



BLUEFIN BAY • SURFSIDE • TEMPERANCE LANDING

On the shores of Lake Superior in Tofte, Minnesota

BluefinBay.com | 800.BLUEFIN (258-3346)



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SUMMER 2023

800.BLUEFIN (258-3346)

BluefinBay.com

# THE FISHWRAPPER





# Adventures Await

## New Summer Activities!



Bluefin Bay Family of Resorts will be offering more complimentary activities this summer than ever before! Our dedicated Activities Team has been busy creating new and unique adventures to expand our extensive calendar and to enhance your next vacation.

We're excited to introduce **paddleboarding tours!** We'll transport you to beautiful Christine Lake and provide paddleboards and all necessary equipment. Our experienced guides will give an overview of the gear and basic instructions before setting out onto the serene waters of a wilderness lake. Don't miss this one-of-a-kind experience that combines outdoor adventure and natural beauty.



**Guided hikes** are among the top favorite resort activities. Because of this, we just had to add one more to the list! The **new Section Hike** will take you on an iconic 5-mile stretch of the Superior Hiking Trail with one of our experienced guides. This strenuous hike begins at the Britton Peak parking lot and ends at Temperance River State Park. Wind through groves of maples, birches, and pine before ascending Carlton Peak, rising 924' above Lake Superior, making it one of the taller points along the North Shore. Enjoy the panoramic views before beginning the descent into the valley, following along the Temperance River to Lake Superior.



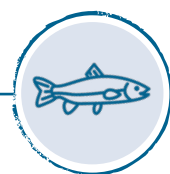
Feeling artsy? It's natural to be inspired by the surroundings while visiting the North Shore, so we combined nature and art into one activity. **Join us for a guided Hike & Paint!** We've created three experiences to channel your inner artist. First, the **Shovel Point Hike and Paint** begins at Tettegouche State Park, about 20 miles south of Bluefin Bay. The Shovel Point trail traverses through an area supporting three different microclimates with unique terrain formed by ancient lava flows, mountains, and glacial erosion. A short hike with inspiring views is followed by a watercolor tutorial to tap into our creative side. The second hike is aptly named **Artist's Point Hike and Paint**. Located in downtown Grand Marais, this activity starts in the harbor with a short walk along a narrow

point of land. Enjoy the views of a rocky shoreline leading to the lighthouse on one side and a pine tree covered peninsula on the other. Lake Superior, the harbor, and the Sawtooth Mountains are visible from different angles, making it the perfect spot to set up for a watercolor painting tutorial. The third location will be the **Cascade River State Park Hike and Paint**. This special location will offer the opportunity to paint the stair stepping waterfalls that give the river its name.

**The experience of kayaking on Lake Superior** is one that guests never forget. As it is one of our most popular activities, we're thrilled to upgrade our fleet with all new kayaks! The easy handling, adjustable seat back, and efficient maneuverability will please participants of any skill level. Don't miss one of the unforgettable sea kayaking excursions offered three times per day throughout the summer.

We're happy to announce that **our Kids Program is back for another summer!** This complimentary program is offered to all Bluefin Bay, Surfside, and Temperance Landing guests from Memorial Day weekend through mid-August. The themes for the program will vary by day and provide a fun experience combined with an appreciation for the local history and culture of the North Shore. The "North Shore Rocks" day will include activities like searching for agates and smashing geodes. With the "North Shore Animals" theme kids will enjoy activities to learn about the local wildlife and paint birdhouses. During the "Becoming Voyageurs" program, kids will explore and recreate the rich history of voyageurs along the North Shore. The "Lake Superior Fish" program includes a tour of the local fishing museum plus casting practice during a fishing game. Finally, a "Crafts & Games" day features crafts like tie-dyeing and outdoor field games.

» Browse the [Activity Calendar](#) to learn more about all our programs and to sign-up for activities during your stay.



