



➤ GRAND TRAVERSE RESORT AND SPA | MEETINGS ⚡



MORE THAN MEETS THE EYE

"I had no idea." That is a sentiment often shared by guests and meeting planners alike once they're introduced to Grand Traverse Resort and Spa.

The bounty of freshwater, trails, orchards, rolling hills and friendly Midwestern hospitality is an eye-opener for first-time visitors. Even more surprising to many are the increasingly urban-chic characteristics and options that have developed in recent years.

Nearby Traverse City has "grown up" significantly and offers exciting things to do both while your meeting is in session and once it's adjourned. Its city side awakens at night with an internationally recognized and growing culinary, wine and microbrewery scene.

At Grand Traverse Resort and Spa, we see ourselves as your launchpad to exploring all that Northern Michigan has to offer.

While we encourage a sense of adventure, you don't have to step foot off Resort grounds to have a memorable experience. From our private Beach Club on East Grand Traverse Bay and scenic championship greens to our soothing Spa and distinctive dining, you'll find an array of amenities and activities to enjoy at our acclaimed 900-acre property.

Whether you're here with us in summer, fall, winter or spring, our own love of this renowned region shines through each and every day. It is at the heart of our remarkable and attentive service, working in earnest to make your time with us as extraordinary as Northern Michigan itself.

Welcome to Grand Traverse Resort and Spa. ☺

Meetings Focus MidAmerica Magazine – Best of MidAmerica

Golf Digest – America's 100 Greatest Public Golf Courses

The Knot – Best of Weddings

Michigan Business & Professional Association – 101 Best and Brightest Sustainable Companies

Spas of America – Top Spas

Golf World – Top 50 Golf Resorts in North America

"I had no idea."



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



» ADVENTURE AWAITS «

ABUNDANT LOCAL BEAUTY

An inspired sense of exploration may come over you immediately upon arrival. With four distinct seasons offering their own unique rhythm and beauty, Northern Michigan's landscape provides seemingly endless adventures no matter the time of year.

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 this area as one of the premier golf destinations in the world.

Crisp autumn mornings gradually warm throughout the day as rich fall foliage takes center stage. Fall pilgrimages to Northern Michigan are increasingly popular and it's not hard to see why—the comfortable climate and gorgeous setting provide a spectacular backdrop for the season's many wine and food events.

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

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



PARASAIL ✦ TASTE WINE ✦ SHOP LOCAL BOUTIQUES
WATCH A MOVIE AT THE STATE THEATRE ✦ FINE DINING
DUNE CLIMB ✦ WINTER TUBING ✦ RIDE THE TART TRAIL
PAINT POTTERY ✦ MUSIC HOUSE MUSEUM ✦ **SNOWSHOE**
TASTE A MICROBREW ✦ BUILD A SANDCASTLE ✦ WALK
PADDLEBOARD ✦ VISIT A FOOD TRUCK ✦ CHARTER FISH
FIND A PETOSKEY STONE ✦ **GOLF** ✦ KAYAK ✦ DANCE
RUN THE BAYSHORE MARATHON ✦ CASINO ✦ SWIM
SNOWBOARD ✦ VISIT THE SPA ✦ ICE CREAM CONE
SKATE ✦ NIGHT AT THE OPERA HOUSE ✦ BIRD WATCH
DIVE A SHIPWRECK ✦ ENJOY A LOCAL BREW ✦ PICK
APPLES ✦ TOUR A LIGHTHOUSE ✦ SAILING LESSONS
OLD TOWN PLAYHOUSE ✦ FLY FISH ✦ TAKE IN A SUNSET
ROAST MARSHMALLOWS OVER A WINTER FIRE ✦ BIKE
RIDE ✦ HOT AIR BALLOON RIDE ✦ SNOWMOBILE ✦ REST



» AREA FUN «

SOMETHING FOR EVERYONE

One of the most challenging aspects of planning group travel is finding a destination that has something for everyone. Fortunately, the greater Grand Traverse region puts those concerns to rest. 🏞️

+ GROUP WINE TASTING

Unique climate and terrain combine to create an ideal setting for robust grape harvesting on Old Mission and Leelanau Peninsulas. Customized group excursions are a great way to visit the award-winning wineries situated on this breathtaking land surrounded by lush orchards and rich, blue water in all directions.

