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## Meetings Remodeled: Introducing the New Governors' Hall

ACME, Mich., December 11, 2018 --- Northern Michigan's largest meeting and event space just got a brand-new look. This December, [Grand Traverse Resort and Spa](#) completed a top-to-bottom renovation in Governors' Hall, the 19,000-square-foot venue renowned for twice hosting the National Governors Association Conference.

"We are incredibly excited for this transformation," says Director of Sales Ryan Buck. "Presenting a chic and updated aesthetic to accompany numerous technological updates is so important for us. We very much value the groups that visit us year after year, and this renovation is as much for them as it is for the Resort overall."

During its 32-year history, Governors' Hall has proudly welcomed groups such as the Center for Automotive Research, Michigan Townships Association, and the American Sugar Alliance, among many others. The versatile meeting space accommodates up to 2,500 people, with partitioning to divide the hall into six separate rooms. Twenty-foot ceilings and a pillar-free design allow space for diverse exhibits, which have included a Coast Guard helicopter and a live elephant over the years. A large prefunction area is also available for exhibits and entertaining.

Updates to the hall include a state-of-the-art Crestron sound system, digital signage, all-new air walls, and a private office for meeting planners. The design of the space was inspired by the natural beauty of the Traverse City area. From décor to carpeting to lighting, the "lake effect" theme is reflected throughout the new Governors' Hall.

"The natural surroundings of Northern Michigan add a distinct atmosphere to a meeting or event and offer a way for our groups to connect and create memories," says Buck. "We wanted to bring that feeling into the new space, especially given the Resort's sustainability commitments to our region."

Other nods to the Resort's [commitment to a greener future](#) in Governors' Hall include new linen-less tables, Michigan-made banquet chairs, and all LED lighting.

The renovation follows on the heels of remodels of the Resort's Executive Boardroom meeting space (September) and the award-winning [Spa Grand Traverse](#) (February). Buck says that these efforts come in response to a surge of national interest in the [Traverse City](#) area.

“There is a lot of excitement around Traverse City and this region. The numerous accolades and increased national exposure are getting new eyes on this area, and planners are recognizing us as an exciting, affordable, and safe destination to host an exceptional event.”

Traverse City has recently topped “best of lists” lists by publications such as *Forbes*, *Money*, and *Travel & Leisure*. The city has also received the “Best Convention & Visitors Bureau” award from *Michigan Meetings + Events* nine of the last ten years.

Trevor Tkach, President and CEO of Traverse City Tourism, says, “Governors’ Hall is an iconic meeting space in northern Michigan that draws conferences to the area 365 days a year. The hall is critical to the four season success of our tourism economy, and Traverse City Tourism is pleased to see the Resort’s dedication to the future of group business.”

The new Governors’ Hall will debut to the public on Friday, December 7, at the annual [Biggest Little Holiday Party](#). Site visits are available beginning December 4, and can be set up by [contacting the Resort’s sales team](#).

For more information on the Governors’ Hall remodel, please visit [www.grandtraverseresort.com/meet/governorshall](http://www.grandtraverseresort.com/meet/governorshall).

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Media images [are available here](#).

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### **About Grand Traverse Resort and Spa**

Grand Traverse Resort and Spa is located near Traverse City, MI, along Lake Michigan’s Grand Traverse Bay. The 900-acre property is one of the Midwest’s finest year-round resorts featuring nearly 600 guest rooms, 86,500 square feet of meeting space, 54 holes of championship golf including courses designed by Jack Nicklaus and Gary Player, a full-service spa, and upscale dining and shopping. “Michigan’s Premier Resort Experience.” For information about the Resort, lodging packages, and to make reservations, call 800-236-1577 or visit [grandtraverseresort.com](http://grandtraverseresort.com).

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