



⇒ 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. Experience No Truer North at 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. 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
- Golfweek Top 200 Resort Golf Courses and Golf Digest Top 100 Public Golf Courses in America
- Year-round golf options with private Golf Academy offering clinics, instruction, and simulator play



SPA GRAND TRAVERSE

Experience self-care redefined at Spa Grand Traverse. From rejuvenating facials to deep tissue massages and 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 waxing



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 also has nightly specials in the Lounge.

Aerie Quick Facts

- Aerie is an eight-time *Wine Spectator* Award of Excellence winner
- East Grand Traverse Bay and three golf courses are visible from the restaurant
- Enjoy special holiday brunches for Christmas, Thanksgiving, Easter Mother's Day, and Father's Day

FOOD, BEVERAGE AND ENTERTAINMENT

Dining options abound on property, from Jack's Taproom to The Grille overlooking our golf courses. Find breakfast and dinner options at NIIJII Restaurant or the perfect cocktail at the Lobby Bar. Visit The Den where you'll find axe throwing, boutique mini bowling, arcade games, and an escape room. Smaller outlets are available seasonally 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. From weddings and incentive travel to conferences of up to 2,500 people, our sales team will bring your event to life.

Events Quick Facts

- Governors' Hall is the largest event space in northern Michigan
- The Resort has hosted the National Governors Association Conference twice
- \$3.1 million total meeting space renovation completed in 2021



SHOPPING

Our Gallery of Shops offers enticing merchandise from clothing for children and adults to local gifts, logo wear, toys, and more. No Truer North is home to many local favorites including Cherry Republic, Tee See Tee clothing, Grand Traverse Sauce Co., plus local wine, beer, and spirits. You can also visit the Pro Shop year-round for golf apparel, equipment, and gifts.

Gallery of Shops Quick Facts

- 20,000 square feet with seven retail outlets including a candy store, Whirligigs Candy & More
- The Resort is home to one of the only stand-alone toy stores in the area



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 sports betting
- 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 #NoTruerNorth
Facebook @GrandTraverseResort | facebook.com/GrandTraverseResort
Instagram @gt_resort | instagram.com/gt_resort
TikTok | @gt_resort
X (Twitter) @gtresort | twitter.com/gtresort

KEY WEBPAGES

Home | grandtraverseresort.com
Spa Grand Traverse | grandtraverseresort.com/wellness/spa
Aerie Restaurant & Lounge | grandtraverseresort.com/dining/aerie-dining
Golf | grandtraverseresort.com/golf
Dining | grandtraverseresort.com/dining
Meetings | grandtraverseresort.com/meet
Weddings | grandtraverseresort.com/meet/weddings
Turtle Creek Casino | turtlecreekcasino.com
Leelanau Sands Casino | leelanausandscasino.com

MEDIA REQUESTS

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**GRAND TRAVERSE
RESORT AND SPA**

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