

EXACTLY WHERE YOU SHOULD BE

When you're true to who you are,
you're true to where you are.
Come join us.

TRAVERSEcity
MICHIGAN

CONTENTS

NEIGHBORHOODS	4
TC TOP TEN	16
FALL ITINERARY	18
WINTER ITINERARY	20
SPRING ITINERARY	22
OUTDOORS	24
BEACHES	28
CULINARY	30
WINE, BEER & SPIRITS	32
INDOORS	34
ADVENTURE ALMANAC	36
EVENTS	38
GETTING HERE	39





WHERE THE BEST STORIES BEGIN

Like a good book,

Traverse City is revealed in chapters. Each a singular experience defined by the rhythm of the seasons. The hushed solitude of a winter trail, winding through the pines. The deep green of woodlands springing to life. The unbridled laughter of children splashing in the waves. And the eye-popping spectacle of our brilliant fall colors.

It's all yours to experience. With the family. That special someone. Or friends who, like you, have a passion for discovery and adventure. Because, after all, it's about the experiences you share. The moments that connect you. And the memories that become your favorite stories.

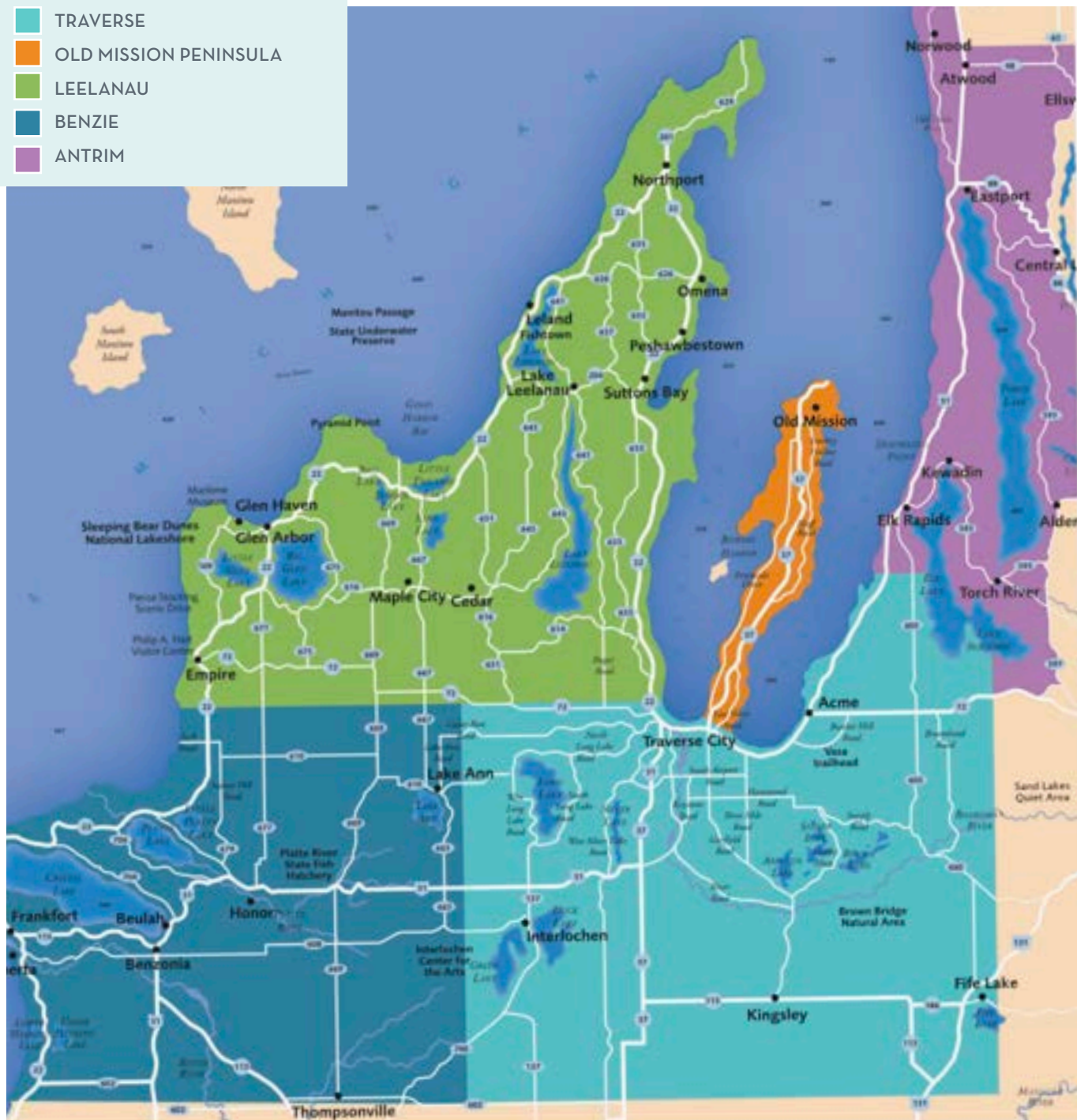
Welcome to Traverse City.
Exactly where we should be.

A person is walking away from the camera on a grassy hill. The sun is low on the horizon to the left, creating a bright orange glow and long shadows. The sky is a mix of blue and orange. The overall mood is peaceful and scenic.

