

GRAND HOTEL GOLF RESORT & SPA, AUTOGRAPH COLLECTION

Event Planner Guide



est. 1867
Grand Hotel
GOLF RESORT & SPA

AUTOGRAPH COLLECTION®
HOTELS

Event Planner Guide

Grand Hotel, the Queen of Southern Resorts, is pleased to be considered to host the your event.

Our seasoned onsite Sales and Event Managers will partner with you to ensure that your meeting objectives are achieved. Your attendees will have a unique, productive and memorable experience at our iconic resort. *(Event Satisfaction Scores are in the top 5% of all Marriott Resorts worldwide).*

We look forward to sharing our Grand Southern Hospitality and partnership to ensure your success .

Sincerely,
The Sales Team at Grand Hotel Golf Resort & Spa, Autograph Collection





Quick Facts

- Over 175 years of proud heritage serving guests from all corners of the world
- Located 2 miles from the utopian town of Fairhope that boasts over 100 locally owned art galleries, antique stores, boutiques and restaurants
- 405 rooms including 37 suites
- 20,000 square foot Conde Nast award-winning European Spa with 12 treatment rooms, a salon, an indoor pool, and a 24-hour fitness center
- Over 37,000 square feet of meeting space with numerous outdoor options
- 600 acres overlooking Mobile Bay
- (36) slip marina
- (11) Pickleball Courts
- (10) restaurant options, which features chef- driven culinary and beverage menus with a local flair
- (10) lighted tennis courts
- (2) 18-hole golf courses, part of the famed Robert Trent Jones Golf Trail
- (2) Championship Croquet Lawns
- Direct service from more than 23 cities to 2 nearby airports (Pensacola and Mobile airports), as well as Fairhope's private airstrip for chartered or corporate arrivals