## Charter Fishing on Lake Superior

This will be Bluefin Bay's third season partnering with North Shore Outdoors to offer our guests the unique opportunity to charter fish on Lake Superior. Captain Kelly will be your guide and he brings with him more than 40 years of experience on the lake. While on his 22-foot Bayliner Trophy hardtop, all fishing essentials will be provided for you. This is your opportunity to catch that trout or salmon you have always dreamed of. This is a paid event, and the rates vary depending on your group size. Find more information on our website [HERE](#).













# Indoor Pool Renovation at Bluefin Bay

We are thrilled to announce that the indoor pool facility at Bluefin Bay has been fully remodeled and it is stunning. The overall design concept was created with the intention of brightening up the space and allowing for more natural light throughout the facility.

Here is the complete list of what was done:

-  Complete renovation of changing rooms
-  Complete renovation of hot tub area
-  Refinished sauna with new sauna heater
-  New fitness area featuring multi-gym station, rowing machine, spin bike, and weight bench with dumbbells

-  New flooring throughout
-  New walls, windows, ceiling, and roof
-  New main entrance to pool building complex complete with new sidewalk
-  Renovated HVAC, electrical, and mechanicals throughout



*Our goal*  
is to provide relaxing and exciting  
vacations that you will remember  
for years to come.

## Dear Guests,



Preparations are underway for another fantastic summer season at the Bluefin Bay Family of Resorts. We always look forward to summer on Lake Superior but, after a long winter, this year feels even more gratifying.

I'm happy to say that the Leadership Team here at Bluefin Bay utilized the winter season to reflect on the experience you, our guests, have here at Bluefin Bay, Surfside, and Temperance Landing. Our goal is to provide relaxing and exciting vacations that you will remember for years to come.

We do this by continuously upgrading our facilities and lodging areas throughout the resorts. Additionally, we discover new amenities and new ways for our guests to explore the wonderful North Shore. This summer, we'll look forward to introducing our guests to stand-up paddleboarding on Lake Christine, new sea kayaks for Lake Superior excursions, remodeled rooms, and, if you were unable to visit this winter, a fully renovated indoor pool space at Bluefin Bay.

The feedback you provide is invaluable to our success. Please know that we are always open to your input and we are always utilizing your suggestions to make improvements to the guest experience. Thank you for reading this edition of the Summer Fishwrapper, and we'll see you soon.

Cheers!

**James Taylor**  
General Manager





LOCAL BUSINESS FEATURE

## WatersEdge Trading Company

Waters Edge Trading Company is a locally-owned retail store located directly next to Coho Café. Over the years it has become a favorite stop for Bluefin Bay guests (and employees!). The store offers a wide range of merchandise, from the latest outdoor and lifestyle clothing to unique gifts and souvenirs.

Waters Edge is the perfect place to find a cozy sweatshirt or warm hat for a brisk fall day, or to pick up a handmade piece of jewelry as a memento of a trip to the North

Shore. Forgot your sunglasses or sunscreen? Need some bug spray or a new water bottle for a hike? This store has you covered.

We are fortunate to have such a lovely shop just down the road. Its friendly staff, unique selection of goods, and commitment to supporting local artists make it a standout destination in the area and we highly recommend a visit on your next trip to the Bluefin Bay Family of Resorts.

SAVE THE DATE!



### Fall Food & Wine Lovers Weekend

November 3-4, 2023

Join us for a weekend of savory food, delectable wine and fun entertainment. Not only do you get a unique food and wine experience, but all of our events are set against the backdrop of breathtaking Lake Superior. Save the date for the fall event taking place on November 3-4th. It's not too early to book your lodging and we will reach out as soon as event sign-ups are available.



### Waves & Wellness Weekend

November 10-11, 2023

Pamper yourself with a relaxing and rejuvenating weekend combining two of our favorite things: self-care and Lake Superior. During Waves & Wellness weekend, we host free events including yoga, craft classes, and guided excursions. We always include a Signature Event on Saturday that promises to be exciting and entertaining. All you need to do is book your lodging for the weekend of November 10-12th and we will let you know as soon as event sign-ups become available.



