

The Fishwrapper



SUPERIOR SAILING: Bluefin Bay readies for another beautiful and busy summer. The Avanti 42-foot sailing vessel is back this year. Captain Nathanael will run sailing charters out of Bluefin Bay in July and August. Call 1-800-258-3346 to make your reservation.

Bluefin Bay: 25 years and going strong

More than 1,200 Bluefin guests tell us what they think

Bluefin Bay is celebrating its 25th year as a premier resort destination in Minnesota. Over the years, Bluefin has won high marks from the industry, the community, and its peers. Those accolades are important, but we have always prided ourselves on going above and beyond for our guests. So, what guests think and how they rate our ability to provide a high quality, rewarding vacation experience is what really matters.

To determine how well we're achieving that mission, we decided to ask our guests and former guests. In late January, Bluefin Bay conducted a comprehensive survey of its customers. Nearly 5,000 surveys were sent to a random sample of previous guests, and 24% or more than 1,200 people responded.

Ninety one percent of survey respondents rated the overall quality of Bluefin Bay outstanding or excellent, and 98% said they would recommend Bluefin Bay to a family member or friend. For those that have stayed with us more than once, we asked what the most important factors were in their decision to return. The most popular answers were: location and views, room choices offered and room décor, outdoor activities, and restaurants.

In the survey, respondents rated everything from customer service at check in and check out, to the quality of linens and room décor, to resort recreational facilities and activities offered, to room cleanliness. We also asked guests to select from a list of choices the words that best describe the overall look and feel of Bluefin Bay. The most popular descriptions were relaxing, romantic, comfortable, and cozy.

Guests offered constructive feedback and ideas as well. We received well over 1,500 written comments, which we have tallied and sorted by topic so staff can review and act on the feedback. One area of frequent guest comment was to continue to focus on interior room décor and consistency. This topic was a major focus in our recent annual Bluefin Owners' Weekend discussions. Bluefin owners have reiterated their long-standing commitment to continue re-investing in updating room décor to keep Bluefin Bay the best vacation destination on the shore. (*See sidebar for a sample of guest comments.*)

"Our guests are at the center of everything we do at Bluefin Bay," said Dennis Rysdahl owner and general manager. "The feedback we received in the survey was thoughtful, constructive and extremely helpful as we strive to continually exceed guest expectations. On behalf of all of us at Bluefin Bay, I want to thank the guests who took the time to complete the survey and share their thoughts and vacation memories with us."

Lucky survey respondents win big

As a thank you for completing the survey, we held a drawing of all survey respondents. Cindy Harvey of Minneapolis was the grand prize winner and will receive a free two-night stay at Bluefin Bay. Don Opheim of Eden Prairie, Lisa Aronson of Minneapolis, and Chris & Kelli Allen of Minneapolis, all won \$100 Bluefin Bay gift cards.

Thank you to all guests who completed our 2008 survey. Your feedback is invaluable and we hope to see you soon at the resort.

Bluefin guests share their feedback in 2008 survey

"Rooms are cozy, the pools provide relaxation, the lakeside location is peaceful, and the Coho Café offers good, affordable comfort food."

"Everyone at Bluefin Bay made our honeymoon an enjoyable and memorable event in our lives. We tell everyone we know about how nice and accommodating everyone was."

"We have been with you for our anniversary, a family get together, and vacation - nice memories."

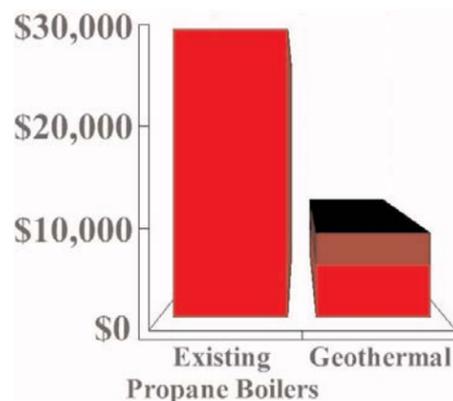
"An in-room makeover would put Bluefin back on top of the North Shore's finest resorts."

Bluefin Bay takes the lead in futuristic energy conservation

Fuel costs and environmental consequences of fossil fuel usage are requiring all of us to reconsider energy use in many aspects of our lives. Bluefin Bay is becoming a leader in the resort industry in this respect.

