

THE FISHWRAPPER



SPRING 2026 EDITION

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**Bluefin Bay**
FAMILY OF RESORTS

BLUEFIN BAY • SURFSIDE • TEMPERANCE LANDING

On the shores of Lake Superior in Tofte, Minnesota



❖
**HIKE.
EXPLORE.
REPEAT.**

40 YEARS OF THE SUPERIOR HIKING TRAIL

This year marks 40 years of the Superior Hiking Trail, a North Shore treasure that has quietly grown into one of the most beloved hiking experiences in the Midwest. What began as a grassroots vision in the 1980s has become a 300+ mile trail winding above Lake Superior, offering unforgettable views, waterfalls, and peaceful forest escapes.

Built largely by hand, the trail is a testament to community spirit. Volunteers, conservation crews, and passionate locals worked together to shape a path that invites exploration at every level. While some set out to hike it end to end, most visitors enjoy it in sections, discovering scenic overlooks and hidden gems along the way.

Today, the trail is more than a route through the woods. It is part of what makes the North Shore so special. Whether you are chasing waterfalls, soaking in lake views, or simply stepping outside for fresh air, the Superior Hiking Trail offers a connection to this place that keeps people coming back year after year.

Four decades in, it continues to connect people with nature, adventure, and each other.

❖



The Way We See It

Favorite Superior Hiking Trail Sections

MAX FROST

Activities Guide

The 4-mile out and back from Caribou Lake entry to the Poplar River Valley overlook: This section offers a decent amount of challenge while providing some of the best overviews on the SHT through White Sky Rock, Lake Agnes, and the Poplar River Valley.

JOHN HOLTZMAN

Director of Facilities

8-mile section from Cook County Road 1 to Temperance River State Park: This scenic section travels through an old growth maple forest and follows the Cross and Temperance Rivers for several miles.

SARA TAYLOR

Marketing Collaborator

1.4 mile Cross River Spur Trail out and back: This short section is easily accessible from the Caribou Falls State Wayside and offers stunning views of Lake Superior, plus stairs leading to the base of Caribou Falls. The climb down and back up is worth it!



Photo Jack Pichotta

1987 SUPERIOR HIKING TRAIL OPENING CEREMONY LOG-CUTTING AT BRITTON PEAK IN TOFTE.

Left to right: Steve Thorne, Deputy Commissioner of MN DNR; Marlene Johnson, MN Lieutenant Governor; James Oberstar, MN 8th District US Congressman; Blaine Fenstad and Beth Blank, Resort owners. Photo by Jack Pichotta featured in the Superior Hiking Trail Association July/August 1987 print newsletter *Ridgeline*.



2026 Hike 40 Challenge!

Push yourself to explore the Superior Hiking Trail this summer with the [Hike 40 Challenge](#). Normally a 50-mile goal, this year's challenge invites you to hike any 40 miles of the trail and earn a Hike 40 patch.



WHAT IS A SPUR TRAIL?

A spur trail is a short side trail that branches off the main Superior Hiking Trail, often leading to a specific destination, such as a scenic overlook, campsite, or water source. These trails add extra mileage but reward hikers with unique views or access points you won't find along the main route. On the Superior Hiking Trail, spur trails are typically marked separately and are ideal for a quick out-and-back hike or short detours.

“A commitment

to creating a welcoming, genuine North Shore experience continues to define who we are.”

Dear Valued Guests,

As the North Shore begins to wake from winter and the first signs of spring stretch along Lake Superior, we are once again reminded how special this place truly is. There's a sense of renewal in the air, and with it comes the anticipation of another memorable season at Bluefin Bay Family of Resorts.

Over the winter months, our team has focused on something simple but important: making sure every part of your stay feels seamless, comfortable, and worth returning to. From behind-the-scenes operational improvements to continued updates across our lodging and amenities, our goal is to ensure your experience feels effortless from the moment you arrive.

What hasn't changed is what matters most. Our team remains at the heart of everything we do. Their commitment to creating a welcoming, genuine North Shore experience continues to define who we are. Whether it's a familiar face greeting you at check-in or a quiet detail in your room, it's those moments that turn a visit into a tradition.