# Three Lakeside Resorts, *One Family*



## Bluefin Bay | *We bring you closer*

Bluefin Bay is where it all began. This resort is the place to stay if you want to soak in all of the amenities. Bluefin Bay is home to the famed outdoor pool and hot tub, the lakewalk, two bonfire areas, two fitness centers, a tennis court, and an indoor pool facility. Additionally, units at Bluefin Bay are within walking distance to the Bluefin Grille and the Coho Café. Whether you select a stunning lakeside suite, multi-bedroom condo, or a fully equipped townhome, you'll get a front row seat to one of nature's greatest shows. At Bluefin Bay, we bring you closer to the lake, and to each other.

**AMENITIES:** Outdoor Pool & Hot Tub, Indoor Pool & Hot Tub, Walking Distance to Bluefin Grille & Coho Café, Bonfire Areas, Tennis Court, Fitness Facilities, Playground, Lakewalk & Beach Area



## Surfside on Lake Superior | *Amazing views inspire a new perspective*

Surfside on Lake Superior is our newest waterfront resort, offering modern and spacious accommodations plus a bit more privacy. Surfside is home to the North Shore's only destination spa, Waves of Superior, making it an ideal location for a relaxing retreat. Surfside's lodging options include romantic suites or larger townhomes which feature more balconies and patios than any other resort on Minnesota's North Shore. Also located on the Surfside property is Waves Café, a perfect spot to fuel up before a day out exploring the area. Whether on a romantic getaway or a family adventure, Surfside on Lake Superior provides the ultimate North Shore vacation experience.

**AMENITIES:** Indoor Pool, Hot Tub, Sauna, Fitness Facility, Walking Distance to Waves Cafe & Waves of Superior Spa, Bonfire Areas, Playground, Tennis Court



## Temperance Landing | *People and waves are both drawn here*

There is perhaps nothing as warm and inviting as a log home for escape from our hectic, fast-paced lives. Place it on Lake Superior's North Shore and you've got the perfect destination for family vacations, a couples' retreat or friends' getaway. Temperance Landing is nestled on the edge of Lake Superior and set against the backdrop of the Sawtooth Mountains in Schroeder, MN. Two and Three Bedroom cabin options offer vaulted ceilings, Ponderosa Pine log walls, a grand ledgerrock stone fireplace, and a big porch overlooking Lake Superior – all beckoning you to relax, enjoy and unwind.

**AMENITIES:** Access to Indoor Pool & Hot Tub at Surfside Resort, Community wood-burning Sauna overlooking Lake Superior

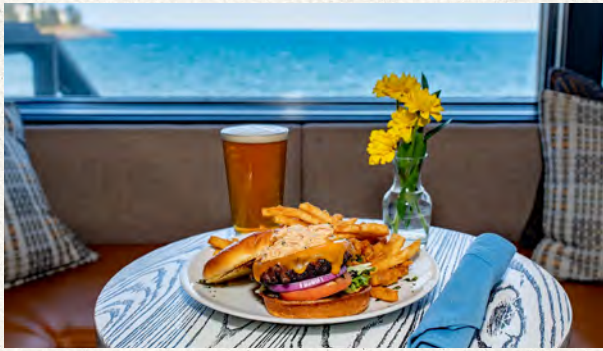


## Bluefin Bay's 2024 Calendar Photo Contest

The 29th annual Bluefin Bay calendar photo contest is underway to create the 2024 Bluefin Bay calendar! The contest is open to all, and we have found that it is often Bluefin Bay guests that are able to capture the most magical moments. Our calendar covers all three Bluefin Bay Family of Resorts — Bluefin Bay, Surfside and Temperance Landing. We're looking for photo entries from all three resorts and our beautiful surrounding area, in all four seasons. Submissions are due August 31, 2023 and can be digitally uploaded [HERE](#).







## Delicious Dining Options at Bluefin Bay and Surfside Resorts

We are proud to offer three restaurants that are open daily for our guests to choose from. Even better, all three restaurants feature delicious food and beautiful outdoor seating spaces for summer.

**THE BLUEFIN GRILLE** features the largest outdoor seating area just steps away from Lake Superior. You really can't beat that view! We launched a new menu just in time for the summer season and we can't wait for you to try out the exciting new meal options.