+ SET SAIL ON THE WATER

Capable of accommodating nearly sixty passengers, the regal Tall Ship Manitou provides an intimate perspective of West Grand Traverse Bay. A sunset cruise on the 1800s-era "coasting" cargo replica schooner offers stunning scenery and is highly recommended.

+ AMERICA'S MOST BEAUTIFUL PLACE

Gather up your crew for a day trip to Sleeping Bear Dunes National Lakeshore near the quaint town of Glen Arbor. A leisurely stroll or ambitious hike will lead you to awe-inspiring views of America's Most Beautiful Place.

+ ROLL OUT THE RED CARPET

Catch a flick at the renowned Traverse City State Theatre. Host to the enormously popular Traverse City Film Festival each August, the vintage cinema is a tremendous option for a rainy day or "just because."

+ CREATIVE INSPIRATION

Recognized by Forbes.com as one of the Top Ten Reasons to Visit Michigan's Lower Peninsula, the Music House Museum is a Northern Michigan landmark conveniently located about a mile from Grand Traverse Resort and Spa. The Dennon Museum, on the campus of Northwestern Michigan College is another fascinating destination offering a look at historic sculpture, prints and artwork.



Fresh-rolled sushi prepared at Aerie Restaurant and Lounge



» SAVOR / DELIGHT / EXPERIENCE «

LOCAL CUISINE AND BEVERAGE

When culinary authorities like *Bon Appétit* Magazine and world-renowned chef Mario Batali start lofting high praise toward Traverse City's foodie culture, you know you've found a special place. In an interview with Fodors.com, Batali named Traverse City his #1 summer "foodie" destination in the world, besting cities like Bologna (Italy) and Hong Kong.

With that level of acclaim, there are many aspects of Traverse City's growing culinary scene to explore including top-rate chefs, farm-to-table restaurants, gourmet food trucks and an up-and-coming urban culture to top it off.

But food is only half of the story.

Northern Michigan is quickly gaining notoriety for its thriving wine and microbrewery culture. Nearby Old Mission Peninsula was recently pegged a Top Wine Region to Watch by *Touring and Tasting* and its microbrew scene is considered one of the best in North America by the Travel Channel.

Some of the best meetings happen after the meeting. If you're looking for a place to gather for drinks or happy hour, there is no shortage of cool taprooms and microbreweries to check out, including the Trappist beer-themed 7 Monks Taproom,

eccentric open-air bar The Little Fleet or rail-side craft brewery, The Filling Station.

For a night-cap, visit Low Bar, the dimly-lit underground lounge in downtown Traverse City, specializing in '30s era handcrafted cocktails. ☺

Traverse City named "One of America's Five Top Foodie Towns" by Bon Appétit

USA Today named TC, "One of the Top 10 Places to Enjoy Local Wine"

Draft Magazine listed TC among "Three Emerging Beer Towns"



Grand Lobby at Grand Traverse Resort and Spa



» UNDER ONE ROOF «

THE RESORT EXPERIENCE

Surrounded by orchards, rolling greens, vineyards and the striking blue waters of Lake Michigan, Grand Traverse Resort and Spa has it all—casual elegance, top-notch amenities as well as friendly Midwestern hospitality and charm.

Named one of the Top 75 Golf Resorts in America by *Golf Digest*, Grand Traverse Resort and Spa features three championship courses—highlighted by The Bear, a signature design by Jack Nicklaus.

For guests seeking relaxation and rejuvenation, the full-service Spa Grand Traverse occupies two floors with twenty-three treatment rooms,

salon, boutique and features locally-made products. In addition to traditional services such as massage and nail care, broadband light treatments are available by appointment through an alliance with The Center for Skin Care at Copper Ridge.

A cool option for a fun meeting or corporate gathering can be found on our private Beach Club along the sandy shores of Lake Michigan's East Grand Traverse Bay. Watersport rentals, outdoor pool, hot tub and Beach Club Grill provide refreshment for both spirit and body.

Get your pre-meeting workout in our 100,000 sq. ft. Health Club. Multiple swimming pools, cardio and weight rooms, yoga studio and indoor/outdoor tennis courts highlight the expansive facility.

