

BLUEFIN BAY • SURFSIDE • TEMPERANCE LANDING
On the shores of Lake Superior in Tofte, Minnesota

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THE FISHWRAPPER





This Winter's Forecast: Fun & Adventure

Enjoy these winter activities at Bluefin Bay Resorts

On the North Shore, the first snowfall can only mean one thing: it's time to go play outside! At the Bluefin Bay Family of Resorts you're at the heart of it all – a lakeside destination with the state's best snow and season's greatest fun right outside your door.

Here's a review of our most popular activities. Be sure to visit bluefinbay.com for more details and a full activities schedule.

- **CROSS COUNTRY SKIING:** Check out complimentary cross-country ski equipment and explore the area trails. Or, join one of our regularly scheduled guided skis.
- **SNOWSHOEING:** Explore the great North woods with our complimentary snowshoe rental. Ask for a trail map at Guest Services or join one of our guided snowshoe excursions.
- **DOWNHILL SKIING:** The new high speed Gondola at Lutsen Mountains gives you more time on the mountain and a better overall experience. Bluefin Bay offers daily shuttles to and from Lutsen Mountains.
- **ICE SKATING:** Guests are invited to enjoy ice skating at our onsite rinks at Bluefin Bay and Surfside. Complimentary ice skates, hockey net, and equipment are available at Guest Services. Enjoy the rinkside campfire & complimentary s'mores.
- **DOG SLEDDING:** Area mushers are happy to provide you with a custom dog sledding adventure ranging from a few hours to all-day excursions. Contact Guest Services for more information and they'll have you out mushing in no time.
- **MUSIC AT THE BLUEFIN GRILLE:** Join us for live music by the fireplace every Monday and Friday, January through March. We'll also have live music on Wednesday and Friday over the December holidays.



Dear Guests,

The December Gales are here, snow is here with more on the way, and we're ready to usher in another amazing North Shore winter at the Bluefin Bay Family of Resorts! It is our privilege to have welcomed so many of you to our beautiful Lake Superior resorts over the years. We consider it an honor to help our guests celebrate romance, create family memories, and relax, renew and recharge.

In this issue of the Fishwrapper, we share what our staff and guests love most about winter at the Bluefin Bay Resorts. From our incredible network of cross-country skiing and snowshoeing trails, to premier downhill skiing and snowboarding, to fat tire biking, dog sledding, and ice climbing – we've got outdoor activities to keep the winter adventurer in you alive and challenged!

If relaxation and romance are more your speed, we invite you to experience a massage at Waves of Superior Spa, take a dip in our outdoor heated pool, or just snuggle by the fire. Some call it "Hygge" (read more inside).

Please enjoy the complimentary copy of our 2018 Bluefin Bay Family of Resorts Calendar as a token of our appreciation and as a celebration of everything we love about the North Shore. On behalf of all of us at Bluefin Bay, I wish you a very happy holiday and a wonderful new year.

Warmly,
Mark Jury
General Manager

North of Ordinary

Unleash the winter adventurer in you!

When it comes to winter, the Bluefin Bay Family of Resorts and the surrounding region are packed with off-road winter adventures that'll provide plenty of real-life and Instagram-worthy memories you can't find anywhere else.

Extraordinary Adventures

Consider this: Our family of resorts – Bluefin Bay, Surfside on Lake Superior and Temperance Landing – all hug the shoreline of the world's largest freshwater lake. A lake so large that she creates her own weather pattern and has waves so extreme she's sunk over 6,000 ships in her time.

Thanks to her majesty, Lake Superior, we average 120 inches of snow annually creating a world-class base for our endless skiable acres of snowshoe and Nordic trails. Nearby Lutsen Mountains Ski Resort boasts the largest vertical drop in the Midwest and nearly 100 runs to satisfy adventure seeking downhill skiers and snowboarders of every level.

Prefer to see the area on wheels? Fat tire biking is building momentum along the North Shore, and with that comes newly groomed trails traversing the rocky ridgelines that date back 1.2 billion years. If you dare look up, you can catch a glimpse of our endless superior views of our beloved Big Lake. This January marks the second annual Norpine Fat Bike Classic (January 6), a premier Fat Bike race that accommodates bikers of all levels and trail preferences.