We are also continuing to build on the experiences that make a stay here more than just a getaway. With year-round activities, access to the outdoors, and spaces designed to slow things down, we hope every visit gives you the chance to reconnect with nature, with family, and with yourself.

As always, we are incredibly grateful for your continued support and loyalty. Many of you have been visiting for years, even generations, and that is something we never take for granted.

We look forward to welcoming you back to the shores of Lake Superior this season.

James Taylor

General Manager



Your Dream Wedding

AT BLUEFIN BAY

From intimate gatherings of 5 to lively celebrations of 75, Bluefin Bay makes every wedding unforgettable. With customizable options, including all-inclusive ceremony and reception packages, we handle the details so you can savor every moment. Our exceptional catering ensures your guests enjoy delicious, thoughtfully prepared meals, and our team works with you to craft a celebration that reflects your unique style.



Weddings and Special Events

Are you planning a wedding, corporate meeting, or special event?

Learn more and contact our Events Coordinator [here](#).





Unforgettable Events

WITH A VIEW

Whether it's a family reunion, a company party, or a corporate meeting, Bluefin Bay is the perfect backdrop. Our ballroom is equipped with audio/visual for presentations, panel discussions, or hybrid events, and our on-site catering and bar services make social hours seamless. Add fun with guided recreation

activities, trivia, bingo, or crafting sessions, all while enjoying sweeping views of Lake Superior. From strategic planning to networking or celebrating milestones, we help make every event both productive and memorable.

Celebrations at Bluefin Bay



CORPORATE MEETINGS



HOLIDAY GATHERINGS



FAMILY REUNION



ANNIVERSARY PARTIES



TEAM RETREATS



COMPANY PARTIES



NEW SUMMER ACTIVITIES

Await!

Easy, on-site activities for the whole family to explore, create, and enjoy.

Looking for fresh ways to enjoy a North Shore getaway this summer? Our Activities Team has been busy crafting new hour-long programs held right on the resort property, and they are perfect for adding a little adventure to your day without ever leaving Bluefin Bay.

BERRY WALKING TOUR OF BLUEFIN

Discover the Northwoods on foot! Join one of our guides for a leisurely walking tour through the resort, spotting wild raspberries, June berries, and more. Perfect for all ages, you can enjoy an hour of berry-filled fun without having to stay the whole time.

DRIFTWOOD DREAM CATCHER

Bring the shoreline home with you! Gather driftwood, stones, and sea glass as our guides help you craft a one-of-a-kind dream catcher or mobile. This hands-on activity is great for the entire family.

VOYAGEUR FUR TRADE TOUR

Step back in time to the era of the French voyageurs. Search for hidden stashes of furs across the property and learn a bit of history along the way. Trade your finds for a small prize (like popsicles!) and create lasting memories with the whole family.

TREE AND PLANT ID WALK

Explore the flora of the North Shore with our naturalist guides. Learn to identify firs, spruces, June berries, and more, all while strolling the scenic resort grounds. Perfect for nature lovers and curious minds alike!

New Fleet of Inland Kayaks



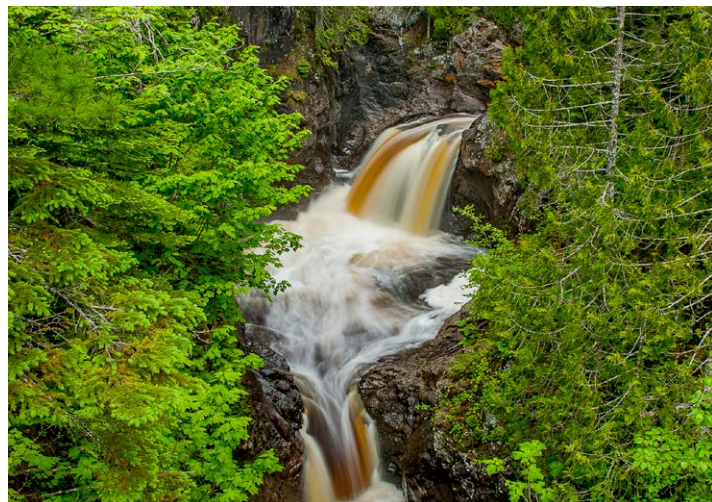
We're thrilled to introduce our new Malibu XL kayaks for the 2026 season! These two-person kayaks are ideal for exploring a serene lake within the Superior National Forest. Paddle along the shore with us during a guided tour and keep an eye out for loons, beavers, turtles, and ducks.