DOWNTOWN SHOPPING AND UPHILL CLIMBING

There's a lot more to Traverse City than just "city." Our area is comprised of several unique "neighborhoods," each with its own special appeal and amenities. Depending on what you're in the mood for—downtown shopping, touring the wineries, lounging at the beach, etc.—you're sure to find something to your liking in one or more of our oh-so-welcoming neighborhoods.

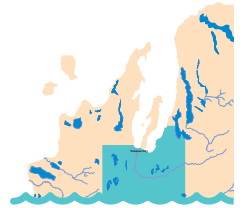
- TRAVERSE
- OLD MISSION PENINSULA
- LEELANAU
- BENZIE
- ANTRIM





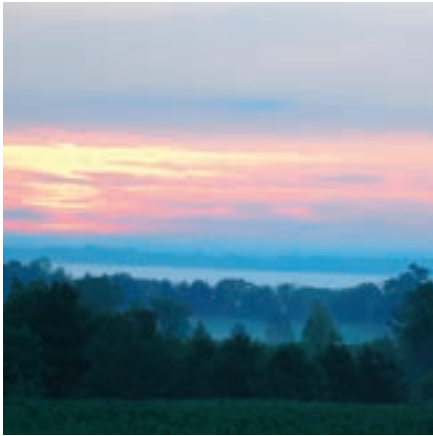


DOWNTOWN TRAVERSE CITY



This is the heart of Traverse City. Downtown pulses with a vibrant energy that can be felt down every street and around every corner. Over 150 trendy shops and hip hangouts await exploration along the main stretch of Front Street and down Cass and Union Streets. Further down Front Street is the Warehouse District, with its artsy, blue-collar vibe and handcrafted brews and bourbon. Looking for something a little slower paced? Check out the Grand Traverse Commons, which was reimagined from the original Traverse City State Hospital. It's now a thriving, wonderfully walkable community of bistros, boutiques and a bevy of new businesses.





OLD MISSION PENINSULA



Nineteen miles long. Three miles wide. And endless possibilities for exploration and enjoyment. Welcome to Old Mission Peninsula. The peninsula divides Grand Traverse Bay into its east and west arms. It's home to 11 different wineries, each offering its own unique take on the natural bounty and beauty of the land and water. Old Mission has a rich agricultural heritage and is home to multigenerational family farms. Head north along Center Road from downtown and let the winding pavement lead you past orchards, vineyards and amazing water views. Follow the full stretch to the Mission Point Lighthouse and stop for the obligatory selfie before you head back.



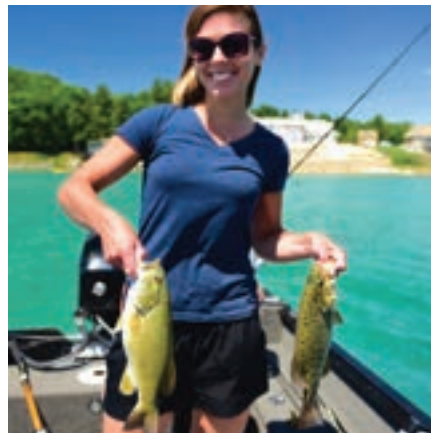




SURROUNDING TRAVERSE CITY



On cool summer evenings, the music wafts through the woods. A siren's call to come and experience the magic of Interlochen Center for the Arts. Located 20 minutes south of Traverse City in the town of Interlochen, the arts camp gets many of the “big name” performers for its summer series. It's a fitting introduction to an area that seems so “in tune” with nature. Here you'll find ample opportunities to canoe or kayak the many inland lakes and rivers. Looking for something a little more lively on the water? Several of the rivers, including the Boardman, are renowned for their trout fishing. Speaking of trout, if you're in the area in April, check out the National Trout Festival in Kalkaska. Located just 30 minutes east of Traverse City, Kalkaska, along with other communities down US-131, have a plethora of public land and trails, perfect for hiking, mountain biking and more.







BENZIE

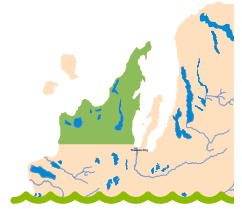


Benzie County is the state's smallest county, but it packs a big punch with dozens of outdoor adventures at your fingertips, farm-to-table restaurants, and plenty of Lake Michigan shoreline. Your adventure begins easily enough. Head west out of Traverse City along US 31 South for about 23 miles. The road ahead is dotted with forests and farms, leading you toward quaint towns and endless stretches of Lake Michigan. Home to an array of shopping, dining, and outdoor recreation, Benzie County offers plenty of small-town charm against a stunning natural backdrop of golden sand dunes and hardwood forests. It's easy to fill up your itinerary when you discover the activities and attractions in the area's six charming towns including Frankfort, Benzonia, Beulah, Elberta, Honor, Lake Ann, and Thompsonville. Crystal Mountain offers a wide range of amenities and activities from golf to skiing and more.