After Hours

When night falls, pull up a stool and compare your stories with kindred spirits over locally brewed beer paired with trophy size walleye. Or, tempt your taste buds with wine and hard ciders crafted right here in the North Woods at North Shore Winery in Lutsen.

Enjoy a variety of live music at the Bluefin Grille every Monday and Friday, all winter long from 9-11 p.m. Or, check out our late night music scene at mainstay Papa Charlie's at Lutsen Mountains. This is as authentic as it gets. You'll find plenty of party hearty friends ready to dance the night away or challenge you to a spirited game of ping pong or pool. Afterwards, count the stars and your blessings that you've discovered the place called the country's most overlooked playground by Outside Magazine.

We guarantee your friends will like your photo worthy adventures. So come join us this winter—we've got an adventure with your name on it.



Rest, Relax and Rejuvenate

The Danish and Norwegian call it Hygge (hue-guh)—this ancient tradition of acknowledging a feeling or moment as cozy, charming or special. Here on the North Shore, we've been mastering this art for decades.

Why you might ask? We recognize how rare it is to pause in life and the wonder that comes when you get to experience the extraordinary splendor of Mother Nature. Here at the Bluefin Bay Family of Resorts, we've created a one-of-a-kind experience centered around experiencing the beauty and awe of Lake Superior with those you love.

We offer endless views of the world's largest freshwater lake. The calming sound of cascading waves, glorious sunrises and sunsets, and her ever-changing moods in a variety of blues spanning as far as the eye can see.

Take it in one moment at a time. Enjoy a moonlit walk along the lakewalk or a beachside bonfire with someone you love. Take a dip in our outdoor heated pool and hot tub overlooking the lake. Or, rekindle your inner child by building a snowman, snow angel or just laughing your way through a good old-fashioned snowball fight.

Afterward, snuggle up in front of a warm crackling fire. Embrace in a romantic couple's massage or a private spa treatment at Waves of Superior Spa before an intimate dinner at the Bluefin Grille. Our Waves Spa Couples Getaway Package and Romantic Retreat Package are just two deals to help create your own special Hygge and reconnect with your true North.

Whatever your heart desires, you'll find it at the Bluefin Bay Family of Resorts.

NEW: Outdoor Adventure Lecture Series

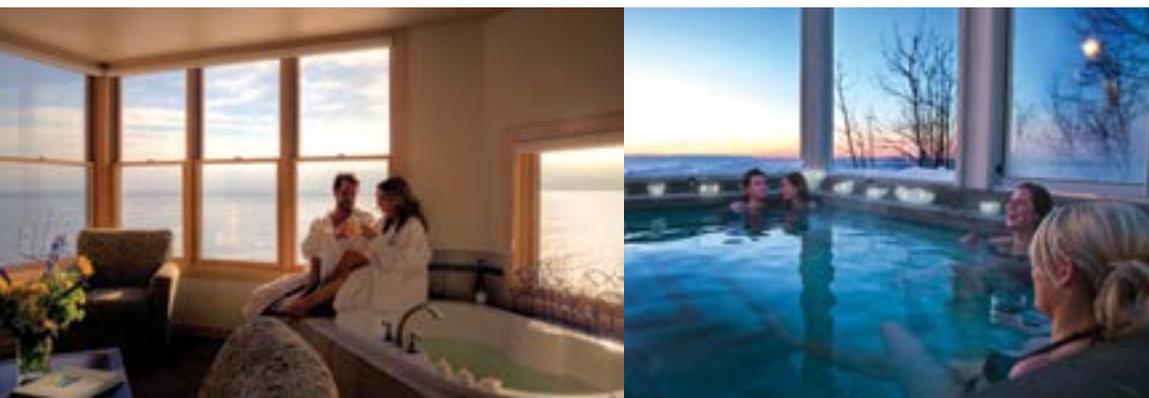
There's no better place to explore your adventurous spirit than winter on the North Shore of Lake Superior. Our mountains, rocky shoreline, and inland lakes and rivers provide some of the best snow and winter outdoor adventure opportunities in the entire Midwest.