SMOOTH RIDE AHEAD

New Gitchi Gami Section is Open!

A brand new 1/3 mile section of the Gitchi Gami State Trail now closes the last gap through Tofte, seamlessly connecting the paved route from Schroeder to Lutsen. Open since November, this smooth stretch lets bikers, walkers, and rollers glide safely through town without skirting busy Highway 61. A big win for North Shore outdoor fun and a perfect way for Bluefin Bay guests to explore the trail right from our doorstep.





Chasing Waterfalls

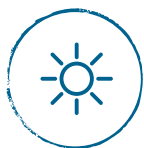
A FOUR-SEASON NORTH SHORE EXPERIENCE

Spring may steal the spotlight, but along Minnesota's North Shore, waterfall viewing is truly a year-round adventure.



Spring: The Main Event

Spring is waterfall season on the North Shore, and for good reason. As snow melts and rivers surge toward Lake Superior, waterfalls reach their peak power, typically from mid-April through early June. The result is thundering cascades, mist-filled air, and a sensory experience you will not soon forget.



Summer: Relaxed Rivers and Gentle Falls

As summer settles in, waterfalls become more approachable and perfect for leisurely exploration. While some falls soften after spring's rush, many continue flowing steadily, especially those fed by inland lakes. Surrounded by vibrant greenery and warm air, it is an ideal time to hike, linger, and discover hidden gems just off the trail.



Fall: A Colorful Contrast

Autumn transforms the North Shore into a canvas of reds, oranges, and golds, and waterfalls provide the perfect contrast. The steady flow of water against brilliant foliage creates postcard-worthy views around every bend. Crisp air and fewer crowds make it a favorite season for photographers and leaf peepers alike.



Winter: Frozen Beauty

When temperatures drop, waterfalls take on an entirely new form. Cascades freeze into dramatic ice formations, often with water still flowing beneath the surface. The result is a quiet, almost magical landscape, perfect for snowshoeing or cross-country skiing to a truly unique view.

North Shore Fun

SUMMER & FALL LINEUP

The North Shore comes alive each summer and fall with music, art, outdoor challenges, and family fun. Plan your stay and make the most of these unforgettable seasonal experiences!

KEY 2026 EVENTS & ACTIVITIES

-  **MAY 16** – Superior Spring Trail Races in Lutsen
-  **MAY 22-25, MEMORIAL DAY WEEKEND** – Launch of Bluefin Bay Summer Activities!
-  **MAY 23** – Le Grand Du Nord Gravel Cycling Classic in Grand Marais
-  **JUNE 27** – Lutsen 99er Mountain Bike Race
-  **JULY 4** – Annual Fourth of July Celebration in Tofte
-  **JULY 9-12** – Lutsong Music Festival in Lutsen
-  **JULY 11-12** – Grand Marais Arts Festival
-  **JULY 17-AUGUST 9** – Biggest Blueberry Contest on the Gunflint Trail
-  **JULY 30-AUGUST 2** – Fisherman's Picnic in Grand Marais
-  **AUGUST 7-9** – Grand Portage National Monument Rendezvous Days, and Celebration Pow Wow
-  **SEPTEMBER 12** – Superior Fall Trail Races in Lutsen
-  **SEPTEMBER 25-26** – North House Folk School's Unplugged Music Festival in Grand Marais
-  **SEPTEMBER 25-OCTOBER 4** – Art Along the Lake: Fall Studio Tour



Third Annual Oktoberfest

OCTOBER 10TH // 12-6PM

Bluefin Bay is excited to host the 3rd annual Oktoberfest celebration! German food, refreshing beer, local crafts, music, and thrilling competitions. This event is **FREE** to attend, and outside guests are welcome!