LEELANAU



M22 is not just the road leading in and around Leelanau County. It's the tangible essence of the county itself... one that conjures up childhood memories of summer days on the lake. Family bonfires on the beach. Screen doors slamming and children laughing. This is Leelanau. Home to 30 different wineries that make up part of the Traverse Wine Coast. The grand and indescribably beautiful Sleeping Bear Dunes National Lakeshore. Miles of hiking and biking trails. Several inland lakes and seemingly endless expanses of Lake Michigan beach. Leelanau is also home to numerous small towns—Northport, Suttons Bay, Glen Arbor and Empire—each with their own beaches, just made for strolling and enjoying the majestic splendor of the big water. The local shops and galleries offer art and clothing crafted by area artisans. The restaurants range from casual to fine dining. In its interior, Leelanau has other small communities—Maple City, Lake Leelanau and Cedar—each with its own charm and shops waiting to be explored.

THE TC TOP TEN

A man and a woman are standing on a sandy, grassy cliff edge, taking a selfie with a smartphone. The man is holding the phone up, and the woman is standing next to him, smiling. They are both wearing casual summer clothing. In the background, a vast, calm body of water stretches to the horizon under a clear blue sky. A tree branch with green leaves is visible in the upper right corner of the frame.

For all its natural splendor, perhaps the real beauty of Traverse City is its diversity of things to explore and experience. Its breathtaking beaches and soaring sand dunes. Its booming culinary scene and many outdoor pursuits. A myriad of microbreweries, distilleries and wineries. But with limited leisure time, how do you choose? Not to worry. Here are ten “must do” experiences that capture the true essence of Traverse City.

1 Do the Dune Climb - At about 300 feet, the Sleeping Bear Dune Climb is no day at the beach, especially when you consider you're ascending shoeless through loose sand. But the cardio workout is well worth it... views of Big Glen and Little Glen Lakes are absolutely stunning. And the run (or slow descent) back down will make anyone feel seven years old again.

2 Stroll a beach - A dipping (or rising) sun, a cool breeze and an almost endless stretch of sand. It's an experience that should not be missed. And with over 250 miles of Lake Michigan coastline—add in all the inland lakes too—and there's a beach within a stone's toss from wherever you are up here. So pick one, kick off your flip-flops, and enjoy.

3 Pick a cherry - Traverse City produces over 100 million pounds of tart cherries every year. It's our signature crop and a primary economic driver. Not to mention, it makes one heck of a pie. Stop by one of our many farm markets or roadside stands to sample the little red berries (yes, it's a berry) for yourself. Or simply buy a pie or jar of preserves to share with the fam when you get home.

4 Walk in the winter woods - Traverse City takes on an almost magical aura in winter. One best experienced on a silent, snow-covered trail. Strap on your skies or snowshoes and make tracks, stopping often enough to hear the wind whistling gently through the pines.

5 Drink it in - A hearty IPA. A smooth, smoky bourbon. A glass of fine Chardonnay. Go head, pick your pleasure. Traverse City offers a plethora of locally crafted wine, beer and spirits, many of which have gained national recognition and passionate followers.

6 Dine Al Fresco - Up here, dining outdoors takes on a whole new and wonderful meaning. Whether you enjoy a lakeside patio, a picnic at the park, or grilling over a glowing campfire, the whole point is to enjoy why you came here in the first place... the ever-refreshing beauty and splendor of the great outdoors.

7 See a lighthouse - The Traverse City area is home to five lighthouses, each with its own unique and compelling story. Take the time to visit one or all of these majestic reminders of our maritime heritage. You'll experience a connection to our past that is at once remote and yet still relevant today.

8 Tee up some time for golf - Long summer days, bay breezes, and meticulously tended grounds make for perfect golfing conditions. Designer courses from legends like Jack Nicklaus and Arnold Palmer are nestled between forests and lakes. Even the spring and fall bring their own beauty, with cherry blossoms and autumn color that take your breath away.

9 Discover art - Culture comes in many forms here in Traverse City. And much of it can be discovered at the Denny's Museum on the campus of Northwestern Michigan College. The museum features three changing exhibit galleries, a fascinating sculpture court, an immersive, hands-on Discovery Center, a celebrated Inuit Art Gallery and the popular Milliken Auditorium. Translation? It's the perfect way to spend a day of discovery with the kids.

10 Relax on a Road Trip - There's no better way to unwind than on a , beautiful, winding road. Hop in your car and cruise up M-22, Leelanau County's signature byway. Soak in the scenery as the road hugs the bay for miles. Leave the windows (or top) down to take in the fresh country air. Marvel at the green rolling hills (red and yellow in autumn.) And basically, enjoy the beauty of nature at a more leisurely pace through Benzie County.



A FALL DAY

8:00 AM

The vibrant colors. The crisp, cool air. You can't help but immerse yourself in the spectacular fall experience here in Traverse City. And nothing gets the day started like a scrumptious breakfast, like those found at Cousin Jenny's Cornish Pastries; a locally owned, family run restaurant in downtown Traverse City. Order one of their signature Breakfast Bobbies; a handheld pastry made with your breakfast favorites (eggs, bacon, sausage, veggies, etc.). You can't go wrong with any of them.