From fine dining to pub-style food, the Resort's five restaurants and lounges feature menus that change seasonally and use locally grown, fresh ingredients as well as local wines and microbrews. 🍷

⇒ A SPACE FOR EVERY EVENT ⇐

THE MEETING EXPERIENCE

Pillar-free, insulated function space, vast accommodations and a friendly staff that excels at meetings combine to make Grand Traverse Resort and Spa one of the Midwest's finest full-service resort destinations to mix business with pleasure.

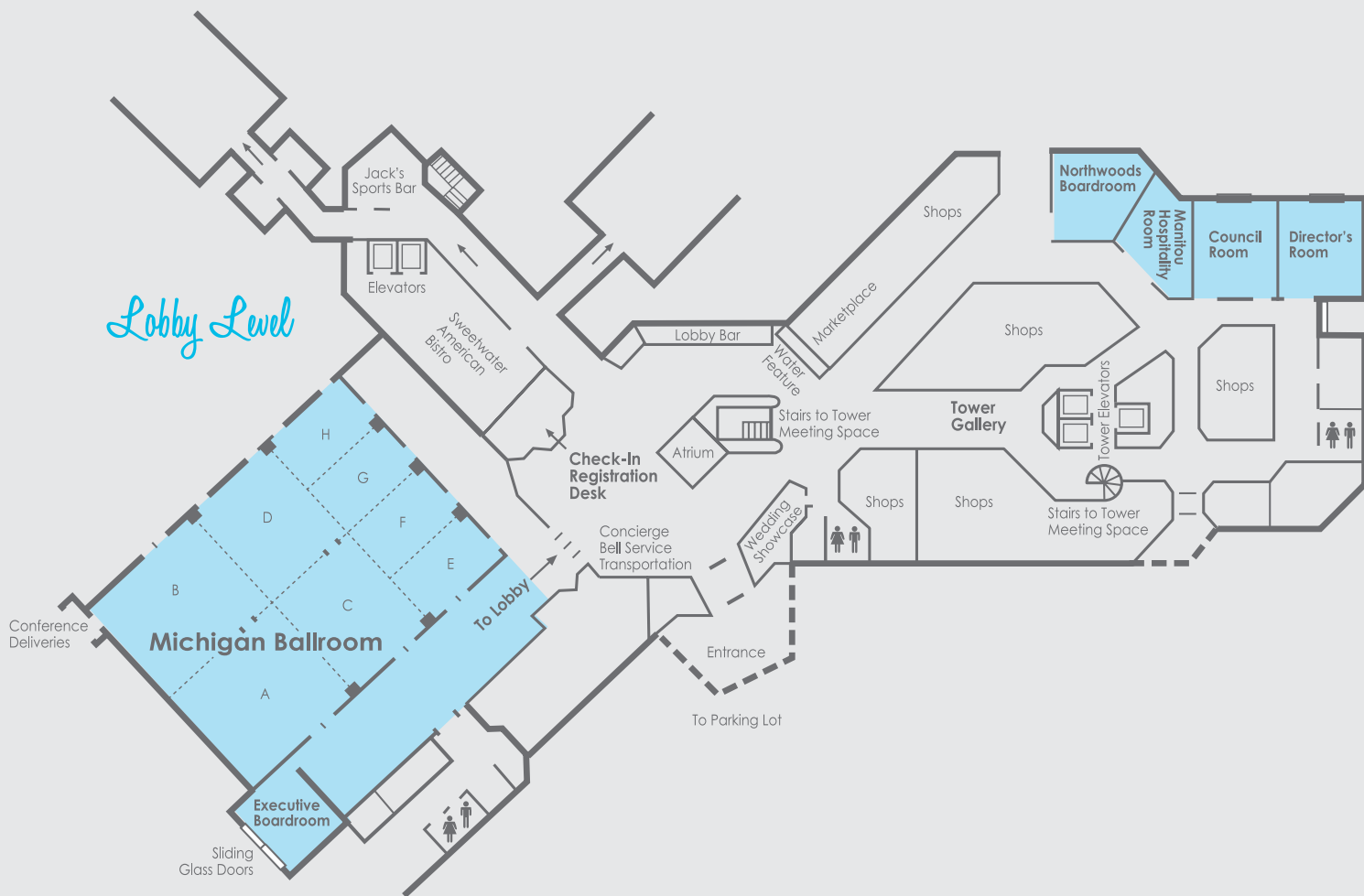
The Resort's nearly 600 rooms and 86,500 sq. ft. of indoor/outdoor function space, make it perfect for groups of up to 2,500 attendees. Meeting venues range from the 19,320 sq. ft. Governors' Hall to intimate boardrooms and unique settings like the Resort's private Beach Club on Grand Traverse Bay.