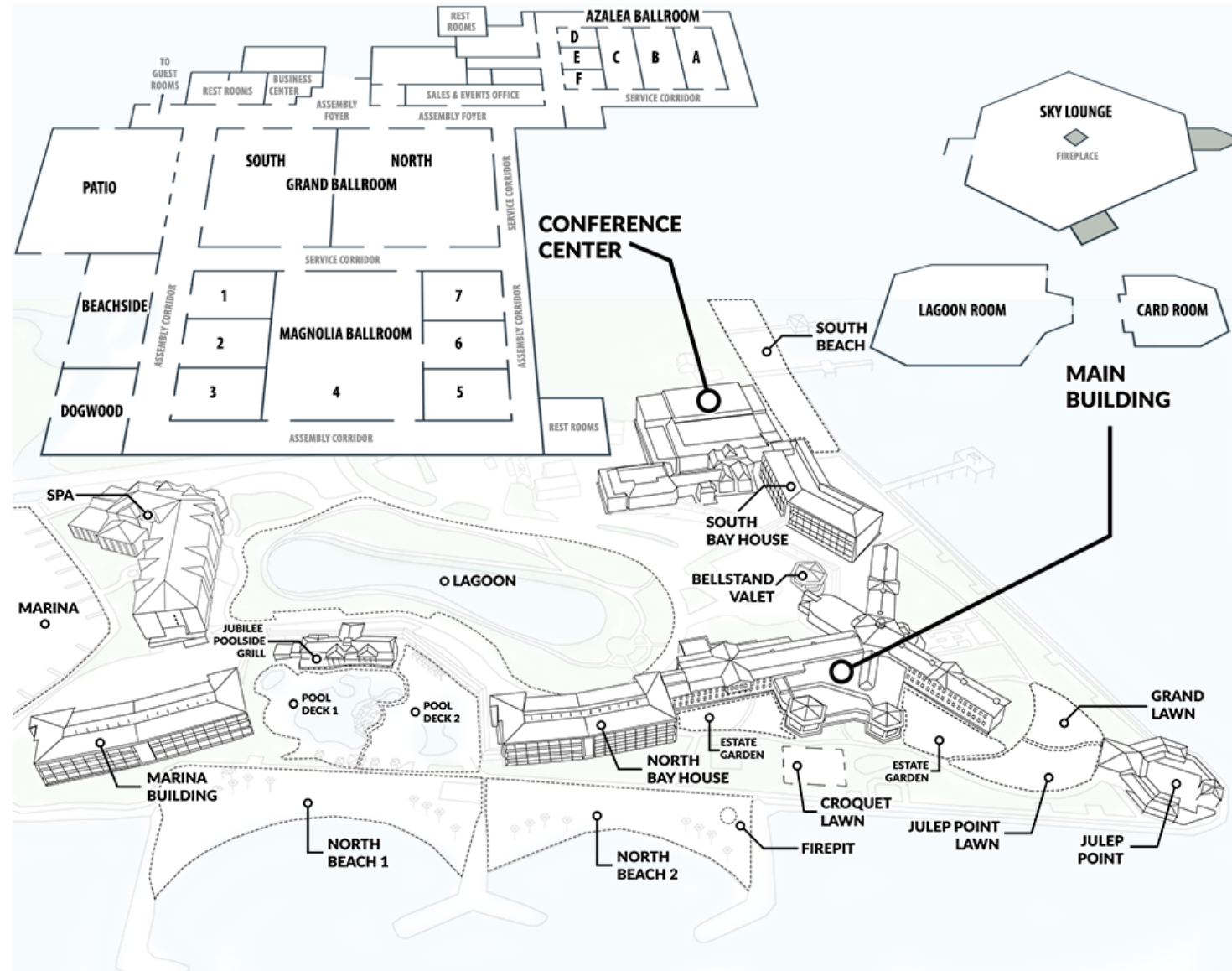
The Grand Activities

Floor Plans & Capacity Charts

The Grand Hotel Golf Resort & Spa, Autograph Collection has versatile indoor and outdoor spaces to fit your needs:

- 22 Meeting Rooms
- 37,000 sq ft indoor and 600 acres of outdoor Event Space
- Outdoor Venues (Ballroom Patio, Julep Point, Lagoon Lawn, and Estate Garden)

Learn more about the ease of navigation and all we have to offer by browsing our attached floor plans.





Resort Overview

The Grand Life Beckons, the Grand Hotel is the majestic Queen of Southern Resorts.

Everything has been designed with your meeting needs in mind, from the guest rooms, dining experiences and thoughtfully curated amenities to our freshly-cast meeting & event spaces that can be tailored to your meeting needs are all supported by our exceptional associates.

You can be sure we will help take full advantage of the benefits of our abundant indoor and outdoor space, including our stunning ballrooms, boardrooms, and entertainment suites.



