

THE FISHWRAPPER



Bluefin Bay **FAMILY OF RESORTS**

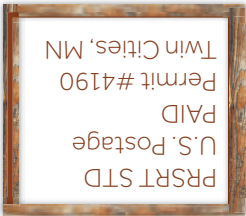
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WAVE HELLO TO UNFORGETTABLE WINTER ADVENTURE





Dear Guests,

Welcome to our second edition of the Bluefin Bay Family of Resorts Fishwrapper. Many years ago, the Fishwrapper began as a way of delivering news and updates from Bluefin Bay. While that aim still holds true, we've expanded our focus to bring you the latest and greatest from all of our resort properties – Bluefin Bay, Surfside and Temperance Landing – as the Bluefin Bay Family of Resorts.

It has been a good year for the Bluefin Bay resorts family as we are able to create and share vacation memories with a range of guests from all over the Midwest and Canada. We have an exciting and event filled winter planned and look forward to helping you achieve a relaxing, romantic or active getaway – whichever you prefer. Again this year, we'll have a full slate of complimentary outdoor activities and amenities for you to enjoy. And great winter deals too.

The holidays are time to reflect and thank those who have made our progress possible. We wish you and yours the very, very best this holiday season and into the New Year. Happy Holidays! Happy Winter!

Sincerely,
Dennis Rysdahl
General Manager

Sounds of the Season Now at Bluefin Grille

It's no secret the North Shore is home to some of the very best snow in the Midwest. And in a winter wonderland like this, it's easy to spend an entire vacation outdoors. But one of the area's best-kept secrets is indoors – live music from local artists at Bluefin Grille!

Beginning in early January, join us for live music in the Bluefin Grille by our ever-growing roster of talented local musicians. On Wednesdays and Fridays, you'll be treated to the soulful tunes of local singer-songwriters. On Sundays, unwind to the sounds of soothing classical music. And on New Year's Eve, guests will be treated to a fun and festive musical celebration from 10 pm to 1 am! Be sure to check www.bluefinbay.com for a continually updated schedule of artists.



Making Moguls Out of Mountains

How Premier Downhill Skiing Came to Town

When Swedish immigrant Charles Axel Nelson put down \$12 to buy a remote swath of mountainous land along the shores of Lake Superior in 1885, he couldn't have known that his purchase would someday lead to Minnesota's first – and the Midwest's premier – ski resort. No, he simply wanted to build a home for his wife and son, supported by trapping, hunting, farming and fishing.

As travelers passed through the area, they found refuge in the Nelson's home. Many stayed on, building a small town in the process. As the settlement grew, Nelson drew inspiration for the fledgling town's name from the Prussian site of a battle in which Gustavus Adolphus, king of Sweden, lost his life: Lutsen.

Fast forward 50 years, three children and several grandchildren to 1945 and the return of Charles' grandson, George Jr., from World War II. Having seen combat in Italy with the 10th Mountain Division Ski Troop and only the nineteenth person to be certified by the Southern Rocky Mountain Division of Ski Instructors, George was

convinced a ski business set in the rugged Sawtooth Mountains would be a success. He and his father – George Sr. – soon kicked off building what is now Lutsen Mountains Ski Resort.

Development began with \$500 and two lumberjacks. Armed with only hand axes and saws, the two labored to clear steep, heavily forested hills with thrilling vertical drops. In 1948, the Nelsons proudly opened Lutsen Mountains with two runs, "Hari-Kari" and "Chickadee," and a single rope tow powered by a Ford V-8 engine.

The 1960s saw the addition of new chairlifts and snowmaking equipment. In the 1970s, the Olympics came to town in the form of Cindy Nelson, George Jr.'s daughter. Originally trained by her father on the Lutsen slopes, Cindy competed in three Olympics, earning a bronze medal in downhill skiing in Innsbruck's 1976 games, won a silver medal in the World Championships and won several World Cup races. And with each medal, Lutsen's reputation as a premier ski destination grew.

