



» GRAND TRAVERSE RESORT AND SPA «
Northern Michigan's Premier Meeting Destination



⇒ A SPACE FOR EVERY EVENT ⇐

THE MEETING EXPERIENCE

AT A GLANCE

- 86,500 sq. ft. of indoor/outdoor space
- Up to 2,500 attendees
- 16 distinct rooms and exhibit halls
- Beach club and golf course locations
- 19,320 sq. ft. Governors' Hall

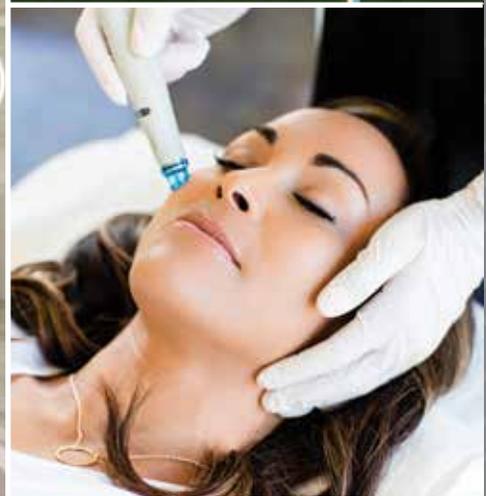
DETAILS MATTER

- Pillar-free and insulated function space
- Easy load-in on private drive
- Custom digital signage
- Fully renovated lower level
- Experienced, friendly staff

AWARD-WINNING MEETINGS

- Michigan Meetings + Events: Best Convention Center
- Stella Award: Best Golf Resort, Midwest Region
- Smart Meetings: Platinum Choice Award
- Meetings Today: Best of MidAmerica
- Michigan Meetings + Events: Best Golf Resort





THE RESORT EXPERIENCE

OVERVIEW

Surrounded by forests, rolling greens, and the striking blue waters of Lake Michigan, Grand Traverse Resort and Spa has it all—contemporary accommodations, top-notch amenities, and charming Midwestern hospitality.

Featuring over 500 guest rooms and 86,500 square feet of meeting space, the 900-acre property is one of Michigan's premier resort destinations.

Whether you choose a comfortable Hotel room, lofty Tower lodging, or a spacious condominium or rental home, you'll find a wide variety of accommodations on property.

The Resort is home to three championship golf courses, the renowned Spa Grand Traverse, and Wine Spectator Award of Excellence winner Aerie Restaurant & Lounge.

Enjoy other amenities like a private beach club on Grand Traverse Bay, dining options for all occasions, and The Den entertainment center, with axe throwing, an escape room, and other fun for team building or spouse programs.

GOLF

- The Bear
- The Wolverine
- Spruce Run

DINING

- Aerie Restaurant & Lounge
- Sweetwater American Bistro
- Jack's Taproom
- The Grille
- Lobby Bar

SPA GRAND TRAVERSE

- Massage & Body Care
- Skincare
- Nail Care
- Hair Artistry

SHOPPING

- Clothing
- Local Products
- Logo Wear
- Toys
- Candy
- Gifts

ACCOLADES

- Spas of America: Top 100 Spas – #43
- Golf Digest: Best Golf Courses in Michigan – #16 The Bear
- Golf Digest: America's 100 Greatest Public Courses – #95 The Bear
- Forbes: Northern Michigan's Golf Gems
- TripAdvisor: 15 Best Golf Destinations in America

Sleeping Bear Dunes National Lakeshore named "Most Beautiful Place in America" by Good Morning America



FOUR SEASONS OF FUN

SPRING

With sounds of chirping birds and views of blossoming trees, every Northern Michigan spring provides an inspired feeling of revival. As the sun shines, exquisite shopping awaits in walkable downtown Traverse City or the nearby charming villages of Elk Rapids and Suttons Bay.

SUMMER

Miles of sandy Lake Michigan shoreline and crystal-clear water provide the perfect setting for paddling, sailing, and swimming. The lush greens and sloping fairways found here have established Northern Michigan as one of the premier golf destinations in the world.

AUTUMN

Crisp autumn mornings warm throughout the day as rich fall foliage takes center stage. Fall pilgrimages to Northern Michigan are increasingly popular and it's easy to see why—the comfortable climate and spectacular setting provide the perfect backdrop for the season's many wine and food events.