9:30 AM

After a hearty breakfast, stretch your legs on the hiking trails just outside the restaurant. The beautiful colors and calm woods will quickly make you forget you're just minutes from downtown. After your morning constitutional, it's time to hit the water. Head to Clinch Park, and rent kayaks, stand-up paddleboards and bike rentals, along with the necessary gear. Spend a couple hours gliding silently along, gazing at the brilliant hills of both peninsulas in the distance.

12:00 PM

Once the paddles are put away, it's lunchtime. Head across the street and grab a table at Mackinaw Brewing Company, Traverse City's original brewpub. Start with the BBQ pork nachos and a Red 8 Ale, a copper-colored brew that suits the season. For the entrée, try the pecan-crusted Walleye Sandwich – light, crispy and oh-so satisfying.

1:30 PM

After lunch, it's time for a color tour. Follow the main drag north towards Leelanau County. You're now on M-22, the celebrated drive that stretches to

Northport, hugging Grand Traverse Bay the entire way. After 20 minutes, you'll be in downtown Suttons Bay; a perfect diversion for shopping and exploring. Continue north to the small village of Omena. Just past the general store (a must stop), stay to the right and park at the Omena Beach lot. It's a small, but spectacular, beach that's a favorite with locals. Take a few minutes to gaze out at the vast, blue expanse... breathtaking.

4:30 PM

Complete your trip by heading a few miles north to Northport. Park downtown and stroll the small-town streets. Galleries and specialty shops will quickly attract your attention. If it's early in the season, grab an ice cream cone from the iconic Tribune.

6:00 PM

Heading out of Northport, you have several options. Take a county road inland for more color touring and a possible winery visit (the county has 26 wineries). Or head back to Traverse City for dinner and other possibilities (movie, live music, etc.) Whatever you choose, it's a day filled with brilliance and beautiful experiences.



SNOWY TRAILS AND WARM LAUGHTER



A WINTER'S DAY

8:00 AM

On frosty mornings, coffee is a must. Don your hat and scarf and head to Higher Grounds Coffee in the Grand Traverse Commons for a bracing, yet benevolent (everything here is Fair Trade) cup of joe. Caffeine fix sated, walk over to Red Spire Brunch House in Building 50. Dig in to one of their signature omelets (the loaded spud...OMG!) or stack of red velvet pancakes with cream cheese topping. Don't worry about calories; you'll be burning them off soon enough.

10:00AM

It's time for a good stretch of the legs (and lungs). Head to Crystal Mountain in nearby Benzie; the perfect place to carve some serious powder. With 58 ski and snowboard runs, you have plenty of options for some downhill and terrain park thrills. After several almost flawless runs, it's time for lunch. Check out Thistle Pub & Grill at Crystal Mountain's Kinlochen. This intimate dining establishment with Scottish themed décor offers a little something for every palate. Its a fine dining restaurant with a laid back, come as you are, atmosphere. Linger awhile to watch the snow globe outside.



2:30 PM

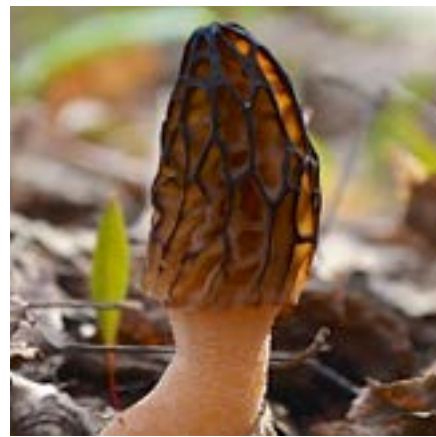
After lunch, it's a short drive back to Traverse City. Head downtown and stroll the length of Front Street... several blocks of locally owned stores reveal a plethora of treasures. Stop in Cherry Republic or M22 for those must-have "Up North" gifts for family and friends. If you have time, take in an early movie at the State Theatre, home to the Traverse City Film Festival and the world's most comfortable seats. Before the show starts, gaze up at the ceiling to view a replica of the stars and constellations visible in northern Michigan.

7:00 PM

After the movie, head next door to Red Ginger, a celebrated, Asian dining experience. Start with the edamame or rice-dusted calamari paired with the Red Dragon Martini. For the entrée, try the signature Beef Tenderloin Penang or perfectly spiced Thai curry. Be sure to linger long enough for dessert and the Caramel Tapioca, made with mangos and ginger cookies.

9:00 PM

Not ready to call it a day? Stroll over to the Park Place and head up to the Beacon Lounge. Enjoy the piano stylings and humor of Tom Kaufman while taking in the sweeping views of the bay and downtown (best views in town!).



A SPRING DAY

8:00 AM

Spring in the Traverse City is a welcome event. Nature seems to breathe a sigh of relief as winter releases its grip. If you're lucky enough to experience it, Spring rewards you with the first opportunity to explore outdoors without skis or snowshoes.

But first, you need a hearty breakfast. Stop in at Minerva's inside the Park Place Hotel. Try their cinnamon swirl french toast or Harvest Hash, with artichoke hearts, mushrooms and sun-dried tomatoes. Either will fortify you for the day's events.

