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Summer 2016

1-800-BLUEFIN
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THE FISHWRAPPER





Take a Hike

A Superior adventure awaits you

Rocky overlooks, tranquil forests, rushing waterfalls, and countless critters on one of the best-marked trails in the country create the perfect day hike experience for guests of all ages and abilities.

Initial inspiration for the Superior Hiking Trail came from the Appalachian Trail out east as a way to showcase Minnesota's North Shore. Construction began in segments back in the 80s and, as of now, hikers can enjoy a 313-mile continuous hike from Duluth to Canada.

The unique geography and Lake Superior views have put this trail on many folks' bucket list. Our guests are no exception. "Guests come to Bluefin Bay to enjoy Minnesota's North Shore in an authentic way and what better way to do that then by getting outside and enjoying nature," says owner Dennis Rysdahl. "The Superior Hiking Trail showcases our forests, rivers and Lake Superior. It is the greatest show on earth in any season and I'm happy to know that some of the trail's best highlights are very close to Bluefin Bay Family of Resorts."

Rysdahl would know. As part of the original planning team for the trail back in the 80s, he knew the potential for this hidden gem. Today, he's just glad others have taken notice of the rare beauty of the North Shore. Backpacker Magazine has given the trail accolades including "best signage" and also calls it "one of the most scenic trails in the country," while National Geographic has listed it as one of their top adventure trips.

Experience the trail from Bluefin Bay Resorts

A number of easily accessible and fun daytrips on the Superior Hiking Trail can be found near the Bluefin Bay Family of Resorts. Those wanting to enjoy a relatively, flat and easy hike will love the Britton Peak to Oberg Mountain portion which takes hikers through luscious boreal forests.

More advanced hikers will appreciate the challenges and rewards provided along the 7-mile stretch of dense maple forests, grandiose scenic overlooks and endless rolling terrain that runs between Oberg Mountain and Lutsen. But, perhaps our favorite is a spur trail commonly called the Oberg Mountain Loop. This 2-mile moderate loop highlights glacial ridges, an inland lake and spectacular Lake Superior views all within minutes of your car.

We're happy to assist you plan the right trek for you and your family. Just stop by our Guest Services building for more information. Or, join us on one of our many daily guided hiking excursions. Happy Hiking!



Dear Guests,

We enjoy all of Minnesota's seasons on the North Shore as each brings its own unique grandeur on Lake Superior and activities and adventures at the Bluefin Bay Family of Resorts' guests.

As the waterfalls gush and everything turns green and lush, we're readying for a great summer. And we hope you are too! Check out our summer calendar of events and activities inside this issue and at bluefinbay.com. Join us for guest favorites such as guided hiking, biking, and kayak lessons. Kids and adults will enjoy our popular Wolf Ridge naturalist programs and music around the campfire with s'mores.

This year we're thrilled to host a NEW adventure – a wilderness canoe experience close to home. This guided 2-3 hour canoe experience on the Poplar River in Lutsen is designed for families with kids or those who want to try wilderness canoeing for the first time. Read more inside this issue of the Fishwrapper.

We look forward to welcoming you this summer to the North Shore and to the Bluefin Bay Family of Resorts.

Warmly,

Dennis Rysdahl
Owner and General Manager

Explore Your Creative Side

The Grand Marais Art Colony is right in our backyard

What better place to find your creative side than along the shores of Lake Superior? Since 1947, the Grand Marais Art Colony has been cultivating tourists and locals on ways to explore their inner creative side.

The first art colony in the state, the organization has now served over 27,000 people. The Grand Marais Art Colony began as a summer refuge for artists seeking study in the wilderness. Years later, the connection to arts and the wilderness remains, but the programming is expansive and year-round.

Today, its mission is much larger, working to mentor and guide all stages of creative development. The art colony does this through a variety of services for artists such as studio access, residency opportunities and assistance with grant writing and marketing.

The Grand Marais Art Colony also provides 200 classes of various artistic expressions, taught by over 80 instructors. This depth ensures individuals in all skill levels have an opportunity to participate. Finally, the colony hosts and participates in a number of artist-driven community events that introduce the community at-large to the arts.

Guests at the Bluefin Bay Family of Resorts are no exception. The Grand Marais Art Colony is located less than 30 minutes from Bluefin Bay (a beautiful shoreline drive). Entry point classes at the colony provide a number of drop-in activities, artist talks, and exhibits that allow visitors to experience arts in the area in an affordable, authentic and intimate way. On Friday evenings, be sure to check out the Gallery Store for treasures of the great North to take home.

