

MEDIA KIT



TREETOPS RESORT | TREETOPS.COM | @treetopsmich



WELCOME

TO TREETOPS RESORT!

With 81 holes of world class golf and the premier family winter playground, Treetops is truly Northern Michigan's best kept secret. Combined with deluxe accommodations, a relaxing spa, inspirational meeting space and backdrops made for fairytale weddings, are just some of the reasons people visit once and make Treetops Resort their annual destination for a quick getaway! Treetops is a magical place that has captured the hearts of many over the years. Whether you come for a day or a week, Treetops is bound to leave you with lasting memories. Let us share with you something that we love so much. Come see what the Treetops Family is all about! It is our promise to anticipate every detail, and every effort is made to ensure a seamless and unforgettable travel experience from arrival to departure. At Treetops, the activities and events are unlimited.

We invite you to discover your own reason to visit Michigan's Most Spectacular Resort.



LODGING

At Treetops Resort, the vast beauty of northern Michigan wilderness surrounds you and your trip becomes an inspirational getaway. Nearly every room takes advantage of our majestic setting and offers sweeping vistas of ski hill, golf courses, pristine woods or wetlands. We are conveniently located just 3 miles from the I-75 corridor. The resort includes a variety of lodging accommodations, including hotel-like, lodge and condominiums/townhouses, all with a northern Michigan comforting flare.

LODGING QUICK FACTS

- 439 beds
- Over 1,700 pillows
- 226 guest rooms and suites
- 5 separate lodging locations all on property

TREETOPS SPA

Relax, unwind, be kind to yourself at the Treetops Spa! We pride ourselves in our ability to make our clients feel comfortable and well cared for. Clients at the Spa can choose from a full range of trending and longstanding services that include an array of massage therapies and body treatments, as well as indulging skincare, facials, manicures and pedicures. Each service is designed to soothe, pamper, relax, and de-stress your body, mind and spirit.

TREETOPS SPA QUICK FACTS

- Full-service spa and salon offering body care, massage therapies, facials, nail care, hair services
- NEW! 4 pedicure stations that have jet less pipes to keep them completely sanitized
- 9 treatment rooms, including a couple room
- Hair stations are a single and private rooms
- Monthly Specials



GOLF

Treetops Resort is home to 81 holes of championship golf – five distinctly different courses by renowned designers Robert Trent Jones, Sr., Tom Fazio and Rick Smith. Treetops is truly the Midwest's "Must-Play" resort and arguably the best collection of golf anywhere in the country.

Rick Smith's par 3 layout, Threetops, has received national recognition since it opened, consistently ranking as the #1 par 3 course in America by Golf Magazine, Golfweek, Golf & Travel and others. For several years, Treetops conducted the ESPN Par 3 Shootout, hosting the likes of Jack Nicklaus, Arnold Palmer, Phil Mickelson and Fred Couples to name just a few. The participants of the Par 3 Shootout have won a combined 52 Major Championships.

GOLF QUICK FACTS

- 1,500 acres of green, 5 courses, 81 holes
- The best in the world have played at Treetops - Phil Mickelson, Jack Nicklaus, Raymond Floyd, Lee Janzen, Hale Irwin, Paul Azinger, Lee Trevino, Fred Couples, Arnold Palmer, Fuzzy Zoeller, Gary McCord, Andy North, Craig Stadler and Chris Dimarco
- Certified through the Michigan Environmental Stewardship program
- **Golf Range Magazine** "America's Top Par 3 Courses"
- **Golf Magazine** "America's Top 25 Golf Schools"
- **USA Today** "Top 10 Places to Take Dad on Father's Day"
- **Luxury Golf & Travel's** "Top 50 Resorts in North America"
- **PGA Professionals' Guide to Travel** "Favorite Guys Getaways"
- **Michigan Golf Course Association** "Golf Course of the Year"
- **Golf Destination Review** "Best Conditioned Courses in Northern Michigan"
- **Golfweek Magazine** "America's Best State by State" (Rick Smith "Signature")
- **Travel and Leisure Golf** "Best Golf Resort in the Midwest", "Best Resort for Buddy Trips", "Most Underrated Resorts"
- **Great Lakes Golf Magazine** "Best Golf Trip", "Best Golf Resort in the Midwest", Threetops Ranked #1 for "For the Good of the Game"
- **Golf Digest** "Places to Play", "Top 50 Courses for Women", "Top 25 Golf Schools" Treetops Golf Academy", "Top 9 courses you must play in Michigan" (Tom Fazio Premier)
- **Condé Nast Traveler** "Best 121 Golf Resorts in the World"





SKI & SNOW

High elevation, abundant snowfall and scenic beauty provide ideal conditions for downhill skiing and snowboarding. Treetops Resort offers some of the finest terrain in the Midwest with 23 expertly groomed ski runs which includes exciting terrain parks, including Boarder X, perfect for the skier or rider of any ability. Family friendly is the name of the game at Treetops Resort with all three lifts converging in one activity-filled area. It's easy to keep track of your entire clan!

Adjacent to our ski slopes, Extreme Tubing is perfect for children and adults alike. Take an exhilarating ride down the slope on a tube and we'll tow you back up! Snowmobiling, ice skating and sleigh rides are just a few of the other winter activities you can enjoy at Treetops Resort. We also offer wonderful cross-country skiing, snow shoeing and fat tire biking with 20K of trails weaving around two distinct properties in some of the most beautiful settings found anywhere. Our Skiable Feast combines cross-country skiing with trailside gourmet food and beverage stations for a Treetops Culinary Adventure!

