



GRAND TRAVERSE
RESORT AND SPA

GRAND TRAVERSE RESORT AND SPA

STYLE STANDARDS FOR WRITTEN DOCUMENTS

(Updated December 2019)

This document is intended to act as the definitive reference guide to correct spelling of commonly used names of facilities and departments that appear in Resort branding, communications, and collateral materials. Please pay special attention to the location of apostrophes and capitalizations.

If you have questions, please consult Grand Traverse Resort and Spa's Marketing Department.

Our Name: Grand Traverse Resort and Spa

Our name, Grand Traverse Resort and Spa, should be used in communication documents and written marketing pieces. The Resort's legal entity and the name chosen by our owners is Grand Traverse Resort and Spa, LLC. This name is trademarked and should be used for licenses, operation certificates, contracts, and legal documents.

Here are some technically incorrect uses of our name that we commonly see:

- ~~The~~ Grand Traverse Resort and Spa (never "The" before our name, unless as in "the Resort" on a second reference.)
- Grand Traverse Resort & Spa (Please do not use an ampersand as in Grand Traverse Resort & Spa, because using it puts our trademark in jeopardy. The United States Patent and Trademark Office registered trademarks use the "and," not the "&.")
- Grand Traverse Resort (missing "and Spa")

Ownership

Grand Traverse Band of Ottawa and Chippewa Indians (Grand Traverse Band is OK in second reference)

Sister Properties

Leelanau Sands Casino & Lodge | Turtle Creek Casino & Hotel

URLs

Grand Traverse Resort and Spa: www.grandtraverseresort.com

Turtle Creek Casino & Hotel: www.turtlecreekcasino.com

Leelanau Sands Casino & Lodge: www.leelanausandscasino.com

Grand Traverse Resort & Casinos: www.casino2win.com

Grand Traverse Band of Ottawa and Chippewa Indians: www.gtbindians.org

Commonly Used Resort Data

(these figures are rounded intentionally for easy reference)

- 900 acres
- 540 rooms, suites, and condominiums
- 13 Suites
- 86,500 square feet of flexible meeting space
- Largest meeting room: Governors'
- Groups of up to 2,500
- 15,000-square-foot Indoor Water Playground
- 20,000-square-foot Gallery of Shops
- 100,000-square-foot Health Club
- 7,000-square-foot Spa Grand Traverse
- 2,000-square-foot Cub House
- 2,000-square-foot Golf Academy
- 23-room Spa Grand Traverse

Food & Beverage

Restaurants

- Aerie Restaurant & Lounge® (Aerie is OK in second reference, ® is not necessary for most uses)
- Sweetwater American Bistro
- Clubhouse Grille (or The Grille)
- Jack's Taproom

Other Dining Outlets

- Afternine (half-way house or turn-stand on The Bear)
- Fin's Sandbar (located at the Beach Club)
- Grand Lobby Bar
- Health Club Snack Bar
- Marketplace (not The Marketplace)
- Pool Bar (located at Governors' Pool)
- Putter's (half-way house or turn-stand next to the Clubhouse)

Golf

- The Bear® (Incorrect: the Bear, Bear course, The Bear course. The Bear golf course is OK, ® is not necessary for most uses)
- The Wolverine (Incorrect: the Wolverine, The Wolverine course, The Wolverine golf course is OK)
- Spruce Run (Incorrect: The Spruce Run, the Spruce Run course, the Spruce Run golf course is OK)

Facilities

Aerobics/Dance/Yoga Studio
Beach Club
Cardio Fitness Room
Clubhouse
Cub House
Front Desk
Gallery of Shops
Grand Traverse Resort and Spa Golf Academy (Golf Academy is OK)
Hotel (please always capitalize when referring to our Hotel)
Health Club
Health Club Activities Desk
Indoor Tennis Courts
Indoor Water Playground
Outdoor Tennis Courts
Property Management/Real Estate
Pro Shop
Spa Grand Traverse (the Spa is OK in second reference)
Tower (please always capitalize when referring to our Tower)
Video Arcade
Waterslide
Waterwalk
Weight Room
Zero Depth Sprayground or Splash Pad

Gallery of Shops

Adventure North Outfitters™
Ashleigh's
Bear Logo Shop
Business Center / Cyber Café
Whirligigs Candy and More
Marketplace
Mud Pie
Natural Life
Tumbleweeds

Other Retail Outlets

Pro Shop
Spa Retail Boutique

On-Property Vendors

Blue Sky Rentals
Dave Pelz Golf School
Keller Williams Realty, Inc.
Presentation Services

Our Property

Condominium Complexes

Bayview Condominiums
Golfview Condominiums
Hilltop Condominiums
Singletree Condominiums (I, II)
Terrace Condominiums
The Shores Condominiums
Valleyview Condominiums

Private Home Developments

Arrowhead Estates (Located on The Bear)
Cottage Glens (Located on The Bear)
Signature Ridge (Located on The Bear)
Wolverine Heights (Located on The Wolverine)

Indoor Function Space

Clubroom (on the 17th Floor of the Tower)
Council Room
Director's Room
East Bay Room
Executive Boardroom
Exhibit Hall A, B
Governors' Hall (Note location of apostrophe. Incorrect: Governors' Ballroom,
Governors' Convention Center)
Governors' Hall Mezzanine
Governors' Hall Pre-Function
Mackinac Room
Manitou Room
Michigan Ballroom
Michigan Ballroom Pre-Function
Northwoods Room

Peninsula Room
Level 17 – (Tower 17th Floor)
Tower Ballroom
Tower Office
Tower Pre-Function
Tower Registration Desk
Valleyview Room
Williamsburg Boardroom

Outdoor Function Space

55th Hole
Governors' Pool
Jazz Live Field
Pavilion
Plaza
Beach Club Deck
Clubhouse Lawn

Other Spaces

Grand Lobby
Gallery of Shops
Porte Cochere

Special Rooms

Hotel Hospitality Room
Tower Hospitality Room
Leelanau Suite
Old Mission Suite