Stop by the Art Colony's front desk to see a list of the latest offerings or visit grandmaraisartcolony.org for more information.



New Bluefin Bay Family of Resorts website coming this June

Whether you're exploring the Bluefin Bay Family of Resorts on a mobile phone, a tablet, or your desktop we aim to make your online experience a pleasurable and helpful one. This (mid) June, we're launching a new website with all of our Lake Superior resorts – Bluefin Bay, Surfside, and Temperance Landing as well as Waves of Superior Spa – all under one URL, bluefinbay.com.

Explore each resort's accommodations and amenities now under one roof. Make your online reservations in one spot, taking advantage of our great offers. And utilize our online PLAY, DINE and SPA sections to explore all there is to do at the resorts and in the area.

Our goal is to make your online experience a whole lot easier, especially from your phone. Let us know what you think. We'd love your feedback.

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.

Alex Truax
Activities Director

Hometown
Massillon, Ohio



What brought you to the North Shore?

Serendipity. I came here to be a sea kayak guide for one season (having never been to Minnesota before) and ended up loving the North Shore. I'm here to stay!

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

Sharing fun and adventures with guests and friends and helping them experience the beauty of our resorts and our area.

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

Practice working! Go kayaking, hiking, mountain biking, and exploring.

I want readers to know...

The Bluefin Bay Family of Resorts Activities Department is always open to suggestions and my door is always open. We love hearing from our guests how we can improve your vacation experience.

Grant Schow
Assistant Lodging Manager

Hometown
Willmar, MN



What brought you to the North Shore?

My fiancée accepted a teaching position in Silver Bay. I have always enjoyed working in customer service and when I saw there was an opening at Bluefin Bay to join their management team I was excited at the opportunity to do so.

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

All the great people, guests I meet. Talking and interacting with our guests and employees makes my job very enjoyable.

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

I'm an avid outdoorsmen and enjoy spending my time doing a variety of activities such as hiking, hunting, fishing, and camping. I also am very interested in art and spend some of my free time drawing or painting.

I want readers to know...

Here's a quote I quite often read and enjoy. "Don't be impressed by money, flowers, degrees, and titles. Better be impressed by generosity, integrity, humility, and kindness."
– Prince Ea



A New Season of Summer Fun at the Bluefin Bay Family of Resorts

It doesn't get any better than spending the warm summer days on the shores of Lake Superior. At the Bluefin Bay Family of Resorts, we have more summer adventure, activity and fun to fill those days than ever before. In addition to perennial guest favorites like guided hikes, yoga, kids activities, kayaking, and more, we've added a new wilderness canoe experience on the Poplar River to our water-sports program this year. Check bluefinbay.com for dates, times and more information on summer activities.

North Shore adventures extend beyond Lake Superior. Our inland rivers and lakes provide a distinct wilderness opportunity for guests, without having to sacrifice the comforts of home. Join us on one of our daily excursions to experience fun, activities and North Shore Adventure.

WILDERNESS ADVENTURES. CLOSE TO HOME.

The Bluefin Bay Family of Resorts is excited to bring you a Wilderness Canoe Experience, close to home. The NEW half-day excursion is designed to give you a Boundary Waters wilderness experience just inland from our resort along the Poplar River in Lutsen.

Trips are lead by professional guides and no paddling experience is required. Instead, guests can just sit back and enjoy tranquil inland waters and the Superior National Forest and the soothing side of nature. Be sure to visit www.bluefinbay.com for dates, times and more information about this newest addition to our summer activities.

OTHER SUMMER ACTIVITIES INCLUDE:

- Daily Guided Kayaking on Lake Superior (ages 12 & up)
- Guided Hikes (Raging River and Scenic Overlook focus)
- Complimentary shuttle service to local trailheads
- Guided road and mountain bike tours (3 times per week)
- Wolf Ridge Naturalist programs (geocaching, adventure ropes course, and more!)
- Kids' activities (programming changes weekly; includes arts, crafts, games and naturalist programs)
- Rock Picking
- Complimentary tennis racquets and mountain bike rentals
- Nightly campfires and s'mores
- Yoga



Explore the Shore Powered by Pedals

Le Grand du Nord or the Great White North is the latest addition to world-class bike races right in our backyard. This inaugural gravel grinding race provided riders of both a 50-mile and 100-mile course a beautiful but challenging opportunity to experience the most amazing ridge-line views on the North Shore.