A decade of continued improvements

2003-2004

- New Bridge Run Bridge
- More Snowmaking Expansions

2004-2005

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- More Snowmaking Expansions
- Spectacular new Moose Mountain Summit Chalet
- More Snowmaking Guns

2006-2007

- Scandinavian Chalet Restoration
- Mystery Mountain Terrain Park

2007-2008

- Winch Cat & 2 Pisten Bully Snowcats
- Beginner Conveyor Lift
- New Events Bureau sponsors nightly entertainment, activities, festivals, and concerts

2008-2009

- 10 Super Polecat Snowguns
- "The Plunge" Mid-America's steepest groomed run re-opened
- New Luxury Suites & Registration Building at Eagle Ridge
- Environmental Project, Lower Poplar River

Lutsen Mountains was now poised for great expansion. In 1980, the Nelsons sold Lutsen Mountains to Charlie Skinner, a ski industry pioneer, snow gun inventor and advisor to many Western ski areas on snowmaking technology. In less than twenty years, this Midwest skiing visionary more than doubled Lutsen Mountains' skiable terrain and oversaw the installation of the Midwest's only gondola.

When Charlie's son, Charles, and son-in-law, Tom Rider, purchased the ski area in 1999, the two embarked on an ambitious expansion plan aimed at creating a complete resort experience. They soon launched Papa Charlie's, one of Minnesota's favorite music venues; the Summit Chalet, an opulent skier

oasis at the summit of Moose Mountain; ski-in/ ski-out lodging; more than 30 new runs, three new lifts, five new terrain parks and are continually expanding snowmaking and grooming capabilities.

Today, Lutsen Mountains is Mid-America's largest and tallest ski resort, with 92 runs stretching across 1,000 skiable acres and a 1,088 foot vertical rise on four sprawling, spectacular mountains; 10 lifts, including the Midwest's only gondola; five restaurants; and the most spectacular skiing scenery in the Midwest.

And the best part, it's all right in Bluefin Bay's back yard. ❄️



Rolling Out the White Carpet for Winter Fun

We're head-over-skis for winter on the North Shore. In fact, we think our snow is some of the very best in the Midwest. And staying at the Bluefin Bay Family of Resorts puts you steps away from everything there is worth seeing and doing during a snowy North Shore season. Along with our fantastic Ski & Stay packages, close proximity to Lutsen Mountains and "ahhh-pres ski" services at the North Shore's only destination spa, Waves of Superior Spa, check out some of our fun winter offerings below and be sure to visit www.bluefinbay.com for more details!

- Cross-country skiing: Check out complimentary cross-country ski equipment and explore the area trails at your leisure or join one of our guided excursions to Oberg Mountain or Britton Peak.
- Waxing table for cross-country skis: Make sure your personal skis are properly waxed before hitting the trails!
- Snowshoeing: Explore the great North Woods with our complimentary snowshoe rental. Ask for a trail map at Guest Services or join one of our guides for a tour of the tranquil, snowy forest.
- Ice skating on-site at Bluefin Bay and Surfside.
- Rinkside campfire and complimentary s'mores on weekends (by request on weekdays).
- Fun kids' activities & crafts (weekends).
- Yoga (weekends; all skill levels welcome)
- Daily complimentary shuttles to area trailheads and Lutsen Mountains: Shuttles leave Bluefin on the hour starting at 9am with last pick-up at Lutsen at 4:45pm.
- Live music at the Bluefin Grille on Wednesdays, Fridays and Sundays.

The following activities are offered for a fee and advance reservations are recommended. Contact Guest Services for more information:

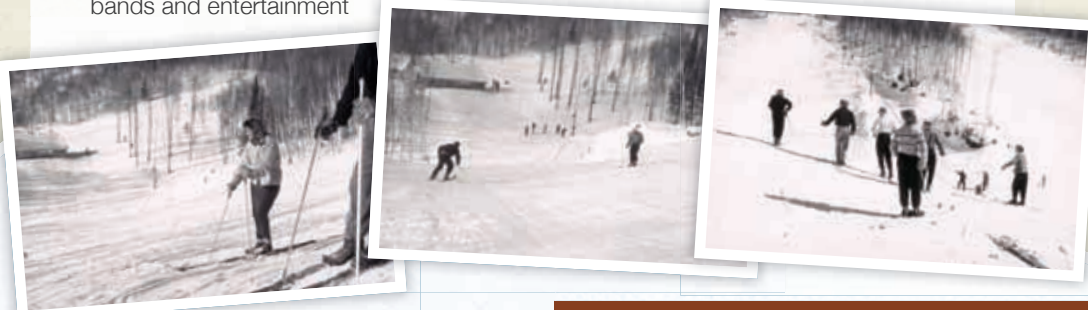
- Dog sledding
- Horse-drawn sleigh rides
- Snowmobile rental and guided snowmobile tours

What's new at Lutsen Mountains in 2012

There's no doubt: Lutsen Mountains is the largest, tallest, best ski resort in the Midwest and it just keeps getting better year after year.