WINTER

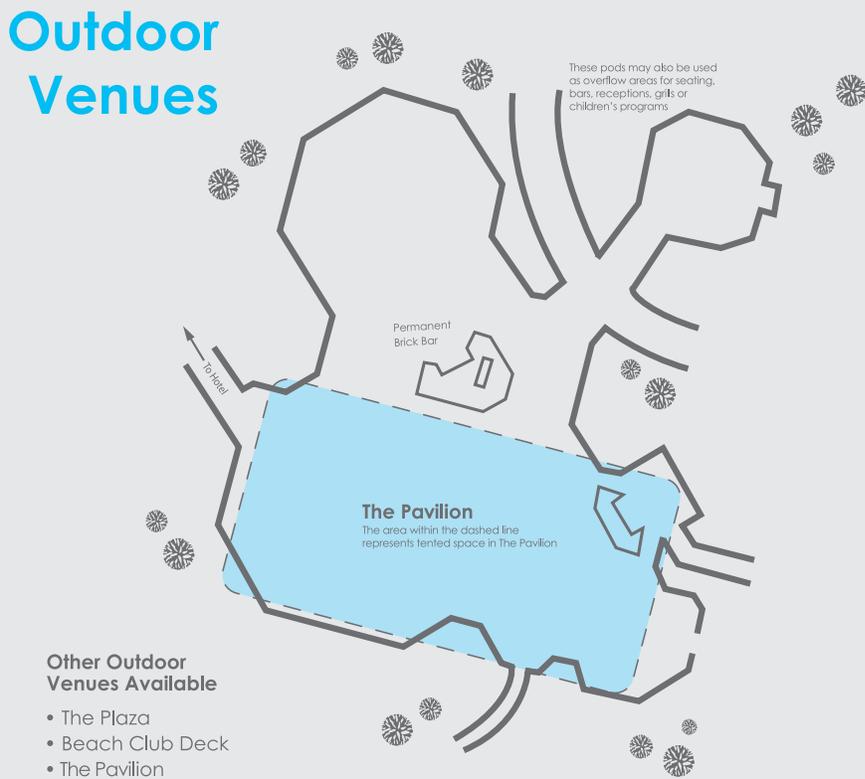
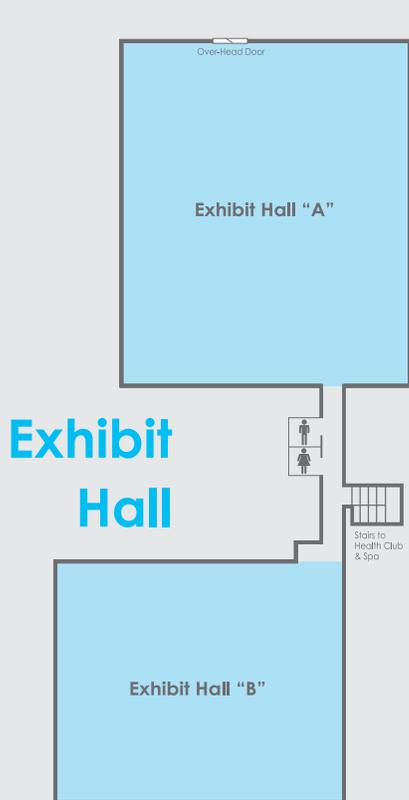
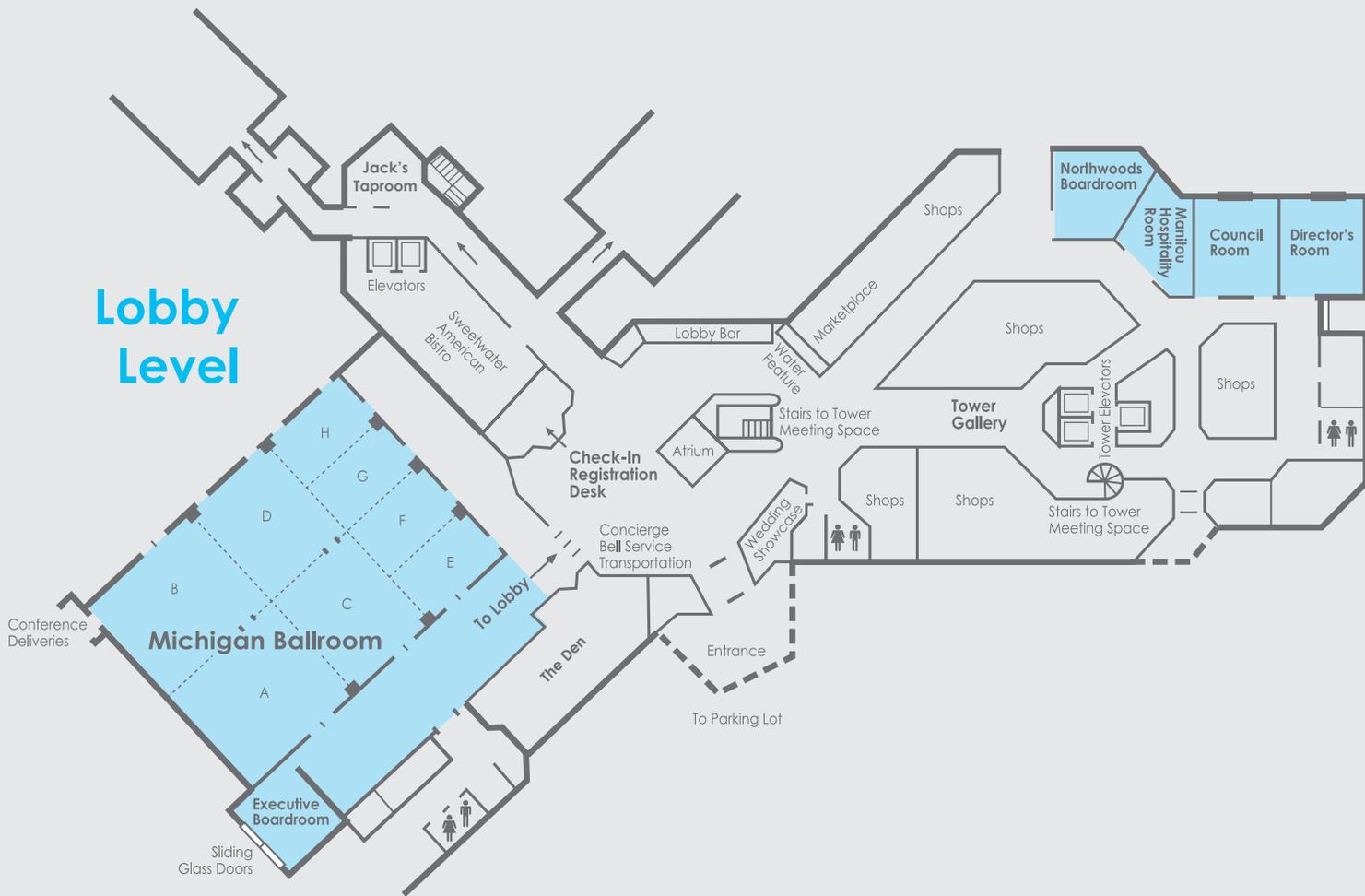
When snow falls, winter recreation in the form of cross-country and downhill skiing, snowshoeing, snowboarding, snowmobiling, and more takes hold. The charm of winter months can often be found by those hibernating inside the fantastic restaurants and microbreweries of Traverse City.

