



GRAND TRAVERSE RESORT AND SPA

GRAND TRAVERSE RESORT AND SPA STYLE STANDARDS FOR WRITTEN DOCUMENTS (Updated January 2024)

This document is intended to act as the definitive reference guide to correct spelling of commonly used names of facilities and departments that appear in Resort branding, communications, and collateral materials.

Please pay special attention to the location of apostrophes and capitalizations.
If you have questions, please see the Resort's Marketing Department.

Our Name: Grand Traverse Resort and Spa

Our name, Grand Traverse Resort and Spa, should be used in communication documents and written marketing pieces. The Resort's legal entity and the name chosen by our owners is Grand Traverse Resort and Spa, LLC. This name is trademarked and should be used for licenses, operation certificates, contracts, and legal documents.

Here are some technically incorrect uses of our name that we commonly see:

- The Grand Traverse Resort and Spa (never "The" before our name, unless as in "the Resort" on a second reference)
- Grand Traverse Resort & Spa (Please do not use an ampersand because using it puts our trademark in jeopardy. The United States Patent and Trademark Office registered trademarks use the "and," not the "&")
- Grand Traverse Resort (missing "and Spa")

Ownership

Grand Traverse Band of Ottawa and Chippewa Indians (Grand Traverse Band is OK in second reference)

Sister Properties

Leelanau Sands Casino & Lodge | Turtle Creek Casino & Hotel

URLs

Grand Traverse Resort and Spa: www.grandtraverseresort.com

Turtle Creek Casino & Hotel: www.turtlecreekcasino.com

Leelanau Sands Casino & Lodge: www.leelanausandscasino.com

Grand Traverse Resort & Casinos: www.casino2win.com

Grand Traverse Band of Ottawa and Chippewa Indians: www.gtbindians.org

Commonly Used Resort Data

(These figures are rounded intentionally for easy reference)

- 900 acres
- Nearly 550 rooms, suites, and condominiums
- 15 Suites
- 86,500 square feet of flexible meeting space

- Largest meeting room: Governors' Hall
- Groups of up to 2,500
- 15,000-square-foot Indoor Water Playground
- 20,000-square-foot Gallery of Shops
- 100,000-square-foot Health Club
- 7,000-square-foot Spa Grand Traverse
- 2,000-square-foot Golf Academy
- 23-room Spa Grand Traverse
- Food & Beverage

Food & Beverage

- Aerie Restaurant & Lounge (Aerie is OK in second reference)
- Sweetwater American Bistro
- Clubhouse Grille (or The Grille)
- Jack's Taproom
- Afternine (half-way house or turn-stand on The Bear)
- Grand Lobby Bar
- The Den
- Marketplace (not The Marketplace)
- Pool Bar (located at Governors' Pool)
- Fin's Sandbar (located at the Beach Club)
- Putter's (stand next to the Clubhouse)

Golf

- The Bear® (Incorrect: the Bear, Bear course, The Bear course)
- The Wolverine (Incorrect: the Wolverine, The Wolverine course)
- Spruce Run (Incorrect: The Spruce Run, the Spruce Run course)

Facilities

- Aerobics/Dance/Yoga Studio Cardio Fitness Room
- Clubhouse
- Front Desk Gallery of Shops
- Grand Traverse Resort and Spa Golf Academy (Golf Academy is OK)
- Hotel (please always capitalize when referring to our Hotel)
- Health Club
- Indoor Tennis Courts Indoor Tennis Courts
- Property Management/Real Estate Pro Shop
- Spa Grand Traverse (the Spa is OK in second reference)
- The Den
- Tower (please always capitalize when referring to our Tower)
- Waterside Weight Room

Gallery of Shops

- Adventure North Outfitters
- Ashleigh's
- Bear Logo Shop

- Whirligigs Candy & More
- Marketplace
- Mud Pie
- Tumbleweeds
- No Truer North

Other Retail Outlets

- Pro Shop
- Spa Retail Boutique

On-Property Vendors

- Blue Sky Rentals
- Dave Pelz Golf School
- Presentation Services

Our Property

Condominium Complexes

Bayview | Golfview | Hilltop | Singletree | Terrace | The Shores | Valleyview

Private Home Developments

- Arrowhead Estates (Located on The Bear)
- Cottage Glens (Located on The Bear)
- Signature Ridge (Located on The Bear)
- Wolverine Heights (Located on The Wolverine)

Indoor Function Space

- Clubroom (on the 17th floor of the Tower) Council Room
- Director's Room East Bay Room
- Executive Boardroom Exhibit Hall A, B
- Governors' Hall (Note location of apostrophe. Incorrect: Governors' Ballroom)
- Governors' Hall Mezzanine Governors' Hall Pre-Function Mackinac Room
- Manitou Room Michigan Ballroom
- Michigan Ballroom Pre-Function Northwoods Room
- Peninsula Room
- Level 17 – (Tower 17th Floor) Tower Ballroom
- Tower Office Tower Pre-Function
- Tower Registration Desk Valleyview Room Williamsburg Boardroom

Outdoor Function Space

55th Hole | Governors' Pool | Pavilion | Plaza | Jazz Live Field | Clubhouse Lawn

Other Spaces

Grand Lobby | Gallery of Shops | Porte Cochere

Special Rooms

Hotel Hospitality Room | Hotel Junior Suite | Tower Hospitality Room | Leelanau Suite | Old Mission Suite