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**Grand Traverse Resort and Spa to Undergo \$10 Million Hotel Renovation**

ACME, Mich., November 10, 2022 – Construction has begun at northern Michigan’s largest conference and convention center on the property’s most extensive hotel renovation. Grand Traverse Resort and Spa is proud to announce a \$10 million renovation of its original six-story Hotel, following the completion of a \$3 million renovation of the Resort’s meeting space. Work began on November 7 and is expected to be finished in spring 2023, completing a four-year, \$13 million renovation plan.

“This project is exciting for everyone. Of course, our guests, but also our associates,” says Matthew Bryant, general manager. “This total renovation brings in new and updated amenities that both our guests and staff will benefit from.” The hotel renovation will include a total transformation of 242 guest rooms, including two junior suites, four hospitality suites, and all corridors. The interior will be modern, organic, and refined. All rooms will provide guests with exceptional comfort and quality and will be filled with convenient amenities. Interior finishes will provide rich textures, nature-inspired neutral palettes, softness, and inviting warmth.

“The Resort is a northern Michigan landmark, and the décor will reflect that,” Bryant adds. “Guests will enjoy a balance of refined and rustic character with organic beauty, plus artwork that is rich in the history of Traverse City.” The design combines a contemporary feel while celebrating the Resort's owners, the Grand Traverse Band of Ottawa and Chippewa Indians.

As a premier destination for corporate meetings and events, the Resort has more than 550 guest rooms to offer businesses and organizations looking to meet in our 86,500 square feet of newly renovated meeting space. “This hotel renovation comes off the completion of our three-year, nearly \$3 million total meeting space renovation,” says Katie Leonard, director of sales. “We listened to our group and leisure guests about what amenities they’d like to see in the hotel rooms.” Each room will include 55” smart TVs, a mini-refrigerator, k-cup style coffee makers, convenient power units with USB plug-ins, updated bathroom vanities, and a tile shower.

“Our ownership has demonstrated over the past nearly 20 years that they are committed to maintaining and improving the Resort,” Bryant says. “We are looking forward to debuting our newly renovated Hotel in the spring.”

The Resort’s original Hotel opened in 1980. This \$10 million renovation will be the most extensive to date. The Resort has partnered with Traverse City construction companies including Bouma Corporation, D&W Mechanical, Denoyer Brothers Moving, Northern Michigan Glass, and TC Millworks. Other Michigan companies include Sunrise Electric from Gaylord and Welch Tile and Marble from Grand Rapids. Interior Design work is being done by Fuller Design from Grand Rapids.

Additional renovation information available [here](#). / Media images are available [here](#).

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 or call 800-236-1577 to learn more.