

**Media Contact:**

Caroline Rizzo  
Communications Manager  
Grand Traverse Resort and Spa  
Cell: 231.492.5594  
Office: 231.534.6352  
E-mail: [publicrelations@gtresort.com](mailto:publicrelations@gtresort.com)  
Visit: [www.grandtraverseresort.com](http://www.grandtraverseresort.com)



**GRAND TRAVERSE  
RESORT AND SPA**

## **Grand Traverse Resort and Spa Unveils Exclusive Detroit Lions Guest Room**

ACME, Mich., December 10, 2024 – Grand Traverse Resort and Spa, Michigan’s premier destination based near Traverse City and [proud partner](#) of the Detroit Lions, is excited to announce the launch of its exclusive Touchdown Suite. This one-of-a-kind room offers Lions fans an immersive experience that combines comfortable accommodations with a bold design celebrating their favorite professional football team.

“We’re thrilled to bring the energy of Detroit Lions football to our resort,” said Tim Norman, General Manager of Grand Traverse Resort and Spa. “This room offers fans the perfect getaway, blending the excitement of the game with the tranquility that our resort is known for.”

The themed room features custom décor inspired by the team’s iconic Honolulu blue and silver colors, as well as memorabilia and artwork that pay tribute to the rich history of Detroit’s beloved football team. Guests will find full-size helmets, framed photos, and officially licensed gear that bring the spirit of Ford Field straight to northern Michigan.

“We are excited for the Resort to bring this unique experience to our fans,” said Detroit Lions Vice President, Corporate Partnerships Mace Aluia. “This themed room is a great way for fans to connect with our team in a memorable and fun way. We are proud to bring the pride and tradition of the Lions to such a premier Michigan destination.”

Guests who stay in the Touchdown Suite will also receive complimentary game-themed snacks and Lions fan gifts during their stay. The Resort offers a range of amenities for guests to enjoy, including three championship golf courses, a full-service spa, and an array of dining options. The Touchdown Suite is the newest addition to the Resort’s unique offerings, blending sports fandom with the ultimate vacation experience.

The Detroit Lions-themed guest room is available to book now. For more information, [click here](#). To book the Detroit Lions Touchdown Suite, call 231-534-6000.

---

*Media video and 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](http://grandtraverseresort.com) to learn more.