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**GRAND TRAVERSE  
RESORT AND SPA**

### **Grand Traverse Resort and Spa Launches Safe Meetings Campaign**

ACME, Mich., September 17, 2020 – As northern Michigan’s largest meeting and event space, Grand Traverse Resort and Spa hosts hundreds of large group meetings and events throughout the year. Since March, things have been quieter, but they do not have to be. At the Resort, the health and safety of our guests and associates is our top priority. For the past six months, our ownership and management have gone above and beyond in following Governor Gretchen Whitmer’s Executive Orders, the directives and advice of federal, state and local health authorities, and implementing our own rules and protocols. Throughout the late spring and summer, we safely and successfully reopened golf courses, restaurants, the Spa and Health Club, and welcomed hundreds of guests to the hotel. Now it is time to welcome back groups to our conference rooms and banquet halls with our [safe meetings campaign](#).

At the end of August, the Resort hosted the North American Space Summit, bringing people from across the country together to talk about the future of the space industry. Under the Governor’s Executive Order, indoor gatherings and organized events can occur in regions in Phase 5 with 25% of the maximum capacity of the venue, or 250 people, whichever is smaller. The Resort hosted nearly 200 people for the North American Space Summit, with another 20 participating virtually. “We are two weeks past our event and happy to report that zero incidents have been reported,” says Gavin Brown, Executive Director of Michigan Aerospace Manufacturers Association. “Our event is the first successful in-person, hybrid model meeting for the Aerospace and Defense Industry since March in the United States. Even amid the COVID-19 pandemic, we continued planning our event with full faith in the staff at Grand Traverse Resort and Spa. The success of it showed with our participants who answered a survey after saying it was the best conference they’ve ever been to.”

The North American Space Summit is just one success story of the new ways corporate events and meetings can take place safely during the current pandemic. As Executive Orders, guidelines, and policies continue to change, the team at Grand Traverse Resort and Spa is ready to adapt and continue towards a model that allows participant safety and business to be achieved.

Our new safe meetings campaign features a [video](#) that highlights the great lengths our team is going to provide safe and successful meetings.

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*Media images are available [here](#). Safe meetings video [here](#).*

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

Nestled among the freshwater beaches and hardwood forests of Traverse City, MI, Grand Traverse Resort and Spa is miles away from ordinary. Featuring nearly 600 guest rooms and 86,500 square feet of meeting space, the 900-acre property is one of Michigan's premier resort destinations. The Resort is also home to three championship golf courses, the renowned Spa Grand Traverse, and *Wine Spectator* Award of Excellence winner Aerie Restaurant & Lounge. Visit [grandtraverseresort.com](http://grandtraverseresort.com) or call 800-236-1577 to learn more.