9:30 AM

With a sturdy pair of hiking boots and obligatory hydration, head for the Sand Lakes Quiet Area, just south of town. This 2,800-acre tract has a six-mile loop of maintained trails. Enjoy a good stretch of the legs as you pass through forests of oak and pine. If you time it right, you can experience the wonder of trilliums in bloom, which blanket the woods in white. Step slowly and scan the ground carefully for the elusive morel mushroom. Mushroom hunting is a treasured rite of spring in these parts. Make sure to consult a good resource to correctly identify morels. You can always ask a local, just don't count on them telling you where to find them (fungi foragers carefully guard their "hot spots").

12:30 PM

After an invigorating hike, it's time for lunch. Head to Sleder's Tavern, in Traverse City's Slabtown district. Founded in 1882, Sleder's is one of Michigan's oldest, continuously operated restaurants. Dig into one of their signature Buffalo Burgers and let your eyes wander, gazing at the many animal mounts that all seem to stare back at you. Before you head out, be sure to "smooch the moose" for good luck; another local tradition.

2:00 PM

Hunger sated, drive north along the bay towards Old Mission Peninsula. The peninsula is home to 11 wineries, each with its own unique character and appeal that make up part of Traverse Wine Coast. The wineries are open year-round and spring is a great time to experience them, sans crowds. Stop in for a brief diversion and, likely as not, you can chat with one of the owners while enjoying a fresh Chardonnay. Continue on along Center Road until you reach Mission Point Lighthouse. This is the end of the road and the perfect place for selfies with the lighthouse and the crashing waves.

5:30 PM

Make your way back to town just in time for dinner. Check in at Slate, a relatively new but certainly popular addition to the downtown food scene. Start with the char-grilled octopus. Keeping with the seafood theme, order the pan-seared Diver Scallops with the fried truffle polenta. Simply amazing. Save room for their richly satisfying creme Brûlée.

8:00 PM

After a lingering dinner, stroll over to the Opera House, just down the street, for the night's show. Built in 1892 and magnificently restored in recent years, the Opera House hosts a variety of national performers and local events.

10:30 PM

After the show, head over to Low Bar, a trendy, "underground" speakeasy that serves up classic cocktails. Order the Moscow Mule for the perfect nightcap. It's been a great day. Tomorrow will be even better.

OUR GRAND OUTDOORS

A man and a woman are walking hand-in-hand on a sandy path through tall grass on a dune. In the background, a body of water is visible under a sunset sky with the sun low on the horizon.

The sensation hits you just as you turn left off M-72 in Acme. Your first real glimpse of the bay. Bands of blue and turquoise dance in the sunlight. This is why you come here.

Grand Traverse Bay is the crown jewel of our area's many natural treasures. We're drawn to its cool, clear waters. Its ribbons of white sand. And the many rolling hills, orchards and woods that surround it. It's one big, four-season (but also fragile) playground. So how will you spend time enjoying it? That depends on the season. Here are some suggestions.

SPRING

Spring is a magical time here. The snows have (almost) melted. And nature is in overdrive, with blooms aplenty.

Take a hike - In town, you have trails immediately accessible, like those at the Village of Grand Traverse Commons. For something more ambitious, hike to Old Baldy, Pyramid Point or Empire Bluffs at Sleeping Bear Dunes National Lakeshore. Walk slowly enough and you can forage for that most highly prized spring delectable; the morel mushroom.

Drop a line - Trout season opens the end of April and Traverse City is home to several blue-ribbon streams. Ply the Boardman River for browns and 'bows. Float the big Manistee for steelhead. Or try for brookies in one of the many smaller feeder streams.

Watch the birdie - Traverse City is internationally known for its flyways, which are especially active during spring migration. Head to key lookout points in Benzie County, Leelanau County and Old Mission Peninsula to get a gander at the action.



SUMMER

Summer gets top billing here in the North. And for good reason. The days are long. The weather is mild. The water is cool. And there's so much to do. Obvious activities involve the beach and bay, so consider some other options too.

Bike a trail - With hundreds of miles of paved trails and back roads, Traverse City is a cyclist's paradise. Pack a snack and the requisite hydration and jump on the TART/Leelanau Trail at M-72. Head north for 16 miles, past farms and orchards, to Suttons Bay. Grab a beer and burger at Boone's on the south end of town before heading back at a more leisurely pace or tavel along the Betsie River Pathway that wanders through meadow and wooded areas along a creek & the Betsie River.

Go fly a kite - Admit it, it's been years since you coaxed a kite skyward to dance in the wind. Well, what are you waiting for? Stop at Toy Harbor downtown and pick one up. Head out to the Open Space—there's always a breeze blowing here—and let the cool air currents lift your rig (and spirits) upward.

Gaze at the stars - One of the real (and lesser known) beauties of life in the North is our brilliant night skies. With very little light pollution, we have some of the most amazing stargazing. Simply step outside into the cool darkness and look up...it's an awesome sight. Or for a closer look, visit the Rogers Observatory off Keystone Road. Public viewings are offered, for a small fee, the first Friday of every month (except August).





FALL

Cooler temps and brilliant colors make fall an ideal time to explore Traverse City. Add to this a more relaxed pace, and you have the perfect reason to experience our awesome autumn.

Take a winery tour – Both of our peninsulas—Old Mission and Leelanau—offer countless opportunities to experience the area’s breathtaking beauty and award-winning wines from Traverse Wine Coast. Join a few friends for a self-guided tour that will take you past orchards and woods ablaze with color, with the promise of a crisp, late harvest Riesling along the trail.

