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**Tim Norman Returns to Grand Traverse Resort and Spa as General Manager**

ACME, Mich., August 15, 2023 – Grand Traverse Resort and Spa is thrilled to welcome Tim Norman back to northern Michigan as the property’s General Manager.

Norman’s hospitality experience spans more than 30 years across the country. He first served as the Resort’s General Manager from 2012-2018. After leaving the Resort in October 2018, Norman was the General Manager of the Westin La Paloma in Tucson, Arizona. From there, he was recruited to build a senior living resort in St. George, Utah. He managed the \$90 million project from the ground up while also developing the brand, training staff, and investing in the community – all during the COVID-19 pandemic. For the past two years, Norman has been the General Manager of the Cherry Valley Hotel and Ohio Event Center.

“It is an honor to return to the Resort,” Norman says. “I am a champion for Pure Michigan, our ownership – the Grand Traverse Band of Ottawa & Chippewa Indians – the Resort, and the community of Traverse City. We are northern Michigan’s premier resort destination for meetings, golf, wellness, and making family memories. I look forward to continuing to strengthen our involvement in the community, customer service, and guest experiences.”

Norman is a graduate of Virginia Tech with a degree in Hotel & Restaurant Management. His first day as General Manager of Grand Traverse Resort and Spa was August 14, 2023.

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.