Bluefin Bay is partnering with Summit Mechanical of Duluth, a regional leader in geothermal technologies, to guide its energy conserving investments. Bluefin Bay has invested in a system now being installed that will heat the outdoor pool, spa and connected building with heat recaptured from its wastewater treatment facility.

This system will cost just over \$90,000, but will save about 12,000 gallons of propane per year (see illustration depicting energy savings). The resort has also installed a system in the Coho Café & Bakery that collects heat from the air conditioning and deli coolers and uses it to heat domestic hot water for the resort laundry.



Bluefin Bay's new sister resort, Surfside on Lake Superior www.surfsideonsuperior.com, is being constructed with the new energy realities in mind from the outset. Its pool, recreation and spa facility will use geothermal technology to heat the pool, hot tub and the recreation building, as well as air condition the building in the summer. At Surfside, the heat will be captured from holes drilled into the bedrock below. In addition, all of its townhomes use 97% efficient furnaces and air conditioning meeting the newest and highest energy efficiency standards.

Calendar of Events

JUNE 2008

- Summer Activities Start at Bluefin Bay
 Senior Weeks & Spring Fever Special continue
 1 Split Rock Lighthouse open house
 6-8 Annual Spring Migration Birding Festival - North House Folk School
 15 Father's Day
 20-22 Wooden Boat Show & Solstice Festival North House Folk School
 21 Summer Solstice
 21 Grandma's Marathon
 26-29 Almighty Bob
 Grand Marais Playhouse (Comedy)

JULY 2008

- Summer Activities continue at Bluefin Bay
 1 Canada Day
 3-6 Almighty Bob
 Grand Marais Playhouse (Comedy)
 3-5 Timber Days Festival, Grand Marais
 4 Independence Day (Tofte Parade, Tofte Trek, Fire Works Over the Lake)
 12 Six Around One
 North Shore Music Association
 12-13 Grand Marais Art Festival
 19 5th Annual Lundie Cabin Tour
 Cross River Heritage Center
 24-27 & 31 How to Talk Minnesotan
 Grand Marais Playhouse (Musical)
 24-27 North Shore Dragon Boat Festival & Grand Marais Kayak Festival
 31-Aug 3 Fisherman's Picnic in Grand Marais

AUGUST 2008

- Summer Activities Continue at Bluefin Bay
 1-3 How to Talk Minnesotan
 Grand Marais Playhouse (Musical)
 8-10 Grand Portage Pow Wow & Rendezvous Days
 16 Charlie Parr
 North Shore Music Association
 21-24 & 28-31 Don't Dress for Dinner
 Grand Marais Playhouse (Farce)
 23 Sawtooth Challenge Mountain Bike Race & Trail Run
 24 Senior Weeks Start at Bluefin Bay

SEPTEMBER 2008

- 1 Labor Day
 1-4 Senior Weeks Continue at Bluefin Bay
 7 Grandparent's Day
 13 North Shore In-Line Marathon
 21 Pat Donohue
 Arrowhead Center for the Arts
 26-28 Unplugged VII, The Northern Harvest, music, storytelling & more
 North House Folk School

F.Y.I.

Welcome Students & Interns

Summer is fast approaching, and Bluefin Bay is delighted to welcome international students from Bulgaria, Turkey, Russia, Slovakia and Serbia this summer. We begin the summer with training, and end the season with many tears as these students return to their home country. We enjoy learning about their family and home country; they enjoy meeting many Americans during the summer. These students will assist us in Housekeeping, Guest Services, the Bluefin Grille and Coho Bakery and Deli.

Additionally, we have students joining us from Massachusetts, Iowa and Missouri. These students bring a country-wide breadth of knowledge, and their courses of study range from journalism to biological sciences. We welcome them and are sure they will fit right in with our international staff.

Le Cordon Bleu Culinary College is represented by four interns who will be with Bluefin Bay through the summer months. The internship is a requirement of graduation. Interns bring fresh ideas and eagerness to our kitchen. Chef Ed Douglass and Sous Chef Mike Simones look forward to their help.

Spectacular Summer Promotions

The kids are out of school, the weather is turning nice, flowers and trees are blooming and everyone at work has spring fever. There is no better time to hop in the car and take a road trip north for an early summer vacation at Bluefin Bay.

Whether relaxation or recreation is your pleasure, there is no better setting than our stunning seaside accommodations with breathtaking views, all located in the heart of America's North Coast™.

Check out our fantastic specials and book your road trip today!