Hit a farm market – The considerable bounty of our area is in full display in the fall. Stop by the Sara Hardy Farmers Market downtown—the largest growers-only market in Michigan— to stock up on your fresh favorites. Pick a peck of honeycrisp apples, grab a warm baguette and some smoked butter and cheese from The Cheese Lady and you’re good to go.

Run a race – Traverse City has quickly become a runner’s mecca. And fall—with its cooler temps—is the ideal time to “pr” in your favorite event. Several 5Ks are run throughout the season including the popular Zombie Run. For longer distance, check out Sleeping Bear Marathon, Half Marathon and 5K or the Ironman 70.3 in Frankfort.

Go up in a balloon – To really appreciate the fall spectacle, get a bird’s eye view of it all aboard a hot air balloon. Traverse City Balloon Tours offers sunrise and sunset tours that last about three hours.

WINTER

Winter in Traverse City is not about hibernation. It’s all about recreation and experiencing the beauty and activities that abound in our winter wonderland.

Canoe a river – Yes, the water is cold. Yes, the snow is deep. But the woods are silent and magical and best experienced aboard a canoe. Bring a friend to slowly paddle along through the white landscape, keeping an eye for deer, eagles and such that seem to appear out of nowhere.

Make big tracks – With countless miles of trails and thousands of acres of public land, our area is perfect for snowshoeing. Head out to the Pelizzari Natural Area on the south end of Old Mission Peninsula. The 62-acre park has almost three miles of looping trails—perfect for an afternoon of exploring the backwoods.

Fish the hard water – Come January, almost all of the area’s inland lakes are frozen over, offering exceptional ice fishing. Stop in at Traverse Bay Tackle for a couple containers of wigglers (and a helpful fishing report), then head out to Long Lake or Crystal Lake for some amazing perch fishing.

Head downhill – Grab the gang and head for the hills of Crystal Mountain in nearby Benzie. They offer a combined 58 ski and snowboard runs, with 8 lifts across 103 skiable acres and 25km of cross-country ski trails.



STRETCHES OF YOUR IMAGINATION



Traverse City is defined by its beaches. It's why people come here (And, the lucky few live here). But what is it about our beaches that has such a magnetic appeal? The sugary sand? Sure. The accessibility? Absolutely. The sheer beauty? But of course. Perhaps the real draw of our beaches, however, is that no two are exactly alike. Each offers something unique to experience that can differ depending on the weather, season and events calendar. Here are five sandy expanses worth checking out.



West End Beach/Clinch Park –

Perhaps our signature beaches, West End Beach and Clinch Park offer a long expanse of public beach (broken slightly by the marina) that parallels Grandview Parkway. Their length is made for long strolls and kids can't resist the cool, shallow water. Bring a picnic basket and your water toys and make an afternoon of it.



Bryant Park – Just a block off the main drag and east of Clinch Park, Bryant Park offers an ample beach with the added benefits of barbecue grills, playscapes, restrooms and plenty of shade trees. Get here early, though, as parking is limited.

Frankfort Public Beach & Playground–

This beach provides public Lake Michigan access at the west end of Main Street in downtown Frankfort. This soft sand beach is a well-used space that attracts many visitors. Benches provide accessible seating options, and ADA walkways allow access to the beach. Public restrooms are available. The main focal point of this park, and perhaps the entire town, are the twin piers and lighthouse that extend into Lake Michigan and create Frankfort Harbor.



Esch Beach – Once a closely guarded local secret, Esch Beach (also called Otter Creek) has gained considerable popularity over the years. Located 10 minutes south of Empire off M-22, the beach is part of the Sleeping Bear Dunes National Lakeshore. It's broad and long and offers breathtaking views of Empire Bluffs. Kids love the warm water of Otter Creek, which flows into the big lake here. Stick around to capture the breathtaking sunset. And don't forget your s'mores supplies and firewood for a beach bonfire.

Empire Beach – Located within walking distance from the Village of Empire, the beach is a popular destination with locals and tourists alike. In addition to its long expanse and cool, shallow water, the beach is part of a park that has a pavilion, outdoor grills, basketball courts, and a large playground. Plan to get here early and stay late... and include a walk into town for an old-fashioned ice cream cone at Tiffany's.



LOCAL RECIPES FOR SUCCESS





Local chefs and bakers never have to look far for culinary inspiration. It grows plentifully in the orchards lining our rolling hills and valleys. The tart cherry. It's come to define our area. But more than that, it has helped usher in a local food movement that is garnering national attention for Traverse City. We are a "foodie destination", in large part, because of that bright red berry.



Our signature superfruit stars in menus across the region. It's featured in pies, pastries, salads, sauces and more. The tart cherry takes center stage in everything from TC's Favorite Salad at The Dish to salmon glazed with cherry BBQ sauce at North Peak Brewing Company. In fact, whole retail businesses, like Cherry Republic and American Spoon Foods, have grown and flourished because of the tart cherry. Having gained such popularity,

it has paved the way for other local fruits and veggies to play supporting roles in our farm-to-table movement.