The History

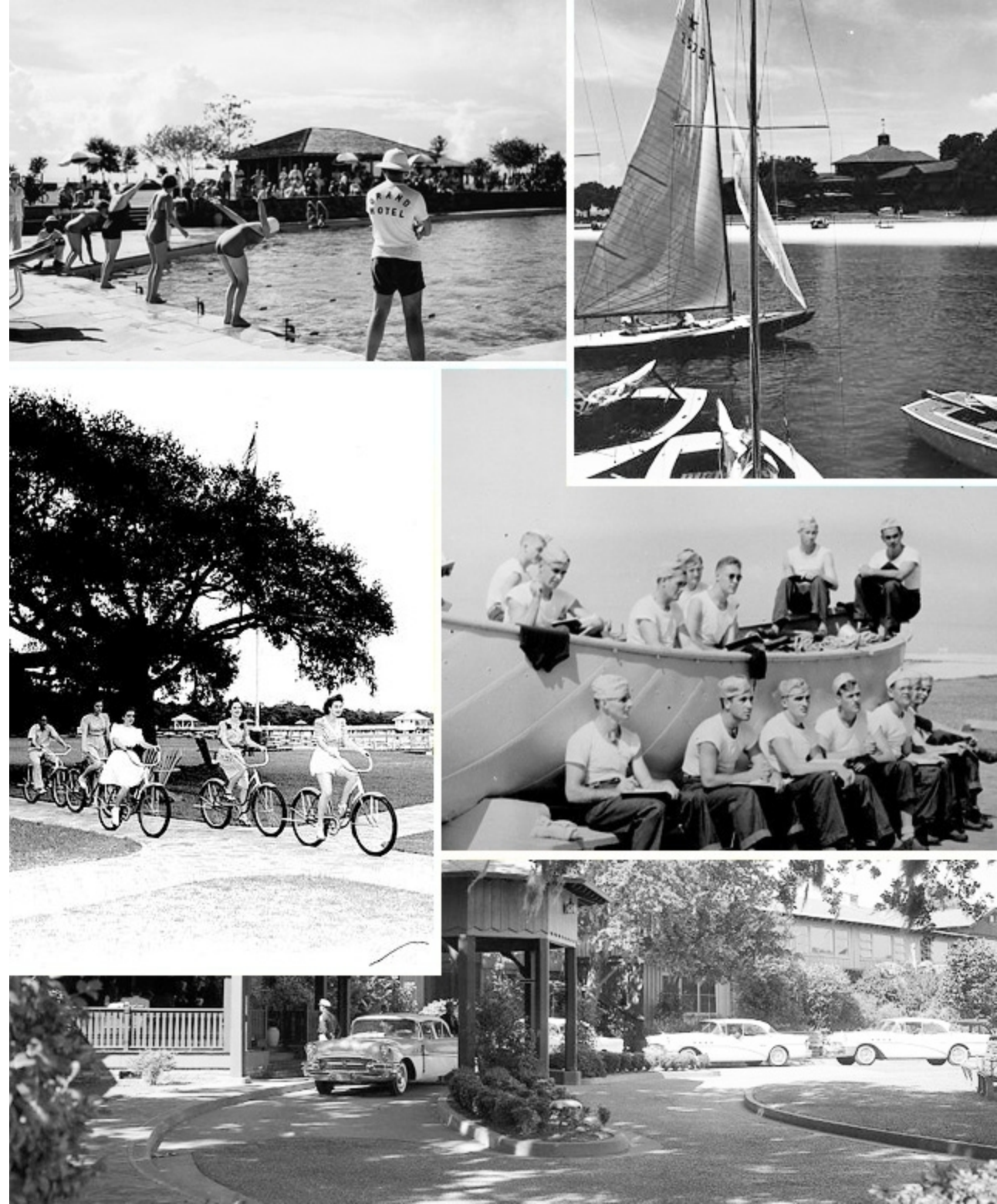
Since opening our doors in 1847, the Grand Hotel's identity has been inextricably linked with a proud heritage as a social host and a vital part of military service. Originally built as a two-story building with 40 rooms, guests traveled to the Grand Hotel by steamboat and docked at what is now the Marina. Over the years the resort and its reputation grew, with the hotel guest list boasting an impressive array of world dignitaries and celebrities.

From its strategic location on the Mobile Bay, the Grand had a pivotal role in our nation as a vital military staging site and its ties to American freedom spans two centuries and two wars. Standing as a hospital during the Civil War and later as host to key training operations during World War II, this is hallowed ground. It was here, on the sands of Point Clear, where our allied forces' finest trained in operation Ivory Soap, a classified military operation that played a vital part in World War II's final push. Each day, the Grand Hotel honors its wartime history, concluding with a cannon firing on the edge of Mobile Bay as we celebrate our Grandeur, Grit & Glory.

From American presidents, world leaders, stars of movies and music, to generations of patriots, the Grand will eternally be revered as a national destination, rich in history -- a hotel that embodies the best traditions of this country.

[A Grand History](#)

[Peter Greenburg Video](#)





Rooms & Suites

Your guests can look forward to a level of sophisticated comfort and laid-back charm that can be found in our 405 guest rooms including 37 suites. All with updated décor, luxurious bedding, WiFi, and high-definition LCD TVs that enhance a relaxing atmosphere. Each guest room also features Keurig coffee makers, a Smart TV with Netflix, refrigerators, in-room safe and spacious well-appointed bathrooms.

Our main lodge rooms offer an updated nod to our historic roots, spa suites feature ample layouts with separate living areas and balconies, and our spacious executive suites are complimented with stunning bay and marina views.

Whether it is our deluxe rooms or the added incentive of our plentiful suite inventory (37 to be exact), we can ensure that your attendees as well as VIPs with Marriott Bonvoy™ status feel pampered and recognized.