Ease Into Summer Special **Valid May 27 - July 10, 2008** Sunday - Thursday

Stay with us two or more midweek nights and we'll pay your gas to get here! That's \$85 OFF your bill. With the current gas prices, there is no better deal.

*Offer includes \$85 OFF your total bill with discount applied at check out; good on midweek stays of two nights or more in any room type, based on availability. The gas discount is based on a 460 mile average round trip, at an average of 20 miles per gallon, and an average gas price of \$3.70 per gallon.

Spring Fever Special - EXTENDED! **Valid March 30 - June 30, 2008**

Due to popular demand and a late spring, we've extended our Spring Fever Special. Stay with us three nights and receive one of those nights completely FREE!

*Offer good on any room type, excluding holidays and 6/20-6/21/08; based on availability.

Summer Road Trip **Valid May 27 - September 30, 2008**

Join us at Bluefin Bay for your summer vacation and not only will you create lasting memories in a spectacular seaside location, but you'll save big, too!

Offer includes:

- 15% OFF the regular rate for stays of one week or more (six or more consecutive nights)
- PLUS, we'll buy your gas to get here! Take another \$85 off your bill.

*Offer good on stays of six consecutive nights or more in any room type, based on availability. The \$85 gas discount (taken off your bill at checkout) is based on a 460 mile average round trip, at an average of 20 miles per gallon, and an average gas price of \$3.70 per gallon.

Stay & Play Golf Packages

STAY seaside at Bluefin Bay and experience our award-winning accommodations and restaurants, and PLAY the stunning, award-winning Superior National Golf Course - one of "the best places to play," according to Golf Digest.

Packages include lodging and 18 holes of golf at Superior National. Tee times must be booked at least 48 hours in advance.

Spring weekend packages start from \$85 per person, per day and summer packages from \$97 per person, per day.

Senior Weeks **May 18 - June 12, 2008** **August 24 - September 4, 2008** Sunday - Thursday (excluding holidays)

25% off lodging Sunday - Thursday on a two night stay or more, plus discounted greens fees at Superior National.

*Offer valid for those ages 62 and older. Good on any room type, based on availability.

All summer specials are good on new reservations only, and only one promotion per customer, per stay, is allowed.

Call 1-800 BLUEFIN (258-3346) or go online at www.bluefinbay.com to make your reservation today!

New linens enhance guest comfort and save energy

There is perhaps nothing more relaxing than a good night's sleep on quality linens when you travel. Bluefin Bay knows this, and that's why we're in the process of upgrading all of our linens and bedding at the resort.

By early fall, Bluefin guests will be enveloped in pure comfort with all new bedding. From the two inch Featherlite plush mattress topper; to the 310 thread count combed cotton sheets with triple sheeting and a plush New Generation® micro-fiber "down-like" duvet blanket; to the New Generation® highest quality down-like hypoallergenic pillows.

Each bed will include more pillows to make it even more plush and inviting, and guests can choose from a pillow menu if they find the pillows too soft or too firm. Each Bluefin Bay bed will also be dressed in a new cotton coverlet, bed skirt and matching pillow shams to accent the look. (Yes, we're finally saying

goodbye to the flowered bedspreads that were so popular in the 1980's and still grace many hotel beds today!)

Earlier this year, the resort converted its bathroom linens. Our new Orchid bath towel collection combines naturally soft and luxurious Bamboo with the finest cotton to provide the most absorbent, breathable towel made. Bamboo is naturally anti-bacterial, anti-fungal and anti-microbial and more absorbent than cotton.

Bamboo is a "green" product and requires 25% less drying time, which reduces our energy costs. In fact all of our new bedding is "green," so at the same time we're enhancing our guests' comfort, we're saving energy.

The next time you visit us at Bluefin Bay, let us know what you think about our new plush beds and top-of-the-line Bamboo towels.

Summer To Do List



Take a guided hike to one of the area's spectacular waterfalls



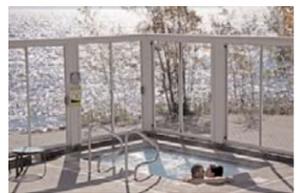
Take a morning stroll on the lakewalk



Bike the Gitchi Gami



Create lasting memories and enjoy smores by the campfire



Relax in the outdoor pool and hot tub



Pamper yourself with a soothing massage



Enjoy a romantic dinner & lake views at the Bluefin Grille



Catch a big fish



Kayaking, sailing and more starting July 2008