A NON-ALCOHOLIC BOTTLE SHOP

Lady Superior

Grand Marais

Lady Superior Bottle Shop is the North Shore's first non-alcoholic bottle shop, offering a uniquely curated selection of NA wine, beer, spirits, and zero-proof cocktails, along with THC and CBD beverages and gummies. Created from a local desire for better alcohol-free options, owner Abby Tofte grew it from a small corner inside her other shop, The Big Lake, into a full storefront next door at 12 First Avenue West in Grand Marais. Welcoming to all, the shop serves anyone seeking flavorful drinks without the hangover, perfect for clear-headed days of adventure.

SPRING AND SUMMER

Specials

As the North Shore comes alive this spring and summer, Bluefin Bay Family of Resorts invites you to enjoy unforgettable lakeside escapes.

Spring Fever Special (3 for 2)

Valid Now-May 21 & May 25-June 18, 2026

Stay two nights and receive a third night free.

June 4 for 3

Valid June 19-30, 2026

Stay four nights at any of our Bluefin Bay Resorts and receive one of those nights completely free.

Late Summer 4 for 3

Valid August 16-September 13, 2026

Stay four nights at any of our Bluefin Bay Resorts and receive one of those nights completely free.

10% Fall Senior Weeks

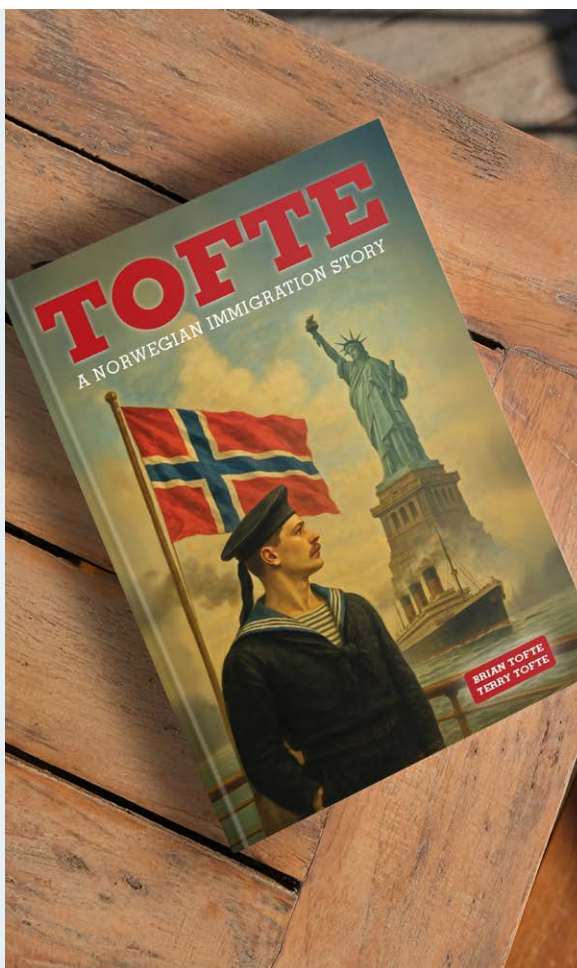
10% discount to seniors (age 60 and older) midweek during the 2026 fall season: August 23-27, August 30-September 3, September 7-10, and October 25-29.

Local Book Alert!

Tofte: A Norwegian Immigration Story

The story of Tofte comes to life in this new book, offering a deeper appreciation for the North Shore. Tofte, Minnesota, was founded in 1893 by Norwegian immigrants Hans Engelsen and his brother Torger, along with their twin brothers, Andrew and John Tofte, and their sister, Johanna. In this book, Brian and Terry Tofte, grandsons of Andrew Tofte, weave together the community's rich history, from early fisheries, farms, and logging operations to the hardships of fires and the dangers of Lake Superior. As industries declined, Tofte evolved into a tourism destination, supported by improved roads that helped make the North Shore a celebrated scenic drive.