SKI & SNOW QUICK FACTS

- 23 downhill runs
- 10% snowmaking
- 80 acres of terrain
- 140" average snowfall
- 1,345' summit elevation
- ¼ of a mile longest run
- 225 feet largest vertical drop
- 12 kilometers of cross-country trails
- 2.5 kilometers of snowshoeing trails
- Terrain Type Beginner 18%, Intermediate 43%, Expert 39%

DINING

***Legends on the Hill / Hunter's Grille / The Sports Bar
Bar 81 / Halfway Café / Tavern on the Hill***

Enjoy great food, fine wines and good times in a casually quaint atmosphere with spectacular views. Nightlife also abounds with live entertainment and a sports bar with a massive collection of the world's favorite brews. Enjoy your favorite team on a host of flat screen TV's. Venture outside, relax and take in the spectacular star show in the sky as you cozy up to one of our fire pits.

DINING QUICK FACTS

- 100 craft beers
- 17 beers on tap
- 6 food and beverage locations
- Mouthwatering buffets and casual dining with spectacular views



MEETINGS

In addition to over 25,000 square feet of flexible dedicated meeting and banquet facilities you'll find our professional meeting staff eager to help relieve you of the details associated with planning and running your event. Take advantage of one of our unique catering venues, from a picnic on the top of a grand hill or ski slope to an outstanding dinner at our nostalgic wilderness cabin. Inspire Your Attendees to Greatness in a Spectacular Setting Treetops Resort is known for its wonderful epicurean delights. Whether you require a simple continental breakfast or a spectacular five course dinner, your every need will be met with our extensive menu. Our pricing is designed to provide our corporate and association clients with exceptional value at a competitive price. Packages can be tailored to meet your specific needs and include lodging, golf, skiing, meals, audio/visual and/or other services.

MEETINGS QUICK FACTS

- Accommodate up to 1,000 people
- 18 unique and inspiring banquet/meeting
- 25,000 square feet of meeting and banquet facilities
- Private remote location of Project Nature and our Wilderness Cabin
- Have hosted American Public Works Association, Edward Jones Investments, Dean Arbor Ford, Planet Fitness, Home Depot



WEDDINGS

The magic of Treetops Resort is apparent the moment you arrive! From the unparalleled views to the quintessential “Up North” charm, you won’t find a more breathtaking place to host your big day! With four (indoor or outdoor) beautiful ceremony locations, five comfortable reception venues and unlimited recreational possibilities for your guests, Michigan’s most spectacular resort is Northern Michigan’s premier destination to tie the knot. The Treetops wedding experience is designed to anticipate every detail, and every effort is made to ensure a seamless, unforgettable wedding experience from arrival to departure.

WEDDINGS QUICK FACTS

- 5 comfortable venues
- Accommodate up to 450 guests
- 6 wedding packages, customization available
- Best location photography - 1,500 acres of golf greens or breathtaking views as far as the eye can see



HISTORY

Ouelette "Lin" Meade opened the Sylvan Knob Ski Area in 1954, sporting two tow ropes and six slopes, ranging from beginner to expert. The first lift tickets were sold a year later in 1955, for \$3.00 a day or \$5.25 for a weekend pass. Meade eventually sold Sylvan Nob in 1983 to auto part mogul, Harry Melling of Melling Tool Company, who had a grand vision to develop a ski resort centered around creating a winter destination for families.

After expanding the now-resort with the 40-room Sylvan Inn, Haus Lounge, 140 lodging rooms, and more, Harry had another vision. Melling hired renowned golf course architect, Robert Trent Jones Sr., to birth the first course on the property. On his first visit, Jones Sr. and Melling toured the property, stopping on a plateau overlooking the Pigeon River Valley, on what is now the sixth tee of the Masterpiece Course. Noting the treetops extending to the horizon, they had the brilliant idea to name Sylvan Nob Treetops Resort.

And the rest is history...Treetops has been nationally recognized for decades — The first notable piece of publicity being ESPN's Par-3 Shootout in 2001 at our legendary course Threetops. Lee Trevino took the trophy and one million dollars! Other golf legends include Jack Nicklaus, Ray Floyd, and Phil Mickelson. From a modest 179-acre property, to a 3,300-acre locale that hosts world-class golf and Michigan's premier family winter playground, Treetops is a magical place that has captured the hearts of many over the years.

ESTABLISHED
1954

5 LODGING
LOCATIONS
ALL ON PROPERTY!

1500 ACRES OF
GREEN

439
BEDS

1700
PILLOWS

226
GUEST ROOMS
& SUITES

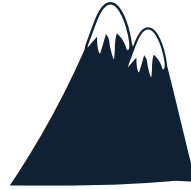
5 GOLF
COURSES



81
HOLES



1345'
SUMMIT



225' LARGEST
VERTICAL
DROP

TERRAIN
TYPE

140" .25mi
AVE SNOWFALL LONGEST RUN

23 DOWNHILL
RUNS

39% EXPERT

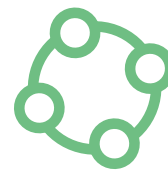
6 FOOD & BEVERAGE
LOCATIONS

80 ACRES OF
TERRAIN

43% INTERMEDIATE

17 BEERS
ON TAP

18
MEETING
SPACES



25,000
SQ FEET OF MEETING
& BANQUET FACILITIES

100 CRAFT
BEERS FULL SERVICE
SALON



5 WEDDING
VENUES

18%
BEGINNER

60 miles from Traverse City | 180 miles from Grand Rapids | 232 miles from Detroit | 356 miles from Chicago



MEDIA REQUESTS

treetops.com/about/media-press/
press@treetops.com




3962 Wilkinson Road Gaylord, MI 49735
info@treetops.com | 888-TREETOPS

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