



FOR: GRAND GENEVA RESORT & SPA

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**GRAND GENEVA RESORT & SPA CELEBRATES FALL
WITH NEW SEASONAL PACKAGES**

Resort Enhances Guest Experience with New Passport Rewards Program

(LAKE GENEVA, WI; August 11, 2010)— As vacationers enjoy the final weeks of a leisurely summer travel season, [Grand Geneva Resort & Spa](http://www.grandgeneva.com) is looking ahead to fall by introducing new packages and programming that celebrate the change of seasons. In addition to hosting the fourth annual Lake Geneva Wine Festival in September, the AAA Four Diamond resort is offering a variety of travel packages that provide access to epicurean delights and outdoor adventures. Every guest who visits the Grand Geneva will also have the chance to participate in the resort's new Guest Experience Passport Program, which rewards travelers with activity credits toward a return visit for sampling the Grand Geneva's full range of experiences — from golf and horseback riding to spa treatments and fine dining.

Lake Geneva Wine Festival Packages

As host of the fourth annual Lake Geneva Wine Festival, a celebration that benefits local nonprofit organizations, the Grand Geneva invites guest to indulge in a weekend of wine tastings, educational seminars, and exquisite dinners that will take place throughout the resort's 1,300-acre campus.

During the festival, which takes place on Friday, September 10 and Saturday, September 11, the resort is offering a unique package that offer access to the weekend's main events, with luxurious accommodations. The **Wine Weekend** package includes two tickets to the Welcome Dinner on Friday evening, which will present cuisine from local chefs; two tickets to The Grand Tasting, where guests will experience guided wine and food tastings with executive chefs and representatives from vineyards across the country; Deluxe Guest Room accommodations on Friday and Saturday nights; and breakfast for two in The Grand Café one morning.

The **Wine Weekend** package is priced at \$745 for the two-night stay, based on double occupancy, and exclusive of tax and resort fee. Guests who want to extend their stays can reserve accommodations on Thursday, September 9 and Sunday, September 12 for a discounted rate of \$99 per night.

Autumn to Remember Package

Grand Geneva's new **Autumn to Remember** package couples cozy accommodations with experiential outdoor adventures that showcase southeastern Wisconsin's beautiful fall foliage. Available now through October 30, 2010, the package includes:

- Overnight accommodations in a Deluxe Guest Room
- Breakfast Buffet for two in The Grand Cafe
- One Grand Geneva-logoed fleece blanket
- A 20% discount at WELL Spa + Salon
- Choice of a Grand Carriage Ride or Geneva Bay Boat Tour

The **Autumn to Remember** package starts at \$199 per night, exclusive of tax and resort fee, based on double occupancy.

Guest Experience Passport Program

New for 2010, the Grand Geneva is excited to introduce a new passport program that rewards travelers with credits toward activities on a return visit for enjoying a range of different experiences during a single stay. Whether looking to renew a romance or rekindle a family or team bond, the Guest Experience Passport serves as a comprehensive resort guide and offers activity recommendations to suit every occasion.

Upon the completion of each experience, guests receive a stamp in their passport booklet under the appropriate category: Rekindle & Renew; Spa; Recreation; Dining; Shopping; Kids Are Grand; Meetings; and Fun for Kids, which focuses on the family-friendly activities at Timber

Ridge Lodge & Waterpark. Guests who present their passports upon check-out showing stamps for five different experiences will receive a \$100 resort activity credit; a passport with 10 stamps earns a \$200 resort activity credit. Two stamps per category are permitted, and one passport is provided for each reservation. Activity credits are valid toward ski, spa, golf, and food and beverage purchases during a future visit to Grand Geneva, and are valid for one year after the date of issue.

For more information or to reserve accommodations at the Grand Geneva this fall, please visit www.grandgeneva.com.

About Grand Geneva Resort & Spa

Grand Geneva Resort & Spa is an all-seasons resort set in the legendary southeastern Wisconsin community of Lake Geneva, just 90 minutes from Chicago and 50 minutes from Milwaukee. The property features 355 guest rooms; WELL Spa + Salon; two championship 18-hole golf courses — The Brute and The Highlands; The Mountain Top, a three-chair/18-run ski and snowboard facility; 62,000 square feet of meeting and convention space; three restaurants; and a 4,100-square-foot executive airport.

Grand Geneva recently completed property-wide renovations, which included improvements to all guest accommodations, the outdoor pool deck and WELL Spa + Salon, and the addition of Embers Terrace, an outdoor fireplace experience.

Additional accommodations on property include the family-friendly Timber Ridge Lodge, featuring the 50,000-square-foot Moose Mountain Falls indoor/outdoor waterpark, 3,600-square-foot arcade, 3,500-square foot ballroom, and family barbecue restaurant. Grand Geneva is a wholly owned subsidiary of the Marcus Corporation (NYSE: MCS). For more information or reservations, call toll free (800) 558-3417 or visit www.grandgeneva.com.

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**FOR MORE INFORMATION, PLEASE CONTACT
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