Have you ever thought about how cool it would be to try ice climbing? What's the best technique for traveling through the deep, uncut snow in snowshoes? Maybe you've dreamt about cross-country skiing in the back country, but you're not sure of the best technique?

Bluefin Bay is teaming up with Spirit Guiding Adventures – a new outdoor adventure company based in Grand Marais – to offer an educational, hands-on lecture series. Spirit Guiding Adventures co-owners and lead guides, Matthew Baxley and Lindsey Gau, will share their knowledge, tips and techniques for human powered travel through the North Shore's winter landscape.

This new Outdoor Adventure Lecture Series begins in December and continues throughout the winter. A full schedule with lecture topics, locations and times is posted on our resort activities calendar at bluefinbay.com.

Oh, and the best part: should you decide to put your new found knowledge to the test, you can join a Bluefin Bay guided snowshoe or XC ski, check out complimentary equipment and go exploring on your own. Or, sign up with Spirit Guiding Adventures for an ice climbing or frozen river adventure at spiritguidingadventures.com. How cool is that?



Discover Winter in Cook County

Winter brings plenty of life-size adventures to Cook County. If you choose to plan your Bluefin Bay Winter Getaway around a winter event, here are just a few of our favorites. Visit bluefinbay.com and click on Play, Area Events for a full winter schedule.



Norpine Fat Bike Classic

January 6, 2018

Lutsen

Norpinefatbikeclassic.com

Choose between a 16- or 24-mile course that highlights the unique and unmatched wilderness landscape of Lake Superior. Or, just come as a spectator. After the race enjoy live music, complementary BBQ and beer from Castle Danger. The Norpine Fat Bike Classic is part of the 45NRTH, the largest fat bike racing series in the United States.



John Beargrease Sled Dog Marathon

January 28-31, 2018

Beargrease.com

This three-day, nearly 400-mile sled dog adventure is the oldest running sled dog race in the lower 48. Check points and road crossings throughout the North Shore are accessible to the public and provide a rare opportunity to see these amazing canines and their owners in action.



Hygge Festival

February 9-15, 2018

Visitcookcounty.com/event/hygge-festival

The Danish and Norwegian call it Hygge (hue-guh)—an ancient tradition acknowledging a feeling or moment as cozy, charming or special. On the North Shore, we've been doing that for decades. This Grand Marais festival celebrates Hygge with all the warm and wonderful activities of winter including stargazing, fireside gatherings, cross-country skiing, Scandanavian themed menus, a full moon reading, a cabin concert and art show openings.



Candlelit Ski and Snowshoe

February 17, 2018

Sugarbushtrail.org

A fun, family-friendly adventure through a luminary lit trail. Meet at the Oberg Mountain Trailhead for this snowshoeing or skiing venture by candlelight.



The Sugar Tour

March 10, 2018

Sugarbushtrail.org

Extend your ski season by experiencing the fabulous Sugarbush Trails when days are warmer (and longer), and the trails are in prime condition. Choose between a 5k, 8k or 19k loop with activities on the shorter loops and treats and hot chocolate waiting for your finish at the Oberg Trailhead.

Great Waves, *Great People*

We're thrilled to provide our guests with warm and friendly hospitality, something we couldn't do without an exceptional staff. Here are some of the faces behind the great service at the Bluefin Bay Family of Resorts.



Anton Davkov
Guest Services

Hometown: Shumen, Bulgaria

What brought you to the North Shore and the Bluefin Bay Family of Resorts?

I came to the States on a work and travel VISA in 2015 and have returned for three summers in a row.

My favorite thing about working at Bluefin Bay is...

The working environment is amazing. The people are considerate and supportive of each other – we work as a team. I also enjoy seeing all the happy faces of our guests who are coming here on vacation.

My favorite spot at the Bluefin Bay Family of Resorts is...

the lakewalk. It's a very romantic and pleasant walk. There is one bench along the path that is a great place to stop and enjoy the views. It's also a great spot for day or night photography.

My favorite thing to do when I'm not working is...

going out to explore with my camera and capturing photos of the beauty of the area. I enjoy photography – especially when the Northern Lights are out. This area offers the most beautiful scenery.