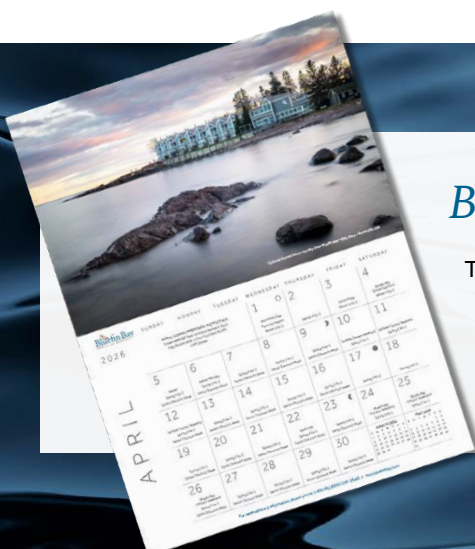
Purchase your copy at the resort gift shop or [HERE](#) and enjoy it during your next North Shore getaway!



Explore All Offers at
BluefinBay.com/Offers

Bluefin Bay's 2027 Calendar Photo Contest

The 32nd Annual Bluefin Bay Calendar Photo Contest is on! Help us create the 2027 calendar with your favorite North Shore moments. Guests often capture the magic best, and we're looking for photos from Bluefin Bay, Surfside, Temperance Landing, and our beautiful surrounding area across all four seasons. Submit your entries by August 31, 2026 [HERE](#).



Great Waves, Great People

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

Paul Goettl // Financial Controller

Hometown: Lutsen, MN but born in Mankato, MN

How long have you worked for Bluefin Bay Family of Resorts? Three and a half years

In your opinion, what distinguishes the Bluefin Bay area from other destinations in Minnesota and beyond?

Lake Superior, Sawtooth mountains and Superior National Forest

If you could recommend one unique experience or amenity to a first-time guest, what would it be and why?

Taking a hike on the Superior Hiking Trail followed by a dip in the outdoor hot tub and a sauna

Please share a memorable interaction you've had with a guest during your time at Bluefin Bay Family of Resorts.

During a recent snow storm where we got a foot of snow I met two ladies who were looking for a shovel. They were trying to free their car so I grabbed a shovel and helped them get free. We talked the whole time and they were so appreciative of the assistance. It was so great to help such nice people!

Which dish from our resort restaurants is your personal favorite? The Braised Short Ribs at the Bluefin Grille



Kelsey Kerfeld // Bluefin Grille Dining Room Manager

Hometown: Ely, Minnesota

How long have you worked for Bluefin Bay Family of Resorts? I have been working with Bluefin Bay for almost a year!

In your opinion, what distinguishes the Bluefin Bay area from other destinations in Minnesota and beyond?

The openness of the lake and the fresh water really stand out to me, along with the rivers and trails. Honestly though, it's also the people. You still get that true Minnesota feel, just not as extreme with the weather. It feels like an all-in-one experience in the Midwest.

If you could recommend one unique experience or amenity to a first-time guest, what would it be and why?

One recommendation I have is to just embrace what the shore has to offer. Whether that's being by the water, exploring the trails, or just slowing down and taking it all in, it's the kind of place that naturally makes you appreciate where you are.

Please share a memorable interaction you've had with a guest during your time at Bluefin Bay Family of Resorts.

One interaction that stuck with me was when I first started during Owners Weekend in the spring of 2025. I was brand new and still getting my footing, and I had multiple owners take the time to introduce themselves, welcome me, and genuinely make me feel like I belonged here. It wasn't just quick small talk either, they were kind, engaged, and appreciative. It made a very strong first impression and really set the tone for what Bluefin is all about. That experience stuck with me because it showed how much people value you being here, and it made me feel proud to be part of the BFB team right from the start.

Which dish from our resort restaurants is your personal favorite?

My personal favorite is the Lakehouse Luau. It has crispy chicken, Boursin cheese, smoked gouda, and pineapple slaw, so for me it really hits that perfect mix of savory and then a little sweet. It's just one of those handhelds that stands out on a menu, and something I feel really confident recommending to guests daily.

Follow Along!