Grand Accommodations



Dining

Your guests can look forward to savoring every Farm-To-Fork bite. Our culinary tradition meets new Southern innovation, where classic recipes are reinvented for modern palates and complimented by seasonal herbs from our Estate Garden, and hand-selected local farm-fresh produce.

Southern Roots: Exceptional service and chef-driven menus focused on high-quality, locally sourced, and estate-grown table fare.

Bayside Grill: Offers a selection of healthy options, comfort foods, and everyday classic favorites - bringing a sense of home to every palette.

Local Market: Satisfies the sweet tooth with barista-inspired drinks, homemade pastries, salads, sandwiches and world-renowned coffee cakes.

Grand Hall: Handcrafted breads and pastries are baked in-house daily.

Bucky's Lounge: Our signature lounge offers an outstanding selection of rare whiskies, fine wines, and a classic Southern Small Plates menu with live entertainment nightly.

1847 Bar: Serves crafted cocktails, local libations, and signature wines.

Jubilee Poolside Bar & Grill: Casual, convenient pool-side dining.

Lakewood Golf Club Restaurant: Enjoy daily specials at the 19th-hole.

Sweetwater Café: Enjoy the club setting with a beautiful view of our feature pool, 40-acre lake, and tennis courts for a casual lunch or dinner.

Grand Dining





Excursions For Every Taste & Pace

As your guests cross the lush grounds of the Grand Hotel, with 600 acres of Spanish moss-draped live oaks overhead and brilliantly hued azaleas all around, it's apparent; meetings here are wonderfully different. Time slows here, as you relax, meander boardwalks and trace the marine air to the picturesque Mobile Bay.

This is a place apart, where activities are traditions — from the daily cannon firing that nods to our rich military history to sweet tea, a chorus of cicadas and the ever-present warm smiles that epitomize Southern spirit at its best. This will be the most memorable event hosts.

Grand Activities

- Daily cannon firing
- Non-motorized watercraft (seasonal)
- Two outdoor pools
- Indoor Pool
- Pool slide
- Pool & beach cabanas
- Bikes
- Biking trail
- Horseshoes
- Historical property tours
- (10) Tennis courts
- (11) Pickleball courts
- (36) Holes of championship golf
- Golf Practice Facility
- Bocce ball
- (36) Slip marina
- (9) Fire pits
- Hammocks
- Rotating art exhibit
- Jogging & fitness trail
- (2) Championship Croquet lawns
- Bayside putting green
- Estate garden
- Arcade
- Cornhole
- Beach volleyball
- Food for our resident ducks
- Board games available in the lobby
- Table tennis
- Tetherball
- Fishing poles and bait
- Historical Property Tours
- Bonfires
- Many natural wonders

Activities at the Grand

At the Grand, when a successful day wraps up, dynamic coastal excursions beckon. Active guests can tee off at two championship golf courses on the famed Robert Trent Jones Golf Trail, set sail for bay fishing, and play tennis.

Others can indulge in gentler pursuits such as horseshoes, poolside relaxation, and unwinding in the posh seclusion of a 20,000-square-foot, pamper-filled spa.

Guests can sharpen their athletic skills at one of our golf, tennis, croquet or pickleball clinics

Whether it is on the property or beyond our grounds, there are endless opportunities to explore.

Natural Wonders



Local Area

When Event Planner Guide attendees are ready to venture off-property, they'll find many of the best things to do are right in our backyard:

- Enjoy the beauty of our silent oak trees dripping with Spanish moss while watching our sunset over Mobile Bay.
- Explore the 100 independently owned bistros, art galleries, antique stores, boutiques, and small-town charm of downtown Fairhope.
- Learn about the remarkable and revolutionary Marietta Johnson at the Museum named for her and her accomplishments.
- Discover the waterfront and the history of our area at the Fairhope Pier and Fairhope Museum of History.
- Venture to Weeks Bay Reserve encompassing over 6,000 acres of land and water in and around Weeks Bay and along Mobile Bay.
- Enjoy and learn about the regional art display at the Eastern Shore Art Center.
- Visit the Africatown Heritage House Museum to view the wreckage of the Clotilda, the last known slave ship to enter the United States.