**HOURS** >> 12 - 9 p.m. with the bar open later

**COHO CAFÉ & BAKERY** will be expanding its hours this summer to accommodate the early birds! Coho Café will also be introducing a brand new dinner menu. Stay tuned for a new menu coming soon.

**HOURS** >> 7 a.m. – 8 p.m. beginning May 8th

**WAVES CAFÉ** will also be open daily this summer for sandwiches, pizzas, salads plus beverages including beer and wine. Waves also expanded its breakfast offerings to include breakfast sandwiches and quiches. The deck at Waves of Superior Café offers sweeping views of Surfside Resort and Lake Superior. It's a great spot to enjoy a cool beverage on a summer day!

**HOURS** >> 9 a.m. - 6 p.m.



## Thomsonite Inn

We are proud to announce Bluefin Bay's management of Thomsonite Inn on Lake Superior. Thomsonite Inn is located just south of Grand Marais. Featuring eleven different room styles, the Inn has something for everyone with amenities such as wood-burning fireplaces and stunning Lake Superior views. Our guests rave about the Thomsonite gemstone located right on the beach, the wood-burning sauna that overlooks the lake, bonfires right on water's edge, and that feeling of being at home with family and friends. We invite you to visit Thomsonite Inn and to create fond and lasting memories at this one-of-a-kind destination.

FOR MORE INFORMATION

Please visit [Thomsonite.com](https://thomsonite.com) or call 888-215-8128.

## Upcoming Summer Events

<div>MAY 26-28 Memorial Day Weekend</div> <div>Launch of the Bluefin Bay Summer Activities including Kids Program, Sea Kayaking + More!</div>	<div>MAY 27</div> <div>Le Grand Du Nord Gravel Cycling Classic</div>	<div>JUNE 24</div> <div>Lutsen 99er Mountain Bike Race</div>	<div>JULY 4</div> <div>Annual Tofte Fourth of July Celebration</div>	<div>JULY 8-9</div> <div>Grand Marais Arts Festival</div>	<div>AUG 3-6</div> <div>Fisherman's Picnic in Grand Marais</div>
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# 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 features some of the faces behind the great service at the Bluefin Bay Family of Resorts.



**Cory Wilde**  
Maintenance Director

- » How long have you worked for Bluefin Bay Family of Resorts? 19 years
- » What brought you here? I moved up here with my dad. There was a dishwashing position open and I took the job!
- » My favorite thing about working at Bluefin Bay Family of Resorts is... The people. They are all my friends & family.
- » What is your favorite spot at the Bluefin Bay Family of Resorts? All of Surfside! I find it very quiet & relaxing.
- » My favorite thing to do when I am not working is...I love to go fishing & camping. Anything outdoors.
- » I want readers to know...It is great to see guests that return year after year. The connections that I have made over the years with guests has been very rewarding for me.



**Sue Johnson**  
Restaurant &  
Gift Shop Manager

- » How long have you worked for Bluefin Bay Family of Resorts? 36 years
- » What brought you here? A chef at the resort was a friend of mine and encouraged me to come work at the Bluefin Grille.
- » My favorite thing about working at Bluefin Bay Family of Resorts is... Getting to know all of the guests and staff. Many have become lifelong friends.
- » What is your favorite spot at the Bluefin Bay Family of Resorts? The view of the lake from the Bluefin Grille. Seeing the seasons change and the beauty of the lake is incredible.
- » My favorite thing to do when I am not working is...I love to go camping with my family.
- » I want readers to know...A lot of joy has been brought to my life from the people I work with and the guests that I have met. This is a genuinely wonderful place to work at.



## Self-care in the Best Way at Waves of Superior Spa

Self-care is a term that has become popular recently and for good reason. In today's world it's critical to take time to care for your body, mind, and spirit. Waves of Superior Spa is a haven for self-care enthusiasts. The spa offers a range of treatments including massages, facials, and body wraps, all designed to help guests relax and rejuvenate. Spa treatments can be an essential part of self-care, providing an opportunity to unwind, reduce stress, and promote physical and

mental well-being. Waves of Superior Spa's tranquil environment and skilled therapists make it the perfect destination for anyone looking to prioritize their health and level up their self-care.

