

Media Contact:

Caroline Rizzo
Public Relations Manager
Grand Traverse Resort and Spa
Cell: 231.492.5594
Office: 231.534.6352
E-mail: publicrelations@gtresort.com
Visit: www.grandtraverseresort.com



Grand Traverse Resort and Spa Completes Michigan Ballroom Renovation

ACME, Mich., March 31, 2021 – [Grand Traverse Resort and Spa](http://www.grandtraverseresort.com) is excited to host safe meetings and events in the newly renovated Michigan Ballroom. The renovation of the 10,000 square-foot lobby ballroom completes the Resort’s three-year, nearly \$3 million meeting space renovation.

“As northern Michigan’s largest convention center, we are thrilled to offer state-of-the-art upgrades and features in every one of our meeting spaces,” says Katie Leonard, director of sales. “Located off the lobby, Michigan Ballroom is seen by so many. The chic design and natural colors are eye-catching.”

Michigan Ballroom renovations include the matching “lake effect” theme in Governors’ Hall and Tower Ballroom. The design of the space was inspired by the natural beauty of the Traverse City area. Updated meeting space restrooms include all touchless features. All new airwalls offer increase sound dampening. 21-inch digital reader boards are outside of all meeting rooms. The ballroom is furnished with linenless classroom tables and new Michigan-made banquet chairs. Michigan Ballroom is also equipped with a state-of-the-art Crestron sound system, lighting, and increased bandwidth.

With 10,000 square-feet of versatile meeting space, Michigan Ballroom is one of several spaces to host your next event or meeting safely. “In-person meetings offer the value of connection between speaker and attendee along with industry collaboration through networking opportunities that simply cannot be replicated through virtual platforms,” Leonard says. “With 900 acres and 86,500 square-feet of completely renovated meeting spaces, including indoor and outdoor venues, we can host large group meetings in the safest ways possible. It’s time to bring meetings back.” 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. You can read more about our Safe Meetings Campaign [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](http://www.grandtraverseresort.com) or call 800-236-1577 to learn more.