I want readers to know...

Bluefin Bay Family of Resorts is a very special place for me. It's a "little" diamond on the North Shore that I wish everyone who lives here could experience. The beautiful nature is worth exploring.



Justin Mueller
Server at the Bluefin Grille

Hometown: Paynesville, MN

What brought you to the North Shore and the Bluefin Bay Family of Resorts?

I've always enjoyed visiting the area to paddle the Boundary Waters Canoe Area Wilderness. In 2005, after a year of traveling, my wife and I agreed to live on the North Shore for a summer. That summer turned into a lifetime. I have now enjoyed working at the Bluefin Bay Family of Resorts for almost 10 years.

My favorite thing about working at Bluefin Bay is...

Working at the Bluefin Grille is great – it provides a fun, fast-paced environment where we meet and interact with both new and returning guests.

My favorite spot at the Bluefin Bay Family of Resorts is...

The Tetherball Court. If you ever see me outside I can't resist the challenge to play a game!

My favorite thing to do when I'm not working is...

spending time with my wife and three kids playing outside.

I want readers to know...

if you find any favorite fishing holes, I'm listening!

The Way We See It

The Bluefin Bay Family of Resorts and the surrounding area are bursting with winter adventure and breathtaking sights. Here are some favorites from those in the know – the Bluefin Bay team. For more details, contact our Guest Services staff when you check in.



Favorite Winter Activity: Cross-Country Skiing on the Sugarbush Trail System

The North Shore offers more scenic cross-country ski trails than almost anywhere. The Sugarbush Trail System is right in Bluefin's backyard and offers something for everyone. A great ski for beginners is Onion River Road. Located near Oberg Mountain, this trail winds through a picturesque forest while offering the option to go out and back on the same beginner-friendly trail. Or, join a Bluefin Bay guided ski as part of our activities program and check out several trails while accompanied by others – full resort activities schedule at bluefinbay.com. Hint: If the Northern Lights are scheduled to make an appearance, set out on a night ski for a one-of-a-kind experience. Stop at the Bluefin Bay Resort Activities Center to get fully equipped with gear and trail maps.

Recommended by Jillian Kratt, Housekeeping



Favorite Winter Activity: Snowshoeing Caribou River/Falls

From December through March, much of Caribou River is frozen and covered in thick snow, making it an ideal natural trail for snowshoeing. It's a short ½ mile one way trek to reach Caribou Falls. The frozen winter provides a whole different perspective on the nearly 40-foot waterfall. The falls are covered in a sheath of ice. Visitors have the opportunity to hike on the frozen river and view the waterfall head on. The ice in the canyon sparkles like glitter on a frozen sunny day.

Recommended by Jessica Carlson, Quality Control



Favorite Winter Spa Service: 60-Minute Hot Stone Massage

After being out in the snow and winter air, the warm, smooth Lake Superior stones and tension-relieving pressure are such a treat for mind, body and spirit. I find with this massage tensions melt away instantly. I love the Waves signature hot stone massage!

Recommended by Lori Schaefer, Marketing



Favorite Bite to Eat, aka Secret Indulgence: Fresh scones from Coho Café & Bakery

I've never really liked scones. But a few months after I started working at Bluefin Bay Resorts, I was surprised at the number of guests who raved about the scones. So I tried them. Oh my goodness, they are fantastic! I've tried all varieties – the sweet and the savory – and they're all wonderful. Tip: If you stop in first thing in the morning when Coho Café opens, they're still warm! A large latte and a cranberry white chocolate scone is the perfect start to the day.

Recommended by Mark Jury, General Manager

Give the gift of Bluefin Bay

This holiday give a gift that will keep on giving long after it is unwrapped — the gift of a lakeside vacation getaway to the Bluefin Bay Family of Resorts. Gift cards can be purchased in any dollar amount and used for lodging, restaurants, gift shops and the Waves of Superior Spa. Gift cards are mailed within a few days of placing your order and each card comes in special packaging with a place for a personal message — all making your job of giving even easier.

Call 1-800-BLUEFIN (258-3346) or 218-663-7296 locally to order your gift cards today.