Check out this season's updates and upgrades:

- Phase one of a \$5 million snowmaking expansion begins
- New pedestrian courtyard and village streetscape at the gondola base area
- Improved skier parking near Ski Hill Road
- Initiations of Poplar River conservation project on Ullr Mountain, allowing for reduced sediment flow into the river from the ski hill while maintaining snowmaking operations
- One of Papa Charlie's most exciting line-ups of après-ski bands and entertainment



2009-2010

- New Entrance Road & Paved Curbside Parking
- Pedestrian Bridge, Lighting & Sidewalks
- "10th Mountain" Chairlift

2010-2012

- New Moose Mountain Terrain Park
- 2 Progression Terrain Parks
- Mystery Mountain Boarder X Course
- Expanded snowmaking on "The Plunge"
- 1200 New Rental Skis, Boards & Boots
- 3 New Backcountry Runs

Ski & Stay Packages & Free Shuttle Service

As a reminder, the Bluefin Bay Family of Resorts – Bluefin Bay, Surfside, and Temperance Landing – offers Ski & Stay Packages that can be booked on our respective websites. Visit bluefinbay.com and click on the resort of your choice in the upper right hand corner.

Ski Packages and lodging specials are under the Specials & Packages tab. We also offer free daily shuttles to and from the mountain making it easier for you to plan your winter ski vacation at Bluefin Bay.



Make Tracks to Minnesota's Best Winter Festival!



Too cold? On the North Shore, we simply don't know the meaning of that phrase. In fact, we celebrate the dropping temperature because it signals the arrival of something pretty special: Snow. Minnesota's best snow, and best winter fun.

Join us February 1-10 for the 2013 Winter Tracks Festival, a 10-day celebration of winter at its best and the best snow-bound fun in the state. The county-wide festival will be chock full of activities for the whole family, including skiing, snowshoeing, sleigh riding, dog sledding, snow sculptures, snowmobiling, ice fishing, ice skating, arts, crafts and "snow" much more!

At the Bluefin Bay resorts, we'll have a snow sculpture contest, free ski rentals and mountain shuttles during Lutsen Family Fun Fest, complimentary equipment and shuttles to and from the cross-country ski/ snowshoe trails, guided snowshoe hikes and Nordic ski tours, campfires, live music and more! Plus, our icy waves will be roaring at full force and our amenities will provide a cozy, comfortable welcome after a day spent out in the snow.

For more details and a full calendar of Winter Tracks events, visit Bluefin Bay's calendar of events at www.bluefinbay.com or www.wintertracks.com. ❄️

Winter Tracks Schedule of Events

With a festival this jam-packed with fun, the only challenge will be finding time to rest!

Regularly Scheduled Activities

(check www.wintertracks.com for dates and times):

- Guided snowshoe hikes & cross-country ski tours
- Live music & entertainment
- Horse-drawn sleigh rides
- Winter activity demonstrations
- Night hikes
- Family sliding

Everyday Activities:

- Snow sculpture viewing, county-wide
- Winter Plein Air Art Exhibit, Grand Marais Art Colony
- Dog sled rides, multiple locations
- Downhill skiing, Lutsen Mountains
- Snowmobiling, any of the area's 450 miles of groomed trails
- Ice fishing, 900 county lakes
- Outdoor ice skating, multiple locations
- Cross-country skiing, over 400 km of groomed trails
- Candlelit cross-country skiing, Pincushion Mountain
- Plus snowshoeing, sleigh rides, live music, shopping, dining and more! ❄️



400 km of Trails. Two Skis. One Incredible Winter.

Ever wondered how you stack up against other cross-country skiers? No, we're not talking about Spandex or speed. We're talking about trails covered and kilometers skied. We're talking about the Volks Ski challenge.

This winter, take the Volks Ski individual challenge and do your Nordic best to cover all 400+ kilometers of Cook County's scenic groomed cross-country ski trail network in a single season. The folks at Volks will give you detailed trail maps to find your way and an online tracker to measure your progress and cheer on other skiers. Up for grabs? Bragging rights, winter adventure, incredible North Shore scenery and a svelte new skier's body.

