

# Way to Go!



Grand Rapids and its surrounding area is compact and easy to navigate – and we’ve made it even easier with our color-coded Way to Go! system throughout this Guide.

Once you’ve zeroed in on a section of town and identified its directional color, you can look through this Guide to find nearby businesses and attractions.

Way to Go! color-coding also helps you plan your journey between sections of town, giving you a better sense of where you are and where you’re heading.

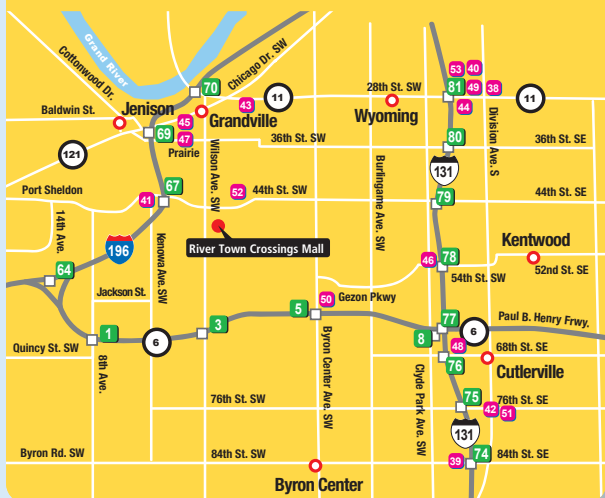
## Northwest

Anchored on one end by a treasure trove of brand-name stores and restaurants, and on the other end by acres of forest, farmland and roadside produce stands, the Northwest area offers easy access to both urban and back-country adventures.



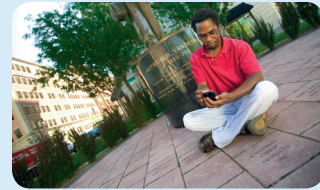
## Southwest

Rising from the south banks of the Grand River as it winds its way out of downtown and toward the lakeshore, this compact commercial center boasts famous-brand restaurants, big-name stores, a massive shopping mall and more.



See pages 78-79 for accommodations key.





## Downtown Grand Rapids

The thriving heart of Michigan's most dynamic city offers an incredible variety of things to see and do – all within the course of a ten-minute walk. Restaurants and nightclubs, theatres and museums, concert venues and sports arenas, college campuses and medical centers, an historic home district and a fantastic fishing river. . . they're all just steps away from each other, and from the hotels and convention center that serve as home base for many of our visitors.

See Downtown detail map on p. 80

## Just East

This three-mile stretch encompasses a world of diverse shopping, dining and entertainment options – from the funky, arty vibe of Uptown to the quaint-yet-cosmopolitan flair of Gaslight Village to the natural beauty and recreation of Reeds Lake.



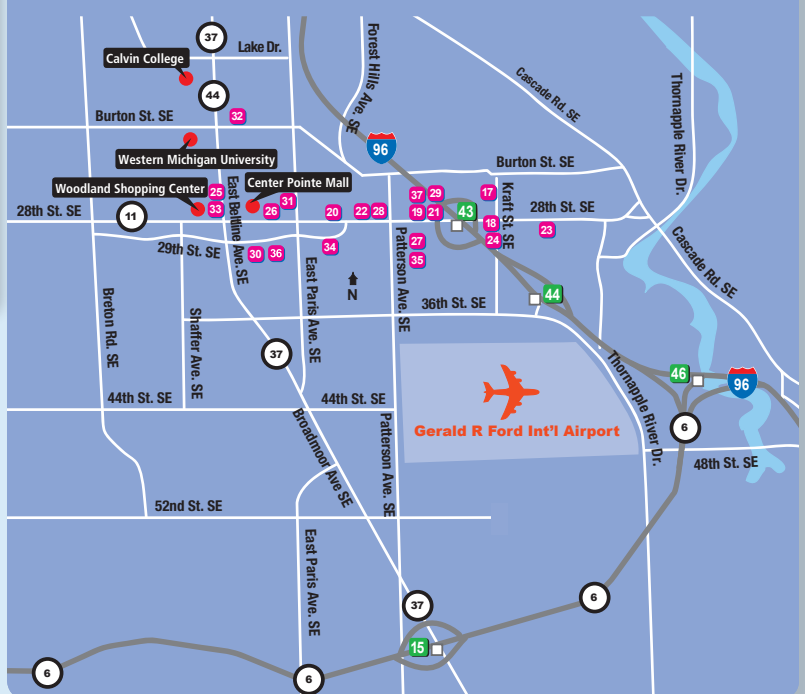
## Northeast

Home to Frederik Meijer Gardens & Sculpture Park, one of the Midwest's largest tourist attractions, plus oodles of dining and shopping options. Wander off the main road to discover lush and lovely hiking, biking and golfing spots...or head due north to visit one-of-a-kind home-and-garden stores in Rockford's quaint shopping district.



## Southeast

One of the Midwest's busiest commercial centers features a dazzling array of brand-name stores, hometown boutiques, restaurants, hotels, movie theatres and more...all just minutes from the airport and major expressways.



Experience  
**GRAND RAPIDS**

CONVENTION & VISITORS BUREAU