



## GRAND TRAVERSE RESORT AND SPA

### GRAND TRAVERSE RESORT AND SPA STYLE GUIDE

(Updated May 2026)

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This document is a definitive reference guide for the 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 see the Resort's Marketing Department.**

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#### **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 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")

Note: We do not capitalize 'guests' in reference to those staying with us or visiting the property.

#### **Ownership**

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

#### **Casino Properties (Owned by Grand Traverse Band of Ottawa and Chippewa Indians)**

Leelanau Sands Casino & Lodge | Turtle Creek Casino & Hotel | Crystal Shores Casino

#### **URLs**

Grand Traverse Resort and Spa: [www.grandtraverseresort.com](http://www.grandtraverseresort.com)

Grand Traverse Band of Ottawa and Chippewa Indians: [www.gtbindians.org](http://www.gtbindians.org)

#### **Commonly Used Resort Data**

(These figures are rounded intentionally for easy reference)

- 900 acres
- 525 rooms, suites, and condominiums
- 14 Suites

- 86,500 square feet of flexible meeting space
- Largest meeting room is 19,000-square-foot Governors' Hall
- Groups of up to 2,500
- 100,000-square-foot Health Club
- Nine indoor and outdoor tennis/pickleball courts
- 15,000-square-foot Indoor Water Playground
- 23-room Spa Grand Traverse

### **Restaurants & Bars**

- Aerie Restaurant & Lounge (Aerie is OK in second reference)
- NIIJI Restaurant (not just NIIJI)
- The Grille
- Jack's Taproom
- Lobby Bar
- The Den
- Marketplace (not The Marketplace)
- Pool Bar (located at Governors' Pool)
- Fin's Sandbar (located at the Beach Club)
- Putter's (stand next to the Clubhouse)
- After Nine (half-way house or turn-stand on The Bear)

### **Golf**

- The Bear (Incorrect: the Bear, Bear course, The Bear course)
- The Wolverine (Incorrect: the Wolverine, The Wolverine course)
- Spruce Run (Incorrect: The Spruce Run, the Spruce Run course)

### **Facilities**

- Beach Club (not The Beach Club, The Shores, or The Shores Beach Club)
- Clubhouse (Golf Clubhouse is OK)
- Concierge (not Concierge Desk)
- Front Desk
- Gallery of Shops
- Golf Academy (the Academy is OK in second reference. Not Winter Golf Academy)
- Hotel (always capitalize when referring to our Hotel. Never The Hotel. Don't capitalize specific floor)
- Health Club
- Pro Shop (Golf Pro Shop is OK)
- Spa Grand Traverse
- The Club (when referencing 'Members' and location for promos/events)
- The Den
- Tower (always capitalize when referring to our Tower. Never The Tower. Don't capitalize specific floor)

### **Gallery of Shops**

- 231 The Store (seasonal in Gallery of Shops)
- Adventure North Outfitters (Adventure North is OK)
- Ashleigh's
- Bear Logo Shop
- Mud Pie
- No Truer North
- The Golf Outlet (seasonal in the Gallery of Shops)
- Tumbleweeds
- Whirligigs Candy & More (Whirligigs is OK)

### **Other Retail Outlets**

- Pro Shop (Golf Pro Shop is OK)
- Spa Grand Traverse

### **On-Property Vendors**

- Blue Sky Rentals (located along East Grand Traverse Bay at the Beach Club)
- Dave Pelz Golf School
- ON Services (presentation services)

### **Special Events**

- Biggest Little Holiday Party
- Big Hole Tournament (Big Hole is OK)
- Tuff Enuff Tournament (Tuff Enuff is OK)
- Par 3 Shootout
- Golf Your Daylights Out
- Fall Spa Days (also Winter and Spring)
- Memorial Day Weekend
- Labor Day Weekend
- Aerie Sunday Brunch or Sunday Brunch

### **Room Packages**

Always capitalize Package

- Stay Your Way Package
- Spa Your Way Package
- VIP Wine & Spa Weekend Package (VIP Wine & Spa Weekend is OK)
- Winter Break Package
- Spring Break Package

### **Our Property**

*Condominium Complexes*

Bayview | Golfview | Hilltop | Sandtrap | Singletree | Terrace | The Shores | Valleyview

*Private Home Developments*

- Arrowhead Estates (located on The Bear)
- Cottage Glens (located on The Bear)
- The Beach House (located off property on East Grand Traverse Bay)
- Signature Ridge (located on The Bear)
- Wolverine Heights (located on The Wolverine)

### *Indoor Function Space*

- Club Room (on the 17th floor of the Tower)
- Council Room
- Director's Room
- Executive Boardroom
- Governors' Hall (Note location of apostrophe. Incorrect: Governors' Ballroom)
- Governors' Hall Mezzanine & Governors' Hall Pre-Function
- Mackinac Ballroom
- Manitou Room
- Michigan Ballroom
- Michigan Ballroom Pre-Function
- Northwoods
- Peninsula Ballroom
- Level 17 (Tower 17th floor)
- Tower Ballroom
- Tower Pre-Function & Tower Registration Desk

### *Outdoor Function Space*

- 55th Hole
- The Pavilion (not Pavilion Tent)
- The Plaza (not Plaza Tent)
- Jazz Live Field
- Beach Club Deck

### *Other Spaces*

- Grand Lobby
- Gallery of Shops
- Porte Cochère

### *Special Rooms*

- Hotel Hospitality Suite
- Hotel Junior Suite
- Tower Hospitality Suite
- Touchdown Suite
- Leelanau Suite
- Old Mission Suite