[Local Attractions](#)

[Event Calendar](#)



Lakewood Club at the Grand Hotel

If golf is on the agenda, your guests can test their mettle at two championship courses on the famed Robert Trent Jones Golf Trail. Lakewood Club at the Grand Hotel is home to 36 holes of the most beautiful and challenging golf that can be found in one place. Both courses are 2019 Greens of Distinction award winners.

Our Lakewood Club has hosted the following tournaments;

- USGA Senior Women's Amateur Championships in 2021, 1986, and 1974.
- Host location for the 2024 & 2025 Sun Belt Conference Women's Golf Championship.

AZALEA COURSE

The 72-par course ranges from 4,725 to 7,504 yards of rolling fairways and impeccably groomed greens.

DOGWOOD COURSE

The 7,104-yard, 18-hole, 72-par course that wanders through pines, magnolias, and ancient oaks.

The Experience: More than a driving range, "The Experience" is a 15-acre, state-of-the-art practice facility that combines an exciting learning environment with fun challenges to make every player better.

Grand Golf



Spa & Fitness

The Spa at the Grand is committed to helping your guests maintain their fitness routines while on the road. Our fitness center will fuel fast and focused workouts, delivering maximum results in minimum time.

Your guests will have 24-hour access to the latest, technologically advanced equipment, including cardiovascular equipment featuring the Inspire™ Console 7-inch touch screen technology that allows access to iPod® music and video.

We also invite your guests to experience our Spa where a productive day of meetings are rewarded with pampered tranquility, focused on holistic health and wellness. Recently redesigned, our 20,000 square foot Spa features 12 Treatment Rooms and a Full-Service Salon overlooking Mobile Bay.

[Spa Menu](#)

[Corporate Wellness](#)





Meeting Resources

- Situated along Alabama's Gulf Coast, we offer endless options to maximize both indoor and outdoor event space.
- The Grand Ballroom, which opens to a bay-facing terrace, boasts 9,750 sq. ft. and is divisible by two.
- Scenic Julep Point is ideally poised for outdoor receptions cooled by bay breezes and enlivened by waterfront sunsets.
- Keep your guests focused with delicious catering, ranging from coffee breaks to sit-down meals.
- Our talented conference services team can craft team building events and unique arrivals for groups.
- Post-meeting, your colleagues and you can explore the best of our area, all just steps from our front door.

Grand Meetings





Awards & Accolades

The Grand Hotel prides itself on delivering superior quality and exceptional customer service. We are honored to have been recognized by our community, including guests, industry insiders, and established travel and hospitality publications.

See below for some of our most recent awards and accolades:

- 2022 "Autograph Hotel of the Year" presented by Marriott International
- 2022 "#1 Autograph Hotel" in North America in Intent to Recommend
- #1 Resort and #2 Hotel in Alabama by U.S. News and World Report

- Rated #3 "Top Historic Hotel" by USA Today
- Rated #3 "Top Waterfront Hotel" by USA Today
- The Grand Spa was voted 2020, 2021 & 2022 Nappie Award Winner for "Best Day Spa" in Baldwin County
- Site for 2021, 1986 & 1974 United States Golf Association Senior Women's Amateur Championship
- Meetings & Conventions "Gold Key", "Gold Tee", and "Gold Platter" Awards
- "Successful Meetings Pinnacle" Award
- Meetings Focus "Best of the South Award"
- Convention South "Reader's Choice Award"
- Convention South Media Group "Top Golf Retreat for Groups"
- Travel & Leisure "Top 500 Hotels in the World"
- Conde Nast Traveler "Best Resort in the South"
- Conde Nast Traveler "Top Spa in the US"
- Southern Living's "The South's Best Resorts"
- Southern Living's "The South's Best Small Towns" - Fairhope
- Tennis Magazine "Top 50 Tennis Resorts in the US"
- Historic Hotels of America "Historic Resort of the Year"
- Historic Hotels of America "Historian of the Year"
- Trip Advisor "Certificate of Excellence"
- "Greens of Distinction" Award winner



Catering

Our seasoned onsite events team is ready to assist with personalized menu suggestions for your consideration. At the Grand Hotel, our goal is to cater to your and your attendees' needs to ensure memorable experiences.

