DFW at 5:30 p.m. Envoy Air will operate service between DFW and TVC with ERJ-175 aircraft equipped with Wi-Fi.

Grand Traverse Resort and Spa wants visitors planning a trip to enjoy the natural beauty of Northern Michigan to know that a great family vacation, golf getaway, the perfect setting for a business conference, destination wedding, or reunion is only a few online clicks or one phone call away.

Tim Norman, general manager at Grand Traverse Resort and Spa, expects people from Dallas and the Southwest will be greatly surprised that there is Caribbean-clear water in Michigan and that they can enjoy the resort experience with summer days that last to almost 10 p.m.

“The extended daylight hours lets everyone fully enjoy the wide range of outdoor activities available at the resort and surrounding area – everything from golf to kayaking, boating, biking, wine tours or just outside fun,” he said. “Northern Michigan’s hidden gem is easy to get to and even more beautiful to experience.”

Getting to Grand Traverse Resort and Spa is going to be easier, and getting in touch with our staff at the Resort will insure a customized well-planned affordable family package for vacation or that very important business conference.

A visit to Grand Traverse Resort and Spa can be all golf, or all business, or all Spa relaxation, or nightlife at the Resort’s nearby sister property Turtle Creek Casino & Hotel.

It can also be a little bit of everything, or some of just a few things. With seven restaurants and lounges located at the Resort, everybody in the family can gather together at dinner to share stories of their adventures during the day, and business travelers have a bevy of options around those all-important meetings and think-tank sessions. Business travelers can come to work and play, and bring the family to just play.

The Resort includes 900 acres of Northern Michigan landscape to explore, 86,500 square feet of versatile, modern and fully equipped meeting space, Spa Grand Traverse with 23 treatment rooms and areas, nearly 600 guest rooms and condominiums, the lobby-level Gallery of Shops, a licensed day care center, day camps for kids and multiple food and beverage outlets including the distinctive Aerie Restaurant & Lounge on the 16th floor of the Resort's glass Tower. Nearby is Turtle Creek Casino & Hotel where excitement, fun and winning happens 24/7/365. Shuttles between the properties run all the time, too.

As the golfers in Michigan and round the world know, the golf is first class with three championship golf courses including the Jack Nicklaus-designed The Bear, The Wolverine by Gary Player and Spruce Run by William Newcomb, not to mention the Resort's golf instruction, custom on-course lessons by PGA professionals and special events and programs for golfers of all ages. Our new golf carts feature USB charging ports, too.

In addition to golf, the Resort counts two indoor pools, two outdoor pools, several hot tubs, and a popular indoor water playground for the kids. The 100,000 square-foot Health Club with five indoor tennis courts bustles with activity, and the four outdoor tennis courts are summer favorites. The private waterfront on Lake Michigan's Grand Traverse Bay offers watercraft rental and more.

Day trips to Northern Michigan's Sleeping Bear Dunes National Lakeshore, additional award-winning golf courses, Lake Michigan beaches, great wineries, beautiful inland lakes, shopping and festivals in the great communities and quaint shopping districts of small towns of the region can be part of the guest's plans, too.

Grand Traverse Resort and Spa is a perfect destination for travelers from around the world. Daily service between New York/Newark and TVC Starts this summer, too. American Airlines also offers customers convenient direct service to TVC from its hub in Chicago (ORD).

The new services are supported through the Small Community Air Service Development Program by the USDOT. The grant is valued at \$750,000 from the USDOT and \$305,000 from community partners.

Visit [www.grandtraverseresort.com](http://www.grandtraverseresort.com), [www.traverscity.com](http://www.traverscity.com) and [www.tvcairport.com](http://www.tvcairport.com) for more information, or call 800-236-1577 and let the Resort assist with the planning.

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**Media contact:** Dave Richards at Resort & Golf Marketing, [dave@resortandgolf.com](mailto:dave@resortandgolf.com) or 248-642-6420.

**Grand Traverse Resort and Spa contact:** J. Michael DeAgostino, Public Relations Manager 231-534-6352 [jmdeagostino@gtresort.com](mailto:jmdeagostino@gtresort.com).