Find more information and to register, visit www.volksski.com. ❄️

Looking for Great Nordic Skiing? Hit the Sugarbush Trails

Stride. Kick. Push. Glide. The smooth rhythm of cross-country skiing is a beautiful thing. And all the more so when on pristine trails in breathtaking surroundings: the rugged Sawtooth Mountains, endless Lake Superior vistas and snow-covered forests as far as the eye can see. Welcome to the Sugarbush trail system.

Right in the backyard of the Bluefin Bay Family of Resorts, the Sugarbush Ski System gives skiers of all abilities some of the best cross-country skiing in the Midwest. With trails situated an average of 1,000 feet above sea level, the system provides skiers an unsurpassed variety of terrain from very easy (perfect for first-timers) to some of the most challenging and rugged trails in the Midwest. All of Sugarbush's trails have recently been widened and flattened to allow for Snow-Cat grooming, resulting in a smoother, flatter terrain for both classic and skate skiing.

Ready to start exploring the Sugarbush trails? Join one of our guided ski expeditions, grab a free shuttle to the trailhead or check out some of our complimentary cross-country ski gear and venture out at your leisure. ✱

Hit the Trails

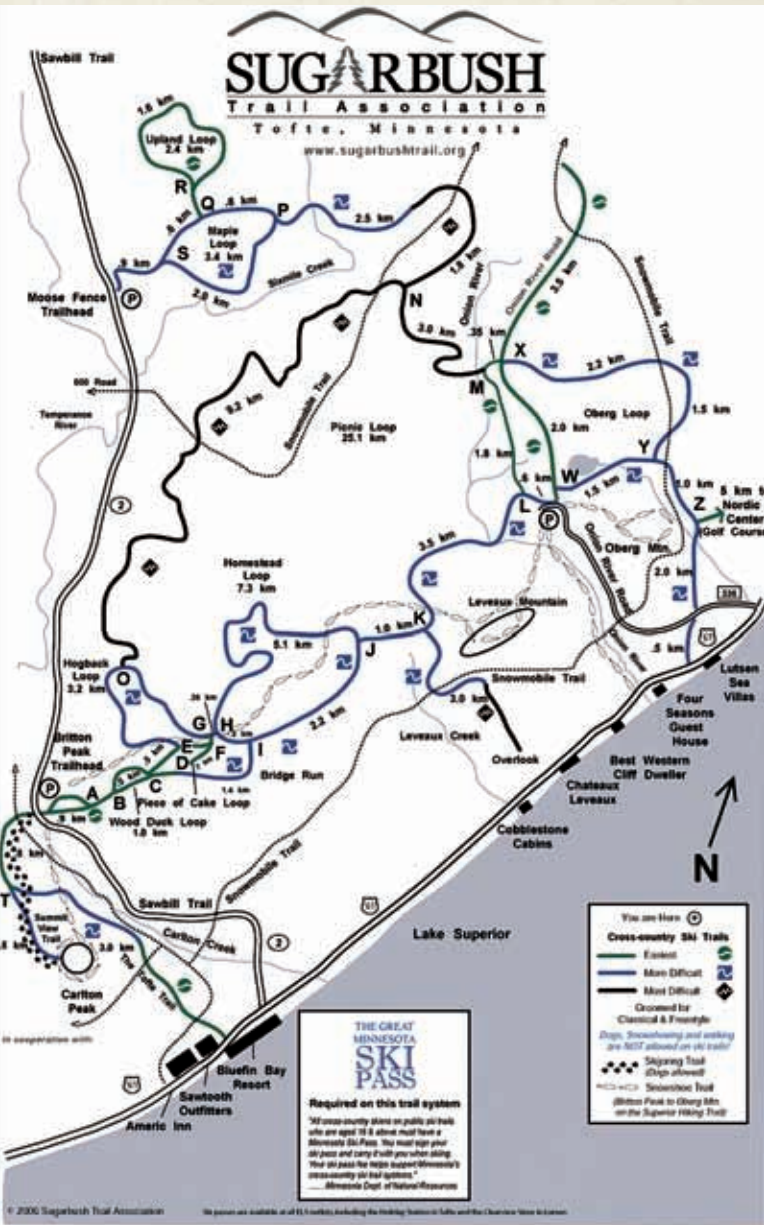
Snowshoeing is one of our and our guests' favorite North Shore winter activities. To help you get out and get exploring the snowy North Woods, we're letting you in on some of our favorite trails. Explore these routes on one of our guided adventures or grab a map at Guest Services and head out on your own. Either way, bundle up, head out and have fun!

