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**GRAND TRAVERSE
RESORT AND SPA**

**Grand Traverse Resort and Spa Teams Up with the Detroit Lions:
A Winning Partnership for Unmatched Hospitality**

ACME, Mich., August 22, 2024 – Grand Traverse Resort and Spa is thrilled to announce a new partnership with the [Detroit Lions](#), enhancing both organizations' commitment to excellence in hospitality and sports entertainment. This collaboration marks a significant milestone for the Resort, solidifying its role as Michigan's leading resort destination.

The [partnership](#) between the Resort and Detroit Lions carries special significance, as it bridges the connection between Detroit and Northern Michigan. Since 1980, visitors from across the state of Michigan have been coming to this iconic destination, founded by business visionaries from Detroit. The legacy of Detroit's entrepreneurial spirit meets the Lions' deep roots in the city, offering fans and guests a unique blend of urban sophistication and Northern Michigan charm.

"We are excited to partner with the Detroit Lions, a team renowned for its dedication and passion," says Resort General Manager Tim Norman. "The Lions' Honolulu Blue mirrors the blue waters of East Grand Traverse Bay that surround the Resort. We look forward to welcoming fans to our resort to enjoy the best of both worlds – luxurious relaxation and thrilling sports entertainment."

Grand Traverse Resort and Spa – known for its comfortable accommodations, world-class amenities, breathtaking views, and the No Truer North® lifestyle – is a beacon of hospitality in Northern Michigan. This new partnership with the Detroit Lions aligns with the Resort's dedication to providing unparalleled experiences to its guests.

"We pride ourselves on the Ford Field fan experience being among the best in the league and we know the Grand Traverse Resort prides itself on offering guests an impressive and memorable experience," said Detroit Lions Vice President, Corporate Partnerships Mace Aluia. "We are looking forward to this new partnership to bring top-tier hospitality from a renowned Michigan destination into the electric energy of Lions football."

Elements of the partnership include prominent in-game signage for Grand Traverse Resort and Spa, special vacation offers exclusively for Loyal Lions members, [enter-to-win sweepstakes](#), and other co-branded marketing opportunities throughout the 2024-2025 season. Get ready to experience a winning blend of comfort and excitement with Grand Traverse Resort and Spa and the Detroit Lions.

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 has been creating Michigan vacation memories since 1980. Featuring nearly 550 guest rooms and 86,500 square feet of meeting space, the 900-acre property is Michigan's premier year-round resort destination. 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.