In June, the Lutsen99er returns. Several thousand bikers from around the country will gather to race through the pristine north woods of Cook County. The race is most known for its 99-miles of mountainous course, but it has now expanded to include a new 69-mile course, along with its 39 – and 19-mile courses.

Guests at the Bluefin Bay Family of Resorts can join in on the fun by reserving one of our Trek Marlin bikes ahead of time.

In addition, we offer a number of Trek Shift 2 comfort bikes that are great for paved trails and road use. For families, we have a range of kids' bikes covering all sizes, including training wheels and tag along bikes. We also have Burley child carriers for adults to pull for younger children.

Guests unprepared to head out on their own can take advantage of our weekly guided bike tours on our road bikes.

Happy Pedaling!



The Way We See It. Check out these staff favorites:



SPA SERVICE

Pearfect Body Wrap – Recommended by Mary Kate, Waves of Superior Spa Director

This 60 minute, three-part treatment begins with a sugar scrub exfoliation, followed by a toning body masque, finished with a massage soufflé hydration. Our Eminence organic skincare infused with pear and green apple will leave your skin and your spirit refreshed and uplifted.



WATERFALL HIKE

Thompson Falls – Recommended by Lynn Christensen, Guest Services

This little known and seldom traveled spur trail, located near the Eagle Mountain trailhead near Lutsen, brings you to a dramatic hidden gem of a waterfall. It's a great spot to relax for the afternoon with a good book or a picnic lunch.



BIKING

Honeymoon Trail – Recommended by Paul Smith, Activities

The honeymoon trail is a minimally used gravel forest road in the Lutsen-Tofte area that doubles as a great mountain biking adventure through the Superior National Forest. Luscious green forests and peace and quiet surround you.



A BITE TO EAT

Chocolate Chip Cookie ala Mode, Recommended by Dan Hinton, Guest Services

This has been a guest and local favorite for many years and is a staple on the Bluefin Grille dessert menu. If you have not yet done so, check it out. Yum!

For Bluefin Foodies & Lovers of the lake

We're excited to share with you some of our favorite new features at our three unique and award-winning Bluefin Bay Family of Resorts restaurants. Combined with long-time favorites, these new items help create the most delicious flavors the area has to offer.



SWEET TREAT

Bluefin Grille will now feature a Maple Blueberry Cheesecake with House-made Maple Whipped Cream and Candied Blueberries. Executive Chef Kevin Ilenda worked with Elfvin's Bakery in Grand Marais, MN to create a one of a kind cheesecake that can only be found at the Bluefin Grille.



PIZZA PIZAZZ

Coho Café & Bakery introduces Primavera Pizza. This tasty dish has Mushrooms, onions, bell peppers, marinated romas, kalamata olives, artichoke hearts, basil pesto & Italian cheeses. Hand-tossed crust, yummy house made pesto, and a whole lot of fresh veggies make for a great combination.



FRESH START

Waves of Superior Café brings you the Organic Granola Bowl. This lighter fare breakfast or snack features Greek yogurt, organic granola, and seasonal fresh fruit. A great addition for you before or after a spa service.

Summer Offers

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



800.BLUEFIN (258-3346)

Spring Fever Special

Valid now – June 16, 2016

Breathtaking views and crashing waves against the rugged north shore of Lake Superior are even better when they're free. Now through June 16, enjoy a FREE night when you purchase two nights. Midweek night is free. New reservations only. Not valid over Memorial Day weekend.

Extended Stay Special

Valid all year

The longer you stay, the more you save! With this progressive savings deal, stays of 5 nights receive 10% off, stays of 6 nights receive 15% off and stays of 7 nights receive 20% off. Cannot be combined with other offers.

Play & Stay Golf Packages

Valid June 1 – End of Golf Season

Enjoy great views and great savings while you hit the links at one of Golf Digest's Best Places to Play! With a one or two-day package, enjoy discounted greens fees on 9 or 18 holes of golf. Some restrictions apply. Call 800.Bluefin (258-3346) for more details.

Romance Package

Valid all year

Come experience why Bluefin Bay is consistently named Minnesota's Most Romantic Resort with our exclusive Honeymoon, Romantic Retreat and Couple's Spa packages. Visit bluefinbay.com for package details and special add-ons to make your getaway as unique as your love.