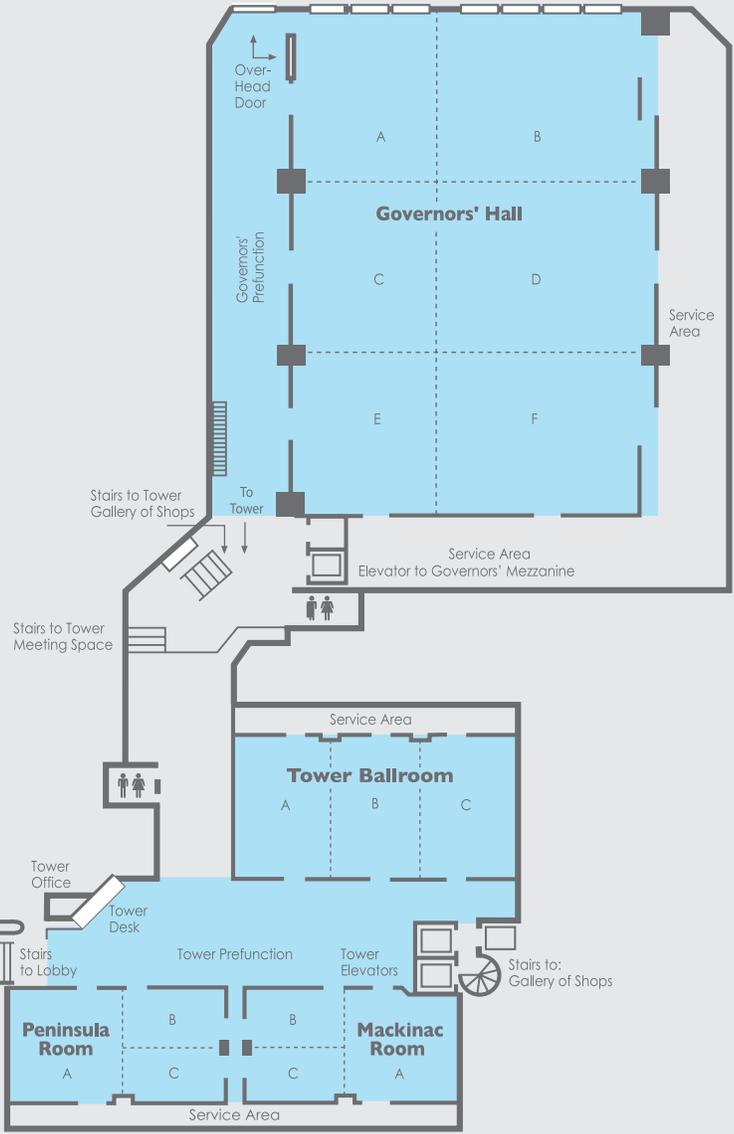
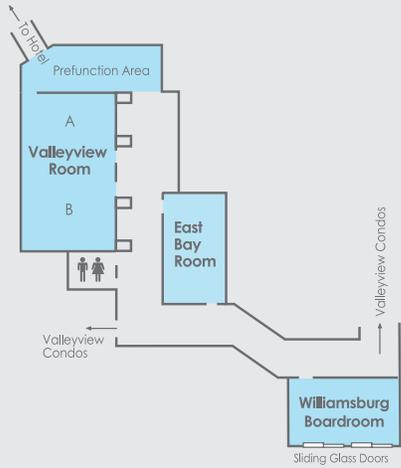
TRAVERSE CITY TOPPING THE LISTS