Today, eager entrepreneurs are partnering with local growers to provide demanding palates what they want—inspired cuisine made with fresh, locally sourced ingredients. Local asparagus, leeks and the ever-elusive morel mushroom regularly find their way on to regional menus. Strawberries, pears, apples—all locally sourced—are also featured. In fact, some restaurants—The Cook's House and Trattoria Stella, to name a couple—source their protein locally as well, thus further providing an authentically regional dining experience. It's a movement driven by fresh flavors and a desire to support area businesses. In short, it's a movement whose momentum only seems to be, well, growing.



THE TOASTS OF TRAVERSE CITY



People have never lacked a reason or resources to raise a glass here in Traverse City. The only question, these days, seems to be “What type of glass?” A pint glass? A whiskey tumbler? A Bordeaux, long stem? The craft beer, wine and spirits scene is clearly booming in Traverse City. There are more varieties and venues for one to enjoy an adult beverage than ever before. So how do you choose? Allow us to make a few recommendations...





WINE

Wine is where it all began in Traverse City. Edward O'Keefe of Chateau Grand Traverse first planted *Vitis vinifera* vines here in 1974. Over the next several years, the area became known for its exceptional Chardonnays, Rieslings and more. Today, most area wineries are found on one of two peninsulas; Old Mission Peninsula and Leelanau Peninsula. Together, these two regions make up the Traverse Wine Coast. Old Mission, with its soaring bluffs and century old farms, is home to 12 wineries, each as distinct and full of character as their wines. Leelanau Peninsula, with its meandering roads and inland lakes, has 34 wineries, many tucked away on back roads or perched high on a hill. Both peninsulas are well worth exploring, especially in combination with dinner and a night's stay.

BEER

For a "small town," Traverse City is definitely big on craft beer. The area boasts 20+ microbreweries, not including the brewpubs and bars that serve local libations. Maybe that's why we were named a Best American Vacation for Beer Lovers (Thrillist) and A Small Beer City that Deserves National Attention (Trillist). Recognition aside, it's all about the beer here. And the variety and quality is amazing. In the mood for a hearty ale? Try the Mid-Winter Stout at Earthen Ales

in the Village at Grand Traverse Commons. Something a little lighter maybe? Try a creamy Oat Pale at Silver Spruce Brewing on Eighth Street. How about something completely off the wall? Sample the Concrete Dinosaur at Right Brain Brewery; the fun and funky member of Traverse City's celebrated brewing family. Wherever you decide to raise a glass, you'll find the beer and the experience to be refreshingly enjoyable.

SPIRITS

Local distilleries, the latest wave in the craft beverage movement, are quickly gaining recognition for their whiskeys, gins, vodkas and more. Take, for instance, Traverse City Whiskey Company. It's housed in a beautifully renovated brick building on 14th Street (look for the stacked whiskey barrels out front). Once inside, request a whiskey, infused with local cherries, on the rocks...smooth and refreshing. Shopping downtown? Step into Grand Traverse Distillery's tasting room on Front Street. Try two fingers of the Old George...silky with hints of fruit, caramel and pepper. Or head to the hip Warehouse District for the "hand-hewn" spirits at Mammoth Distillery. Try a Central Lake Sour, made with their signature whiskey that's distilled and aged for five years in Kentucky then finished in barrels from Bonobo Winery on Old Mission Peninsula.





OUR GREAT INDOORS



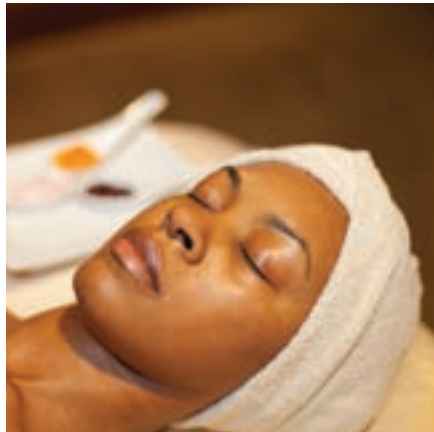
It's no secret that the vast majority of visitors come to Traverse City for our great outdoors. Our pristine beaches. Gin clear water. Towering trees. And the abundance of outdoor activities our all-natural playground provides. But there's a lot more to our area that awaits exploration. A world of discovery that lies just inside our open doors. Take a peek for yourself.



Cultural Diversions

Step inside the Dennos Museum Center, on the campus of Northwestern Michigan College, and you're immediately impressed with the cultural diversity that surrounds you. It feels like a museum you'd find in a much larger city. The Dennos is home to three rotating exhibit galleries, which always impress and inspire. Stroll through the elegant sculpture court. Let the kids become immersed in the hands-on Discovery Gallery. And check out the renowned Inuit Art Gallery; a popular and permanent display.

For true art lovers, Traverse City offers a plethora of galleries, shows and exhibitions that celebrate the work of local and regional artists. Check out Crooked Tree Arts Center, downtown on Sixth Street, which has a full calendar of events and exhibits. Be sure to explore the galleries in Suttons Bay, Glen Arbor, Leland and more. Support local art with a donation or, better yet, bring home a piece of art as a special memento of your visit to the Traverse City area.



