



## Swan Lake Resort Taking Hospitality to New Heights

**Company:** Swan Lake Resort  
**Address:** 5203 Plymouth-LaPorte Trail, Plymouth  
**Telephone:** (800) 582-7539  
**Web site:** [www.swanlakeresort.com](http://www.swanlakeresort.com)  
**Management:** Doug Leedke, general manager  
**Employees:** 300 employees during the busy season/150 during the “off” season

### Background:

Swan Lake Resort gained prominence as a golf destination in the 1970s as a member of the United States Golf Academy. Following an ownership change within the last five years, the company evolved into the full-service resort it is today.

Leedke says that although the resort has traditionally been best known for its prestigious golf academy, efforts are underway to raise awareness of additional offerings. “We’re really just starting to gain steam, if you will, about getting the word out and telling the story about what’s really here,” he comments.

### Home away from home:

Visitors can stay in one of the resort’s 92 recently renovated guest rooms, four cabins or six academy cottages. The resort plans to increase the number of guest rooms, which offer wireless Internet service at no cost.

Cabins and cottages boast flat-screen televisions, rustic artifacts and fire pits. One cabin includes a kitchen.

### Event venue:

The resort contains 20,000 square feet of function space. Comprising half of that space is the grand ballroom. Break-out rooms also are available. Weddings are among the most popular events held at Swan Lake Resort. “The function space of the facilities is something you would expect to find in Chicago or Indianapolis,” Leedke asserts. “You would not expect to find that size and quality of function space outside a major city.”

SWAN LAKE RESORT



Golfers shop, train and unwind at Swan Lake Resort.

**Other amenities:**

Resort accommodations include two pools (indoor and outdoor), fitness center and the Midwest's only Sam Snead's Tavern Grill, named after the legendary golfer. Construction of a full-service spa was anticipated to be complete by early summer. It will offer manicures, pedicures, facials and more.

"It's (Swan Lake Resort) kind of nestled in the ideal location where you're halfway between Indianapolis and Chicago, and only 20 minutes from the campus of Notre Dame. So even though we're in kind of a quiet setting, we're really close to a lot of major populations."

**Golf academy:**

Members of the general public, regardless of age, can participate in the United States Golf Academy. Individuals can receive personalized training from a golf instructor at Swan Lake Resort, which features two 18-hole championship courses, indoor/outdoor hitting bays and computer-generated indoor golf simulators that mimic famous courses.

"The (golf) academy, in the last two years, has undergone this transformation to be on the leading



Doug Leedke says the resort offers something for everyone.

edge of the technology that's available," Leedke states. "We have some technology here that other people just don't have."

**Swing shift:**

Swan Lake offers two high-tech training tools to improve putting strokes at all skill levels: Science and Motion (SAM) PuttLab and TRACKMAN. "Right now, the only (other) people who would use those are on tour," Leedke points out. "The general public never has this technology available to them."

"PuttLab uses lasers tied in with computer technology to map out your entire putting stroke," Leedke explains, "and then shows you your loft, degree of impact, slant of putting club in a visual way that you can understand."

Inspired by U.S. Department of Defense technology that tracks missiles, TRACKMAN employs radar technology to track the flight of golf balls.

**'Off' season:**

Although the "off" season traditionally requires fewer employees, their workload doesn't decrease. In addition, the winter months attract new business.

"When you get into the off-season, you'll deal with a lot of what we call SMERF (social, military, educational, religious or fraternal business)," according to Leedke. "(They are) usually looking for better rates, usually putting a lot of people in the guest rooms. And they need a lot of function space. They tend to meet, because of their budgets, in that shoulder season."

**Celebrities:**

Lionel Richie performed at a private wedding held at the resort. Most of Notre Dame's recent athletes also have visited Swan Lake.

**We're here:**

Leedke compares a stay at the resort to a cruise experience since all of the recreational, food and beverage, and other amenities are easily accessible.

"When you're here, you don't have to touch your car keys until it's time to go," he observes. "And then to have the tranquility of this type of setting. It's close to major population centers, so you're away from it all, but close enough where you don't feel detached from all of the things you need to do business."

"From the golf academy standpoint, you can't touch and feel the impact of what (PuttLab and TRACKMAN) can do for your golf game," Leedke reflects when considering the mission of attracting more visitors. "From a resort standpoint, it's just a matter of getting the word out that all of this is here."