- 50 Best Cities to Live in the US – USA Today Money
- Top 10 Places to Visit in Michigan – Travel Channel
- The Best Small Towns in the US for Summer Vacations – AFAR
- North America's 18 Best Lake Towns – TripAdvisor
- 10 Most Beautiful Towns in the World – Select City Magazine









Lower Level

Meeting Room Notes

Lobby Level

Room	Dimension	Square Feet	Ceiling Height	Theatre Room	Class Room	U-shape	Banquet	Exhibits	Hollow Square	Rec Style	Conf Style
Council Room	39' x 30'	1,170	12'	125	70	42	80	-----	54	90	34
Director's Room	39' x 30'	1,170	12'	125	70	42	80	-----	54	90	34
Executive Boardroom	24' x 18'	432	12'	-----	-----	-----	-----	-----	-----	-----	15
Michigan Ballroom	110' x 84'	9,240	14'	1000	500	-----	600	56	-----	800	-----
Michigan A or B	46' x 42'	1,932	14'	210	100	54	100	10	72	125	40
Michigan A and B	46' x 84'	3,864	14'	425	220	80	240	20	120	275	76
Michigan C or D	33' x 42'	1,386	14'	150	72	48	70	8	60	100	40
Michigan C and D	33' x 84'	2,772	14'	300	160	84	150	16	96	175	75
Michigan E, F, G or H	31' x 21'	651	14'	50	30	20	30	-----	32	40	28
Michigan E, F, G and H	31' x 84'	2,604	14'	250	148	-----	120	16	-----	150	40
Michigan Prefunction	24' x 96'	2,304	14'	-----	-----	-----	-----	12	-----	100	-----
Northwoods Boardroom	-----	1,336	-----	-----	-----	-----	20	-----	-----	-----	20
Manitou Hospitality	-----	1,004	-----	-----	-----	-----	-----	-----	-----	30	-----