Need a Quick Lift? Head to Lutsen Mountains

Cure the winter blues with a visit to Lutsen Mountains premier ski resort. Here are just a few stats that might get your blood pumping.

Take 1,000 acres of skiable terrain. Add more than 120" of annual snowfall. Divide into nearly 100 runs, ranging from beginner to expert. Oh, and two new double-black diamond adrenaline pumping runs. Then, top it off with a new, high speed Caribou Express chairlift on Moose Mountain — and presto — you've got the most incredible skiing and snowboarding adventure in the Midwest!

Enjoy Lakeside Views & Slope-Side Access

For those who love to downhill ski and stay at the Bluefin Bay Family of Resorts, you'll want to book a Ski & Stay Package for the best deal. We offer FREE daily shuttles to and from the base of the mountain, frustration-free equipment rental at our neighboring Sawbill Outfitters, and a variety of can't-be-beat Ski & Stay Packages. Visit bluefinbay.com/offers and click on Ski & Stay Packages. Or, combine discounted lift tickets with any of our winter offers.

FREE SHUTTLE SERVICE: Enjoy lakeside accommodations at Bluefin Bay Resorts and slope-side convenience with our complimentary shuttles to and from the ski hill, available 9am to 5pm daily.

Lutsen Mountains Ski Resort

- 2017-18 Ski Season: Opens the weekend before Thanksgiving, Closes Mid-April.
- Hours: Monday – Friday : 9:30am – 4:30pm
- Weekends & Holidays : 9am – 4:30pm
- Offers: Alpine Skiing, Snowboarding, Snowshoeing & Nordic Skiing
- Elevation: 1,008 ft.
- Skiable Vertical: 986 ft.
- Ski Area: 1,000 acres
- Longest Run: 2 miles
- Number of Runs: 95
- Annual Snowfall: 5 ft.



Hot Winter Deals

Connect with us for more on Bluefin Bay events and specials:



800.BLUEFIN (258-3346)

Gales of December

Valid through Dec. 24, 2017

Get a front row seat to nature's most spectacular show – the Gales of November and December. Stay three nights and receive one midweek night completely FREE! Guests must stay four nights over the Thanksgiving holiday to qualify.

January 3 for 2 Special

Valid Jan. 1 – Jan. 31, 2018

Stay three nights and receive one midweek night completely FREE!

Winter 4 for 3 Special

Valid Feb. 1 - March 25, 2018, excluding President's Weekend (Feb. 16-18)

Stay four nights and receive one midweek night completely FREE!

March Weekends at Midweek Rates

Valid March 4-20, 2018

Stay three nights or more and receive weekends at midweek rates. A savings of up to 30%.

Extended Stay Special

Valid all year. Enjoy this progressive savings deal – the longer you stay the more you save.

- Stay 4 nights and receive 10% off
- Stay 5 nights and receive 15% off
- Stay 6 nights and receive 20% off
- Stay 7 nights and receive 25% off

Romance and Honeymoon Packages

Crashing waves, a moonlit lake, romantic suites: no wonder Bluefin Bay is consistently named Minnesota's "Most Romantic Resort." For the ultimate romantic winter getaway, check out our Honeymoon and Romantic Retreat packages at bluefinbay.com/offers or ask your reservationist for details.

Spa Packages

It doesn't get much better than combining a stay at the Bluefin Bay Family of Resorts with the relaxation of Waves of Superior Spa. Our Couples Spa Package includes two or more nights in a Grand Superior Master Suite, a 60-minute side-by-side massage and endless winter romance. Visit bluefinbay.com/offers or ask your reservationist for details.

Internet Savings Deal

Book your stay at bluefinbay.com and receive discounted lodging rates on stays of two nights or longer. Good for online reservations only and some date restrictions apply. Cannot be combined with other offer.

Ski & Stay Packages

For those who love to ski and stay at the Bluefin Bay Family of Resorts, we offer packages combining discounted lodging and lift tickets to Lutsen Mountains ski resort. Visit bluefinbay.com/offers and click on Ski & Stay Packages. Or ask your reservationist for details.

