



**FOR IMMEDIATE RELEASE**  
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## **Treetops Resort Sets Mid-Winter Holiday Revenue Record Presidents' Day Weekend**

*Michigan's Most Spectacular Resort Sees a 15% Increase in Winter Revenue*

### **Gaylord Area Is On Pace to Post Record Winter**

GAYLORD, MICHIGAN – Nestled in the heart of Pure Michigan, Treetops Resort welcomed winter enthusiasts with an abundance of snow during the recent mid-winter holiday. Skiers and Snowboarders enjoyed superior conditions with several feet of snow on the slopes during Presidents' Day weekend. "Guests arrived Friday, February 15<sup>th</sup> and stayed through Monday's holiday. And, they spent money not just on lift ticket and tubing passes, but on all of the amenities that go with a winter getaway. "We saw record revenue numbers in the restaurants and lounges on property, in our ski shop and spa too. Every lodge room was filled with winter fun seekers," stated Barry Owens, Treetops Resort General Manager.

"This winter season is shaping up to be one of the best ever for the entire Gaylord Area. The recent winter seasons saw a lack of natural snow, a far cry from this season. Mother Nature has cooperated with us, from providing an early ski season opening to dumping lots of the white stuff on the trail for snowmobiling - just in time for traditional winter holidays like this past weekend," said Paul Beachnau, Executive Director of Gaylord Tourism Bureau. "In fact the entire Gaylord area is on pace to post a record winter season. One restaurateur noted that last Saturday was his single highest revenue producing day ever," Beachnau continued. To that end, Treetops Resort saw a record Presidents' Day holiday weekend with a 15% increase in total revenue generated over the three day February holiday.

Treetops Resort is synonymous with family fun. Said to be Michigan's most affordable family resort, Treetops is known for its family friendly atmosphere. With 23 runs there is terrain for every skill level from the very beginner to the expert skier.

The Treetops 'Ski Team' recently introduced the Midwest's only "BIG AIR" Bag to skiers and snowboarders looking for extreme adventure. Brought to Treetops by Canadian and Belarus Snowboard Coach, Tom Hutchinson, the "BIG AIR" Bag allows skiers and riders alike to practice new tricks in a safe environment. Each rider is given a tutorial on how to gain speed and hit the BIG Air Bag in the center, so skiers/riders of all skill levels are welcome to give it a try. Ski and snowboard enthusiasts can give new tricks a try in this safe environment before heading to the snow, all while experiencing the feeling of landing on a cloud. "This new winter offering has been met with rousing success. Another reason why our skier visits were up significantly this past weekend," Owens said. Next up for skiers and snowboarders is the **Treetops USASA Great Lakes Snow Series** – a Ski and Snowboard Academy with USASA coaches March 2<sup>nd</sup> and 3<sup>rd</sup>. "This is a *real* deal, and you learn from *real* expert coaches. Two days of academy training and fun for \$125 per participant, and it includes your lift ticket," Owens said.

Treetops Resort is located in Michigan's Snowbelt – Gaylord. Treetops Resort also offers snow tubing, a PSIA and AASI-certified winter sports school, and award winning children's programs with the only fully certified daycare facility on site. There's a full-service spa, indoor and outdoor pools and whirlpools, along with a variety of dining and accommodations options.

#### **Amenities & Offerings:**

- Treetops Resort is home to the Rick Smith & Jason Guss Golf Academy, Michigan's only three-time, Top 25 golf school
- Tapas & 'Tini (Martini) Dining with Live Entertainment Every Weekend
- Resort Dining, Sports Bar, and Family Dining amenities
- Full Service Spa – Relaxation & Rejuvenation; Fitness Center and Two Swimming Pools

**To reserve a Treetops Resort Getaway anytime of year, visit [www.treetops.com](http://www.treetops.com) or call (888) TREETOPS.**

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