*Michigan Meetings + Events–
"Best Of" Award*

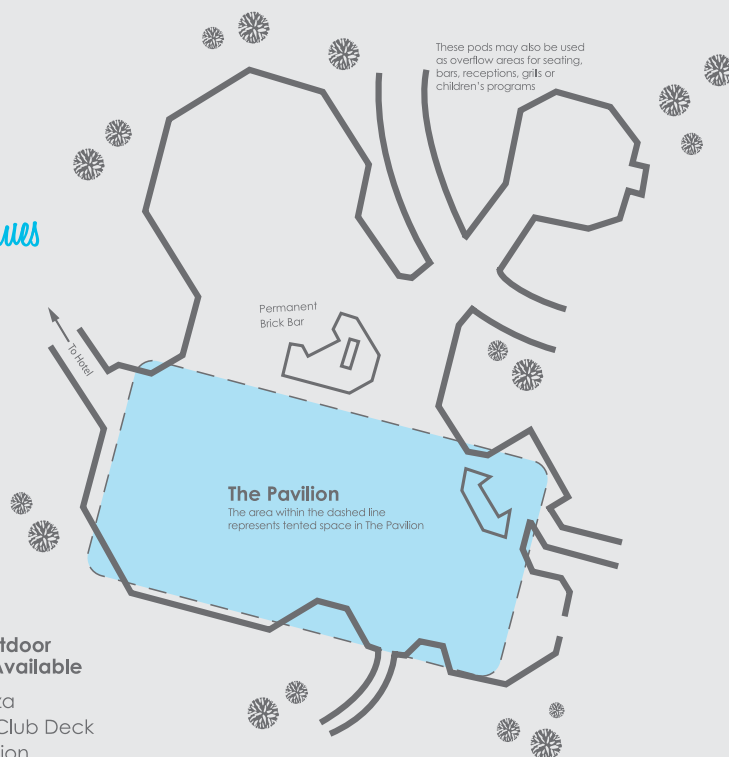
Smart Meetings–Platinum Choice Award

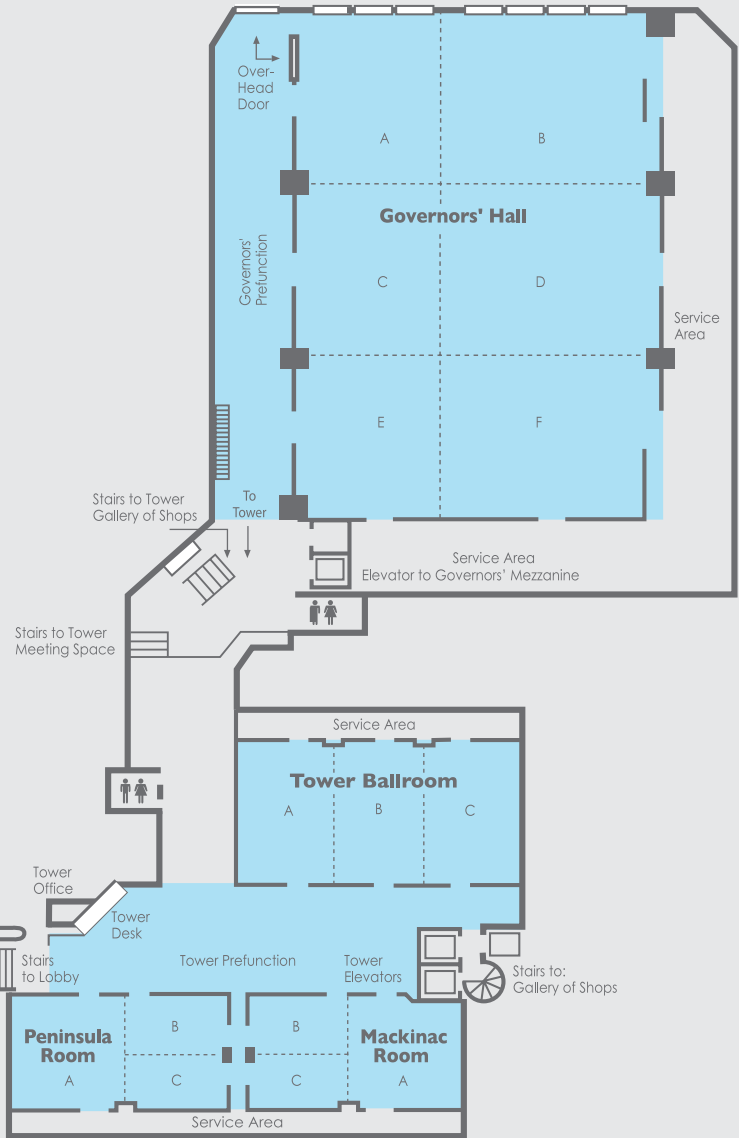
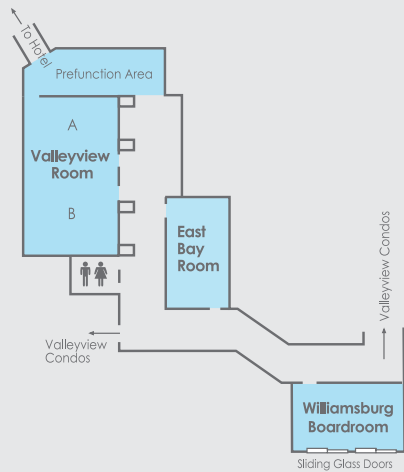
*Golf Digest–Top 75 Golf Resorts
in North America*



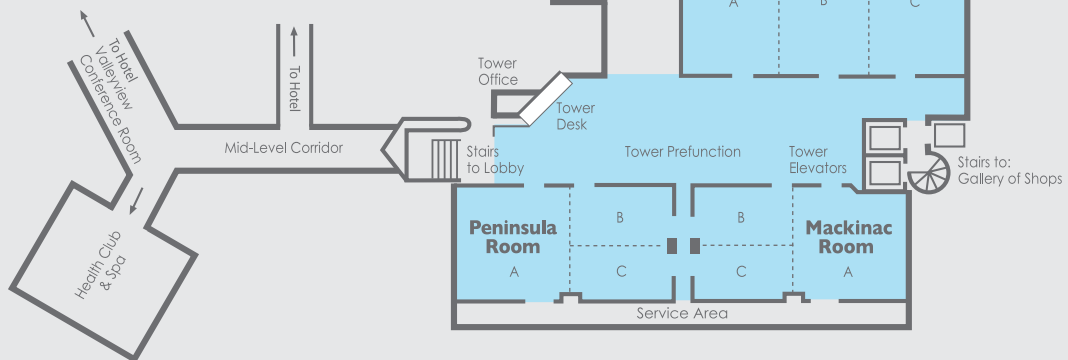


Outdoor Venues





Lower Level



Meeting Room Notes



Northwoods Boardroom at Grand Traverse Resort and Spa

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 | ----- |



GRAND TRAVERSE RESORT AND SPA | TRAVERSE CITY | 231-534-6150 | MEETINGS@GTRESORT.COM

THE RESORT IS WITHIN A SINGLE DAY'S DRIVE FROM MOST MAJOR MIDWEST CITIES. CONVENIENT JET SERVICE IS PROVIDED BY MAJOR AIR CARRIERS THROUGH THE GATEWAY CITIES OF CHICAGO, DETROIT, AND MINNEAPOLIS FROM ANY POINT IN THE CONTINENTAL UNITED STATES. GRAND TRAVERSE RESORT AND SPA IS TEN MINUTES AWAY FROM TRAVERSE CITY'S CHERRY CAPITAL AIRPORT (TVC) AND RESORT SHUTTLE SERVICE IS PROVIDED FOR GUESTS THROUGH THE RESORT'S BELLSTAND.