



Traverse City Fact Sheet

Location

Nestled in the pinky of the Lower Peninsula mitten, Traverse City is surrounded by the waters of Lake Michigan. We enjoy four distinct seasons of outdoor adventures with beaches, ski resorts, and hundreds of miles of trails to explore, as well as unique indoor experiences like restored theaters, award-winning wineries, and extensive shopping and dining.

Traverse City's population hovers around 15,000 residents, but more than 150,000 people call the northern Michigan region home.

Traverse City is four hours northwest of Detroit, two hours north of Grand Rapids, and two hours south of Mackinac Island.

Getting Here

Short TSA lines are just one of the perks of traveling through [Cherry Capital Airport](#) (TVC). With over a dozen direct flights to cities like Washington D.C., New York City, Dallas, and Denver, it's easy to get to Traverse City from anywhere in the country. The airport is served by major carriers like Delta, United, American, Elite Airways, and Allegiant. Traverse City is also within a day's drive of Midwest cities like Detroit, Chicago, Columbus, and Indianapolis.

History

The [Grand Traverse Band of Ottawa and Chippewa Indians](#) were the original inhabitants of northern Michigan. When French traders arrived, they named the region *La Grand Traverse* for the long crossing over Grand Traverse Bay. Today, we call this special place Traverse City (pronounced *TRA-verse*, not *tra-VERSE!*).

In the mid-1800s, Reverend Peter Dougherty and his followers built a settlement on [Old Mission Peninsula](#), where Mission Point Lighthouse has stood for over 150 years. The lumber boom brought more people to the area, eventually developing what is now downtown Traverse City. Agriculture soon became the key industry of the area, and Traverse City remains known for its cherries, apples, and other produce. In fact, Traverse City is the official Cherry Capital of the World!

Attractions

- Sleeping Bear Dunes National Lakeshore
- M-22 Scenic Highway
- Traverse Wine Coast
- Microbreweries and Distilleries
- Downtown Traverse City



Attractions Continued

- The Village at Grand Traverse Commons
- Sara Hardy Downtown Farmers Market
- State Theatre and City Opera House
- Gallagher's Farm Market
- Mission Point Lighthouse
- Grand Traverse Lighthouse
- Point Betsie Lighthouse
- Frankfort North Breakwater Lighthouse
- Tall Ship Cruises
- Golf
- Pit Spitters Baseball
- Interlochen Center for the Arts
- Denno's Museum Center
- Eyaawing Museum & Cultural Center
- Great Lakes Children's Museum
- Traverse Area Recreation Trails
- Grand Traverse Regional Land Conservancy
- Betsie Valley Trail
- Michigan Legacy Art Park

Events & Festivals

- National Cherry Festival
- Traverse City Film Festival
- Traverse City Uncorked
- Up North Pride Week
- Traverse City Beer Week | Frankfort Beer Week
- Traverse City Restaurant Week | Frankfort-Elberta Restaurant Week
- Ironman 70.3
- Bayshore Marathon
- Iceman Cometh Challenge
- Traverse City Horse Shows
- Blossom Day with Wineries of Old Mission Peninsula
- Empire Asparagus Festival
- Michigan Beer & Brat Festival
- National Coho Salmon Festival
- Paint Grand Traverse
- Northwestern Michigan Fair
- Friday Night Live
- New Year's Eve CherryT Ball Drop



Hotels & Lodging

From full-service [resorts](#) to family-operated [motels](#), from [condominiums](#) to [bed and breakfasts](#), from bayside [homes](#) to rustic [cottages](#), there are over 5,000 guest rooms in the area. It's easy to find your home away from home in our little corner of northern Michigan.

Meetings & Conventions

Whether hosting large conventions, mid-sized meetings, or small corporate retreats, Traverse City offers an eclectic mix of lodging and meeting venues that will ensure a successful—and inspirational—experience for 10–2,500 people. Being voted the Best CVB in Michigan by the readers of *Michigan Meetings + Events* nine out of ten years tells us we're on to something pretty great! Learn more [here](#).

Dining

For Traverse City, food is a passion. With an agricultural history and a commitment to creating menus that showcase the region's ingredients, the area has become a culinary destination. In fact, *Midwest Living* has listed Traverse City among its Five Top Food Towns, and *Bon Appetit* has listed it as one of America's Top Five Foodie Towns. See all the options [here](#).

About Traverse City Tourism

Traverse City Tourism is a nonprofit corporation that serves as the area's official destination marketing organization. Traverse City Tourism works to enhance, reinforce, and develop the northern Michigan brand for potential visitors through advertising, marketing, trade shows, publications, sales missions, media relations, and Visitor Center services. Its experienced and knowledgeable team members are motivated by pride for their community and a desire to advance its economic well-being without sacrificing the values that make it a pretty great place. For details on lodging, attractions, and area events, visit traversecity.com.

Traverse City Tourism serves partners in Grand Traverse, Antrim, Leelanau, and Benzie counties.

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