Oberg Mountain: This moderately challenging loop takes snowshoers around the top of Oberg Mountain to view many breathtaking vistas overlooking Lake Superior, Oberg Lake and the surrounding Sawtooth Mountains.

Leveaux Mountain: With stunning views of the Sawtooth Mountains and the Onion River Valley, the moderately climbing 3.3 mile Leveaux Mountain trail offers unparalleled solitude and wilderness.

Britton Peak: Start at the base of Britton Peak and hike eastward through the rolling hillside. If you're feeling brave, take the short – yet steep – trek up to the top of the peak!

Carlton Peak: Though getting to the top of Carlton Peak on snowshoes can be quite a challenge, winter ascents are still doable (and rewarding!). Even if you opt out of a summit, the trail still provides excellent snowshoeing. ✱



With waves like this, guests are bound to talk

We believe life is good here on the shore. But you don't have to take our word for it! Check out what some of our recent guests had to say about the Bluefin Bay Family of Resorts.

"It's little things that really make a difference...the s'mores you provide, the recreational equipment, even the bottled water for those hiking/snowshoeing trips. The staff goes above and beyond to answer questions and help out whenever needed. Not many resorts have your friendly, generous atmosphere!"

✱ ✱ ✱

"The activities director gave me his coat on our guided hike - I had dressed for snowshoeing and got cold (when I opted for the hike instead). He made the rest of my hike much more enjoyable!"

"It's becoming a tradition for us to visit during the winter months to enjoy some snow and all the outdoor activities it supports. Thanks to the activities director for his guide skills on the hike and x-country skiing. We also enjoyed our meals at Bluefin Grille. Once again, we really enjoyed our stay! Thank you to everyone for your kind and thoughtful service."

✱ ✱ ✱

"The guide on our hike knew a lot about the natural world and the history of Sugarloaf Cove. We enjoyed it so much."

"Our guide was wonderful in taking us out skiing. He was great with our shy 12-year old daughter as well!"

✱ ✱ ✱

"We loved our winter stay at Surfside! From the complimentary cross-country skis and snowshoes to the live music at Bluefin Grille at night and our warm fire in the condo, I can't imagine a better way to spend a winter weekend. We'll be back for more winter fun and to try out the spa!"



Say "I Do" to Winter Romance

Imagine you and your better half cuddling fireside as the sun dips beyond the distant, frosty horizon of Lake Superior. The only sounds are the softly falling snowflakes; the only sites are frosted birch trees and the dazzling glitter of pristine North Shore snow. When you're this close to the majestic shores of Lake Superior, you simply can't help but get closer together.

Whether you're dreaming of a snow-covered ceremony, toasting recent vows or simply looking for a romantic winter retreat, no other resort is so dedicated to celebrating the romance of winter. Our fairy-tale winter

ceremony and reception settings capture the spirit of the season essence and celebrate each unique couple. And our distinctive Honeymoon, Romantic Retreat and Couples Spa packages will make your first (or your 50th) getaway together your most memorable.

Come see why Bluefin Bay has been named Minnesota's Most Romantic Resort and Best Honeymoon Resort for seven consecutive years. For more information on our winter wedding and romance packages visit www.bluefinbay.com. ❄️

Honeymoon Package

- Two or more nights lodging in Grand Superior Master Suite or any other room style
- Welcome bottle of champagne
- Two breakfasts for two at Bluefin Grille or Coho Café (in-room service available on weekends)
- Romantic dinner for two at Bluefin Grille
- Rose petals in room upon arrival
- Commemorative photo frame