Your dedicated team will work with you to create a menu that tantalizes senses while boosting energy levels. Drawing from our Executive Chef, our Estate Garden has over 70 edibles, our inspirations offer a variety of distinctive menus featuring the freshest local ingredients. From classic Southern favorites to gourmet delights, your attendees will enjoy a diverse range of flavors served in this unique destination where hospitality and history come together in Grand style.

Event Menus





Audio Visual Services

The Grand Hotel is pleased to provide in-house audio visual services through Encore Global. Although outside vendors are allowed, we ask that you give Encore the opportunity to place a competitive bid for all of your audio-visual needs.

Scenic Elements to suit any event

- Let our team help design a setting to maximize your potential. Draped backdrops, acrylic and spandex accents, and colored lighting will make sure your event leaves an impact.

HD Projection and Monitors

- No matter the size room, we have a solution for you to present.



Booking Tools

Attendee Reservations

Unique complimentary Reservation Links make it easy for your meeting attendees to reserve their rooms:

- Shared in an email or Embedded in a website.
- Personalized with your group name, event dates, and special rates.
- Displayed in multiple languages on Marriott domains worldwide.

Passkey

Streamlines and automates meeting and event bookings for the Grand Hotel. Event planners benefit from a centralized room block reservation management system. It also allows for attendees to reserve room upgrades, extended stays and select other resort amenities.

Group Lists

Simply provide an attendee list and we will make reservations for all of them.

Rooming Lists

Receive the Marriott Standard Template showing which attendees have reserved rooms and when they plan to arrive.

Mobile Check-In

Attendees can check in before their stay, receive instant alerts when their room is ready, and check out by skipping the front desk.



Accessibility

The Grand Hotel Golf Resort & Spa, Autograph Collection is committed to providing outstanding service to all of our guests and offers full ADA compliance in accordance with the Americans with Disabilities Act.

- Accessible guest rooms have a 32-inch wide opening
- Adjustable height hand-held shower wand
- Lowered bathroom vanity height in guest rooms for people with disability
- Bathtub grab bars
- Bathtub seat
- Accessible business center entrance
- Closed-caption TV
- Accessible fitness center entrance
- Flashing door knocker available for people with disability
- Grab bars in the bathroom
- On-site accessible self-parking
- Lowered deadbolt in the guest room for disabled person height (in feet)
- Lowered electrical outlets
- Accessible main entrance and meeting space entrances
- Accessible registration desk for people with disability
- Lowered peephole in guest room for people with disability
- Accessible pool entrances
- Restaurants and lounges
- The route to accessible guest rooms is wheelchair accessible
- Self-operating lifts or sloped entry
- Service animals allowed for people with disability
- Accessible spa entrance
- TTY/TTD compatible Telephone for hearing impaired
- Toilet seat in guest rooms for people with disability
- Transfer roll-in shower
- Elevators on property

Transportation & Ground Logistics

Direct service from more than 23 cities is served by commercial Mobile and Pensacola airports, while nearby Fairhope's private airstrip is perfect for chartered or corporate arrivals. By booking ground transportation with the Grand Hotel shuttle service, our groups can save on rental car, gas, and parking costs.

Mobile Regional Airport: Mobile, AL (MOB)

- 38.3 Miles West of the hotel
- Direct flights from Atlanta, Charlotte, Houston, and Dallas

Mobile Aeroplex at Brookley: Mobile, AL (BFM)