Complete Relaxation


















For most, Traverse City is an escape from the everyday hustle and bustle. And while many choose to retreat outdoors, others simply choose a relaxing spa treatment. If you're in need of some R&R, make an appointment at Spa Grand Traverse at the Grand Traverse Resort and Spa. Here you can immerse yourself in a hot mineral bath, work out the kinks with a deep tissue massage, or get mannies and peddies with the girls. Want to add a little relaxation to your recreation? Check out Crystal Spa at Crystal Mountain; a welcome respite from the high-energy action of the slopes.

Community Shopping

"Retail therapy" takes on a whole new meaning in Traverse City. Here you get the added "Up North" experience when exploring the many boutique shops of our local downtowns. Stroll Front Street and you'll discover everything from elegant fashion stores and popular, Northern-themed shops, to local bookstores (yes, they still exist!), toy stores and more. Explore some of the other area communities—Frankfort, Beulah, Suttons Bay, Leland, Northport, etc.—and you'll discover unique shops with only-found-here items.



ADVENTURE ALMANAC

JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
					Beach Recreation						
					Trail Biking						
					Boating						
 Canoeing/Kayaking											
 Cycling											
			Downhill Skiing								
			Fat Tire Biking								
 Fishing											
					Golf						
 Hiking											
 Hunting											
					Sailing						
			Snowmobiling								
			Snowshoeing								
					Stand-up Paddleboarding						
			Tubing/Sledding								
			X-Country Skiing								

SIGNATURE EVENTS

<div>Downtown Traverse City Chili Cook-Off</div> <div>Sips & Soups</div> <div>Winter Warm Up</div> <div>YetiFest</div> <div>JAN</div>	<div>Suds & Snow</div> <div>St. Patrick's Day Pub Walk/Parade</div> <div>Leapin' Leprechaun 5K</div> <div>March at the Mountain</div> <div>MARCH</div>	<div>Downtown Traverse City Art Walk</div> <div>Mud Sweat & Beers Fat Tire Fest</div> <div>Spring Sip & Savor</div> <div>Empire Asparagus Festival</div> <div>Blossom Day</div> <div>Bayshore Marathon</div> <div>MAY</div>	<div>National Cherry Festival</div> <div>Great Lakes Equestrian Festival</div> <div>National Cherry Festival: Meijer Festival of Races</div> <div>Traverse City Film Festival</div> <div>Beulah Art Fair</div> <div>Traverse City & Frankfort Fireworks</div> <div>JULY</div>	<div>Ironman 70.3 Frankfort</div> <div>Downtown Traverse City Art Walk</div> <div>National Hockey League Prospect Tournament</div> <div>Up North Pride Week</div> <div>Red Wings Training Camp</div> <div>SEPT</div>	<div>Iceman Cometh Challenge</div> <div>Traverse City Beer Week</div> <div>Downtown Light Parade, Santa's Arrival & Tree Lighting</div> <div>Holiday in the Village</div> <div>NOV</div>
<div>FEB</div> <div>North American Vasa Festival of Races</div> <div>Taste the Passion</div> <div>Romancing the Riesling</div> <div>Traverse City Restaurant Week</div> <div>Winterfest in Beulah</div>	<div>APRIL</div> <div>Celebration for Young Children</div> <div>Traverse City Chocolate Festival</div> <div>National Trout Festival</div> <div>Frankfort Easter Egg Hunt</div>	<div>JUNE</div> <div>Leland Wine and Food Festival</div> <div>Old Town Arts and Crafts Fair</div> <div>Frankfort Elberta Restaurant Week</div>	<div>AUG</div> <div>Traverse City Street Sale</div> <div>Friday Night Live</div> <div>Suttons Bay Art Festival</div> <div>Buckley Old Engine Show</div> <div>Up North Bike Fest</div>	<div>OCT</div> <div>Sleeping Bear Marathon</div> <div>Downtown Traverse City Halloween Walk</div> <div>Zombie Run</div> <div>Peak2Peak Mountain Bike Classic</div> <div>Frankfort Film Festival</div>	<div>DEC</div> <div>Holiday in the Village</div> <div>Ladies' Night in Downtown Traverse City</div> <div>Downtown Traverse City Cocoa Crawl</div> <div>Men's Night in Downtown Traverse City</div> <div>Traverse City New Year's Eve CherryT Ball Drop</div> <div>Frankfort Community Tree Lighting</div>

GETTING HERE



Traverse City, with its great blue bay and lush green hills, only feels far away. It is, however, easily accessible from major cities in the region and around the country.

Driving

Grand Rapids, MI	141 miles
Detroit, MI	256 miles
Chicago, IL	319 miles
Indianapolis, IN	394 miles
Cleveland, OH,	407 miles
Columbus, OH	437 miles

Flying

Daily

Detroit and Chicago

Seasonal

Charlotte	New York
Washington D.C.	Dallas
Denver	Minneapolis
Atlanta	Boston
Philadelphia	St. Pete
Phoenix	Punta Gorda
Orlando	

Visit us at
TraverseCity.com



101 West Grandview Parkway,
Traverse City, MI 49684
T: 231.947.1120 or
1.800.872.8377
info@TraverseCity.com



©2022 Traverse City Tourism



TRAVERSEcity
MICHIGAN