Find a complete list of services at  
[BluefinBay.com/Spa](https://BluefinBay.com/Spa)

# THE WAY WE SEE IT

## Favorite Places to Stop Along the North Shore

To fully enjoy a road trip to Bluefin Bay Family of Resorts, some pit stops are necessary. Here are a few of our favorite outdoor areas to visit along the shore.



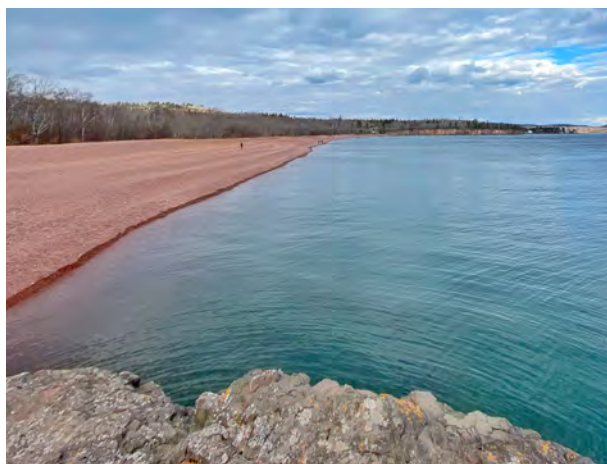
1

### Two Harbor's Breakwater Lighthouse

**Michelle Lewis**

Surfside Guest Services

Stroll along the wall leading to the Agate Bay lighthouse and enjoy a refreshing lake breeze. Keep an eye out for large ships loading taconite at the nearby docks.



2

### Iona's Beach Scientific and Natural Area

**Danessa Schmidt**, Maintenance

This long beach with a salmon-colored hue is a hidden gem of the North Shore. If you listen closely, you can hear the rocks 'singing' as the waves wash over them.



3

### Palisade Head

**Dan Hinton**, Front Desk

The breathtaking view from this rock formation towering 900 feet above Lake Superior is a must-see. It's also a great spot to observe climbers taking on the challenge.

## Summer Deals

### Spring Fever Special (3 for 2)

*Valid May 28-June 9, 2023*

Gushing waterfalls, breathtaking Lake Superior views and crashing waves against the rugged North Shore are even better when enjoyed during a complimentary night's stay! Stay two nights and receive a third night free.

### June 4 for 3

*Valid June 9-30, 2023*

Early Summer is one of the best times to experience the North Shore of Lake Superior and we've got the perfect incentive. Stay four nights at any of our Bluefin Bay Resorts in June and receive one of those nights completely FREE!

### Extended Stay Special

*Valid all year*

With this progressive savings deal, the longer you stay at any of our Bluefin Bay Family of Resorts, the more you save! Stays of four nights receive 5% off, five nights 10% off, six nights 15% off and seven nights receive 20% off, stay 10 or more nights and receive 25% off. This offer is valid any time of year – yes, even peak seasons!

### Senior Weeks

*Valid select weeks between August 20-December 21, 2023, excluding September 15-October 14, 2023.*

The Senior Weeks Special includes 10% off midweek stays (Sunday – Thursday) of two nights or more. This year's Senior Weeks are available select weeks between August 20-December 21, 2023.

### Gales Special (3 for 2)

*Valid October 22-December 21, 2023, excluding November 22-25, 2023*

When nature puts on a show, you want a front row seat and there is no better place to watch the Gales roll in than from the Bluefin Bay Family of Resorts. When you stay three nights or more during Quiet Time at any of our resorts -- Bluefin Bay, Surfside or Temperance Landing—we offer a Gales Special with one night FREE—our treat!

### Romance Package

*Valid all year*

Come experience why Bluefin Bay is consistently named Minnesota's Most Romantic Resort with our exclusive honeymoon and romance packages.



Visit [BluefinBay.com/offers](https://BluefinBay.com/offers) for current deals and packages.