- 20 miles West of the hotel
- Opening early 2026

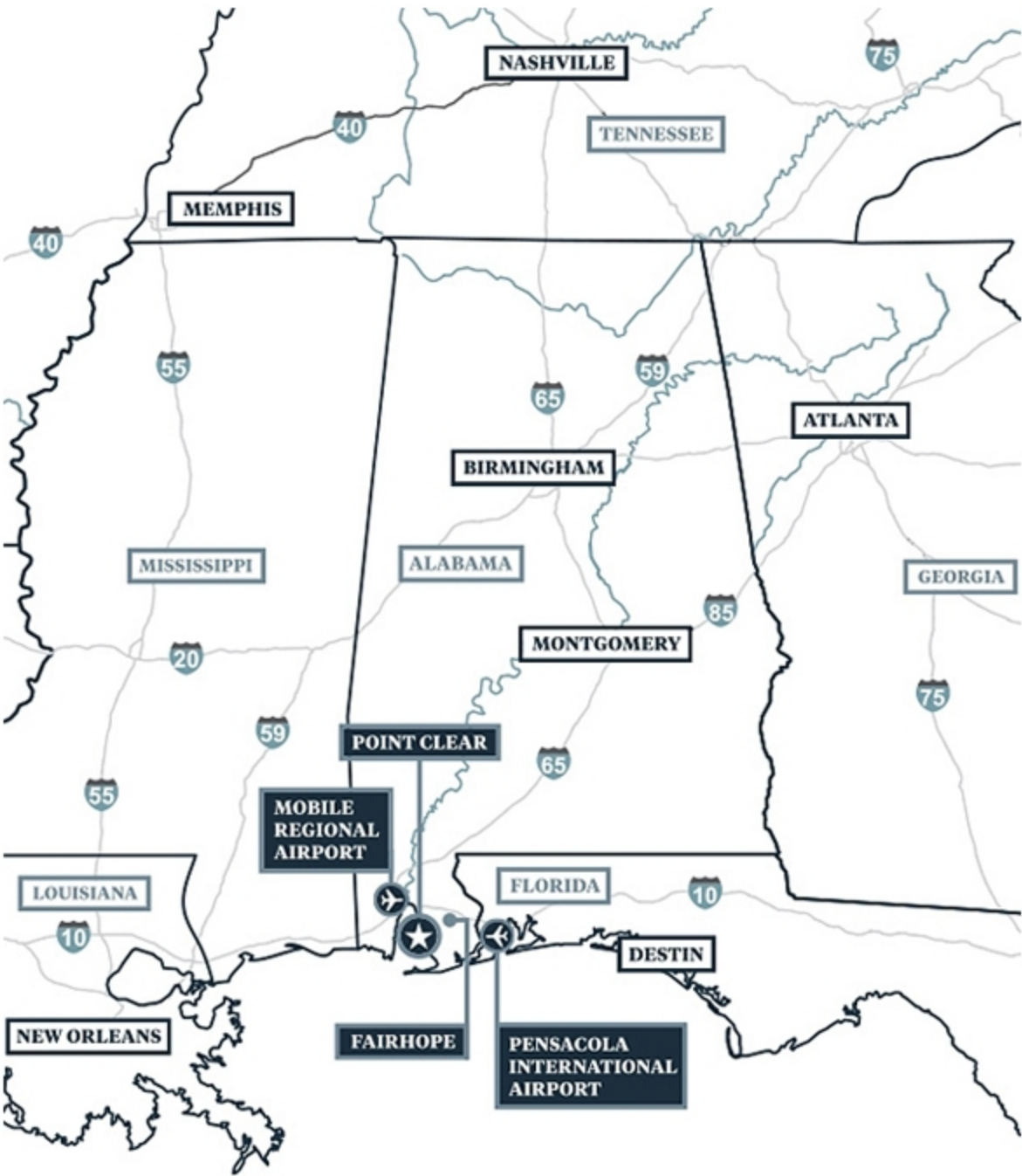
Pensacola International Airport: Pensacola, FL (PNS)

- 60 miles East of the hotel
- Direct flights from Orlando, Atlanta, Dallas, Houston, Charlotte, Washington DC, Tampa, Miami, Philadelphia, Chicago, Boston, Denver, Kansas City, Nashville, Orlando, New York and St. Louis

Fairhope Private Airport: Fairhope, AL (KCQF)

- 5 Minutes from the hotel
- Facilities for almost every private aircraft. Large and small hangars are also located on the field.

Getting Here



Planning Your Event

We appreciate the opportunity to host your event. Your dedicated event team will stay focused on your needs and do everything possible to meet and exceed expectations.

Myself and the entire staff of Grand Hotel Golf Resort & Spa, Autograph Collection are confident we are the perfect match and we are excited to work together to create a spectacular event.

If there is more information we can provide to guide you in the process, please let us know.

Sincerely,
The Sales Team at Grand Hotel Golf Resort & Spa, Autograph Collection