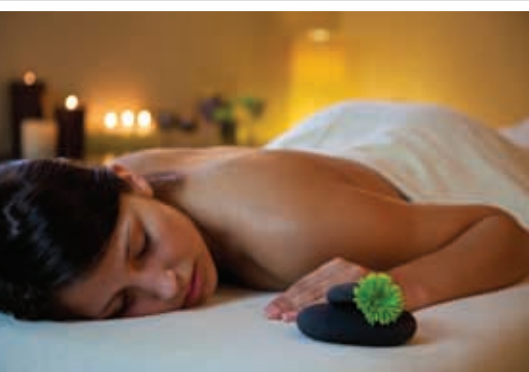
Romantic Retreat

- Two or more nights lodging in Grand Superior Master Suite or any other room style
- Welcome bottle of champagne
- Two breakfasts for two at Bluefin Grille or Coho Café (in-room service available on weekends)
- Romantic dinner for two at Bluefin Grille

Couples Spa Getaway

- Two or more nights lodging in Grand Superior Master Suite or any other room style
- 60 minute couples relaxation massage

Personalize your romantic package with one or more of our distinctive add-ons. Visit bluefinbay.com for more details.



The Way We See It

The Bluefin Bay Family of Resorts and the surrounding area are bursting with outdoor winter adventures and breathtaking sights. Here are some favorite activities and tips from those in the know – the Bluefin Bay team. For more details on any of these suggestions, our Guest Services staff will be happy to help.

Favorite Winter Adventure: Guided Evening Snowshoeing

Many of our return winter guests have experienced the beauty and tranquility of snowshoeing through the Superior National Forest, but not many have experienced the serenity and solitude of the north woods at night. That's why Bluefin Bay Family of Resorts provides our guests with the unique opportunity to join our expert guide on an evening snowshoe tour on one of our favorite trails.

This truly is one of the most incredible outdoor experiences you will find in the area. We even provide the snowshoes and headlamps; all you have to bring is an adventurous spirit (and maybe an extra pair of mittens)!

Favorite Winter Amenity: Bluefin Bay and Surfside Ice Rinks

It's no coincidence that at both Bluefin Bay and Surfside, our ice rinks are located directly adjacent to the campfire rings. We believe that nothing completes an ice skating excursion like the warming glow of an outdoor campfire.

We offer a wide selection of sizes of figure and hockey skates with sizes to accommodate all ages and hockey and broomball equipment, all available for complimentary guest use. We also provide s'more ingredients as well as hot cocoa and fresh Caribou coffee available at either Guest Services building!

Favorite Winter Spa Service: Skier's Relief

This one gives a whole new meaning to "ahhh-pres ski!" The Waves of Superior Spa has introduced a new package, designed with North Shore cross-country skiers, downhill skiers and snowboarders in mind. "Skier's Relief" is the perfect relaxing, soothing experience for slope- or trail-sore bodies. Featuring a 60 minute relaxation massage and mud pack, the package also includes a mini superior facial and a paraffin foot treatment. Contact Waves of Superior Spa for more information and to book your appointment! ❄️



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. This column is our way of introducing you to some of the faces behind the service at the Bluefin Bay Family of Resorts.



Suzie Geatz
Activities Director
Bluefin Bay Family of Resorts

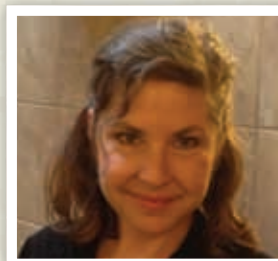
A little about me... *My husband Bob and I have been married for six years. We have a beautiful little girl named Sierra who will be 4 years old in November. Her pet? A fish named Olive.*

I came to the North Shore because... *I spent much of my life visiting, camping and hiking on the North Shore. I even worked at Gooseberry Falls State Park!*

In my free time... *We love to be outside as a family. I am also a runner and I couldn't be living in a better place to get out and run.*

My favorite spot on the Bluefin Bay resort grounds is... *the Bluefin beach. The view is incredible and there are so many unique rocks to find*

I'd like readers to know... *One of the best parts of my job is getting to meet so many interesting and nice guests. Every time we finish an activity I feel lucky to have made so many new friends and I look forward to seeing all of them again!*



MaryKate Weyrens
Director & Massage Therapist,
Waves of Superior Spa at Surfside

A little about me... *I'm married to an amazing man and we have an incredible 14-year old daughter.*

I came to the North Shore... *20 years ago because I wanted to live in a beautiful place.*

In my free time... *I love walking in the woods, skiing, and kicking back with a good read.*

My favorite spot on the Bluefin Bay resort grounds is... *any place along the rocky shoreline looking out over that big lake.*