Lower Level

Room	Dimension	Square Feet	Ceiling Height	Theatre Room	Class Room	U-shape	Banquet	Exhibits	Hollow Square	Rec Style	Conf Style
Governors' Hall	168' x 115'	19,320	20'	2,250	1,200	-----	1,500	140	-----	2500	-----
Governors' A, C or E	56' x 48'	2,688	20'	280	160	66	210	20	90	400	52
Governors' B, D or F	56' x 72'	4,032	20'	450	240	990	300	24	114	500	70
Governors' AB, CD or EF	56' x 113'	6,720	20'	750	400	108	550	47	132	1000	112
Governors' Prefunction	168' x 30'	5,376	20'	-----	-----	-----	-----	22	-----	500	-----
Mackinac Ballroom	64' x 33'	2,145	12'	210	120	60	130	16	78	300	58
Mackinac A	36' x 33'	1,188	12'	100	60	35	70	8	47	150	34
Mackinac B or C	29' x 18'	464	12'	40	25	20	30	-----	24	75	22
Peninsula Ballroom	64' x 36'	2,145	12'	210	120	66	130	16	78	300	58
Peninsula A	36' x 26'	1,188	12'	100	60	35	70	8	47	150	34
Peninsula B or C	28' x 18'	464	12'	40	25	20	30	-----	24	75	22
Tower Ballroom	90' x 51'	4,770	12'	500	300	80	300	34	126	500	80
Tower A, B or C	30' x 51'	1,590	12'	150	100	45	110	10	54	250	46
Tower Prefunction	90' x 30'	2,700	12'	-----	-----	-----	-----	16	-----	-----	-----
Valleyview Room	22' x 37'	814	9'	75	45	36	60	-----	42	50	30
Williamsburg Boardroom	22' x 18'	396	8'	-----	-----	-----	12	-----	-----	12	12
East Bay Room	25' x 16'	540	9'	35	24	10	20	-----	10	30	22

Exhibit Hall

Room	Dimension	Square Feet	Ceiling Height	Theatre Room	Class Room	U-shape	Banquet	Exhibits
Exhibit Hall "A"	150' x 120'	18,000	25' x 35'	2,000	1200	-----	1,500	140
Exhibit Hall "B"	110' x 120'	12,000	25' x 35'	1,300	1000	-----	1,000	80

Tower Rooms

Room	Dimension	Square Feet	Ceiling Height	Theatre Room	Class Room	U-shape	Banquet	Exhibits	Hollow Square	Rec Style	Conf Style
Club Room	34' x 21'	616	12'	50	25	-----	40	-----	-----	40	20
Level 17	55' x 42'	2310	12'	125	55	30	110	12	-----	250	42

Outdoor Venues

Room	Dimension	Square Feet	Ceiling Height	Theatre Room	Class Room	U-shape	Banquet	Exhibits	Hollow Square	Rec Style	Conf Style
Clubhouse Lawn North	-----	1,100	-----	-----	-----	-----	70	-----	-----	100	-----
Clubhouse Lawn South	-----	1,900	-----	-----	-----	-----	100	-----	-----	150	-----
The Pavilion	-----	8,000	-----	-----	-----	-----	200 – 400	-----	-----	650	-----
The Plaza	45' x 100'	6,000	-----	500	250	-----	500	47	-----	800	-----
The Beach Club Deck	-----	4,500	-----	-----	-----	-----	200	-----	-----	400	-----
55th Hole	-----	9,000	-----	-----	-----	-----	700	-----	-----	1000	-----

TRAVEL MADE SIMPLE

FLY

Grand Traverse Resort and Spa is just six miles northeast of Traverse City, Michigan, and only 10 minutes from Traverse City's Cherry Capital Airport (TVC).

Our award-winning airport is small enough to make TSA wait times a breeze and large enough to get you where you need to go.

A complimentary Resort shuttle will take meeting attendees to and from the airport.

SERVED BY MAJOR CARRIERS

- American
- Delta
- United
- Elite Airways
- Allegiant

DIRECT FLIGHTS TO TVC

- Dallas
- Chicago
- Washington D.C.
- Denver
- Sarasota
- Minneapolis
- Phoenix
- Charlotte, NC
- And more

DRIVE

Your meeting is only a day's drive from major metropolitan areas like Chicago, Columbus, Indianapolis, and Pittsburgh. Grand Traverse Resort and Spa offers free onsite parking, optional valet parking, and seven electric car-charging stations.