I'd like readers to know... *I'm thrilled to be a part of this family of resorts and I encourage everyone to relax and renew at Waves of Superior Spa!*

Own a Piece of the Bluefin Bay Family of Resorts

Ownership has its privileges, especially at the Bluefin Bay Family of Resorts. In fact, there's never been a better time to become a part of the Bluefin Bay owner community. Rental income for Bluefin Bay owners is higher than it's ever been – surpassing even the best pre-recession year – and the prices of our condos and townhomes have decreased considerably. From one, two and three bedroom condos and townhomes at Bluefin Bay to Surfside's three story luxury townhomes and Temperance Landing's upscale, custom log homes, there's a style to meet everyone's vacation home needs. For those looking for the pleasures of lakeside luxury with a lower financial commitment, check out our quarter-share ownership plans at Surfside.

Learn more about owning your own piece of the Bluefin Bay Family of Resorts by visiting one of our upcoming open houses or by contacting our sales agent at 218.663.6886 or sales@bluefinbay.com for more information. *



We are proud to announce that Surfside was recently named one of the best resorts in Minnesota in the Star Tribune's inaugural Best of Minnesota awards, thanks to the resort's breathtaking views, modern architecture, luxurious amenities and Waves of Superior Spa.

OUR WAVES, OUR DAYS



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 seaside 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.

WINTER DEALS
HOT WINTER DEALS
HOT WINTER DEALS
HOT WINTER DEALS

North Shore Holiday Special

Valid Nov. 25-Dec. 24, 2012

Celebrate the holiday season at the Bluefin Bay Family of Resorts and enjoy 20% off two night stays or get three nights for the price of two. Kick off the holiday season and your shopping with coupons for local businesses, live music, family friendly activities and more!

Extended Stay Package

Valid all year

With this progressive savings deal, stays of five nights receive 10% off, six nights receive 15% off and seven nights receive 20% off! Cannot be combined with other offers.

January 3 for 2 & February 4 for 3

Valid January 1-31, 2013 and February 4-28, 2013

Stay three nights in January or four nights in February and get one of those nights completely free!

March Weekends at Midweek Rates

Valid March 14-31, 2013

Stay three nights over a March weekend and receive all nights at our lower midweek rates.

Ski & Stay Packages

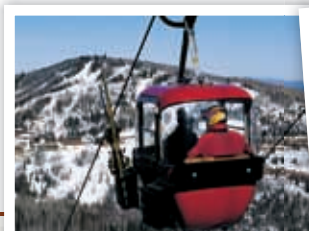
For those who love to ski and stay at the Bluefin Bay Family of Resorts, we offer packages combining discounted lodging and lift tickets to Lutsen Mountains ski resort. Visit bluefinbay.com and click on Packages, or call and ask your reservationist for details.

Romance 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, we've created new Honeymoon, Romantic Retreat and Couples Spa packages. Visit bluefinbay.com and click on Packages, or call and ask your reservationist for details.

Internet Savings Deal

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



New Menu Coming to Bluefin Grille

At the Bluefin Bay Family of Resorts, we're committed to providing the very best in North Shore lodging, services and amenities to our loyal guests. That's why we recently asked guests to provide feedback on the Bluefin Grille menu and service style. We were thrilled to have more than 1,500 of you speak up with thoughtful feedback and suggestions for enhancing our award-winning lakeside restaurant.

Over the next couple of months, we'll be using your feedback to craft an inspired new menu at the Bluefin Grille. While all good – and delicious – things can take time, we're planning to have the new menu up and running yet this winter. So keep your eyes (and tastebuds!) peeled.

Thank you to all guests who took the time to complete our survey. A special congratulations to Robyn Edwardson from Minneapolis, MN, Lee Emanoff from Duluth, MN, Michael Farrell from Saint Paul, MN, and Katherine Hoff from Eagan, MN, who won the survey drawing for one of four \$100 gift cards that may be used toward Bluefin Bay Family of Resorts lodging, restaurants, gift shops or the Waves of Superior Spa. *




BluefinGrille
AT BLUEFIN BAY

Bluefin Bay FAMILY OF RESORTS


BluefinBay
ON LAKE SUPERIOR

Surfside
on lake superior

TEMPERANCE
LANDING
ON LAKE SUPERIOR

For more on Bluefin Bay events and specials check us out on:

