

A Rare Waterfront Legacy on South Manistique Lake

A Fully Operational Turnkey Resort with 3.75 Acres, 400 Feet of Lake Frontage, and Eleven Rental Cabins in Michigan's Upper Peninsula

An Opportunity That Rarely Comes to Market

Every so often, a property comes across the desk that stops you mid-sentence. Not because it's simply pretty, and not because the numbers happen to line up on a spreadsheet, but because it represents something that cannot be manufactured, cannot be replicated, and almost never trades hands: a genuine, fully operational waterfront resort with deep roots, established cash flow, and a footprint on one of the most sought-after inland lakes in the Upper Peninsula of Michigan.

This is that opportunity.

Situated on the shoreline of South Manistique Lake — part of the largest inland lake complex in Michigan's Upper Peninsula, comprising more than 20,000 acres of connected water across Big Manistique, South Manistique, North (Round) Manistique, Milakokia, Millecoquins, and Lake Ann Louise ([Curtis Area Chamber of Commerce](#)) — this resort offers something no new-build development could hope to replicate: a mature, income-producing hospitality asset with an established guest base, a proven booking system, a lakefront log home for the owner, and a physical footprint that would be virtually impossible to assemble today at any price.

The offering includes 3.75 acres of prime lakefront real estate, 400 feet of direct water frontage on South Manistique Lake, eleven fully operational rental cabins, and a two-bedroom, two-bath log home approximately 1,600 square feet in size that serves as the on-site owner's residence. The business is turnkey, the operational structure is in place, the income history is stable, and the seasonal demand pattern is not only well established but supplemented by year-round winter interest driven by ice fishing, snowmobiling, and cold-weather tourism throughout the region.

For the qualified buyer — whether an investor seeking a diversified hospitality asset, a family looking to steward a legacy property, or an entrepreneur ready to expand a proven cash-flow business into new revenue streams — this is a rare and defensible acquisition. What follows is a complete portrait of what is being offered, why the location matters, how the business currently performs, and where the upside lies for the buyer who is ready to take the keys.

The Property at a Glance

Before we walk through the story, the setting, the market, and the growth opportunities in detail, let us start with the essential facts that define the offering. These are the pillars on which the rest of the value proposition is built.

- **Location:** South Manistique Lake, Michigan Upper Peninsula, in the Manistique Lakes Recreation Area near the village of Curtis, Mackinac County
- **Land:** 3.75 acres of lakefront property
- **Water frontage:** 400 feet of direct South Manistique Lake shoreline
- **Rental units:** Eleven fully operational rental cabins
- **Owner's residence:** Log home, two bedrooms, two bathrooms, approximately 1,600 square feet
- **Business status:** Turnkey and fully operational, with an established booking system, repeat clientele, and a documented income history
- **Seasonal profile:** Strong summer occupancy anchoring the annual revenue, with active winter rental demand driven by ice fishing, snowmobiling, and cold-weather tourism
- **Operational structure:** Established expense structure, operational continuity, and a functioning back-office already in place

Each of these facts deserves to be unpacked, because each one contributes to a value story that is significantly greater than the sum of its parts.

The Setting: Why South Manistique Lake Matters

To understand the value of this resort, you first have to understand the water it sits on and the region it belongs to. Not every lake is created equal, and not every lakefront acre carries the same weight in the marketplace.

South Manistique Lake is a 4,000-acre inland lake located in Mackinac County in the Upper Peninsula of Michigan ([Manistique Lakes, Wikipedia](#)). It stretches approximately 4.5 miles long and 2 miles wide, oriented in a southwest-to-northeast direction, with an average depth of 10 feet, a maximum depth of 29 feet, and roughly 18.93 miles of shoreline ([GPS Nautical Charts](#)). It is also known locally as Whitefish Lake, and it is one of six connected lakes that together make up the largest inland lake complex in Michigan's Upper Peninsula.

The nearest community is the unincorporated village of Curtis, situated on the isthmus of land that divides South Manistique Lake from Big Manistique Lake immediately to the north ([Curtis Area Chamber of Commerce](#)). Curtis is widely known throughout the region as the Upper Peninsula's "Unique Waterfront Village," and its identity is inseparable from the tourism, fishing, and hospitality economy that has grown up around these lakes over the last three-quarters of a century.

Curtis boasts more than thirty resorts and campgrounds within its immediate footprint ([Pure Michigan](#)). What that number reveals is not a saturated market but a validated one: this is a lake

economy, an established destination with decades of consumer awareness, generations of repeat visitors, and a hospitality supply chain built to support seasonal tourism at scale.

Fishing: The Anchor Draw That Never Fades

South Manistique Lake is one of the most productive inland fisheries in the Upper Peninsula. According to fishing charter operators and the Great Lakes Fisherman's Digest, South Manistique Lake is "arguably the best inland lake for bass in Michigan's Upper Peninsula" ([Fisherman's Digest, YouTube](#)). The lake supports self-sustaining populations of walleye that were originally stocked between the early 1970s and the mid-1990s and have since reproduced naturally ([Curtis Chamber of Commerce](#)).

Anglers come for walleye, northern pike, largemouth and smallmouth bass, muskellunge, tiger muskie, yellow perch, bluegill, rock bass, sunfish, crappie, splake, rainbow trout, and even the occasional whitefish caught in early summer ([Curtis Lakeshore Resort](#)). The lake hosts two annual ice-fishing tournaments each winter, drawing visitors from across the Midwest, and the region's Frostbite Ice Fishing Contest in February is a signature event in the local tourism calendar ([Islands.com](#)).

For a resort owner, the significance of this fishery cannot be overstated. Fishing is one of the most durable and least discretionary forms of recreational tourism. It weathers economic cycles, cultural shifts, and generational changes better than almost any other form of leisure travel. Families teach their children to fish; anglers return to the same lakes year after year for decades. The moment a guest catches their first walleye or their first smallmouth bass off your dock, you have not sold them a week — you have sold them a lifetime of returns.

Year-Round Recreation: A Four-Season Business Model

While summer fishing anchors peak demand, the surrounding region has developed into a genuine four-season destination.

Summer brings swimming, water skiing, jet skiing, tubing, pontoon boat rides, kayaking, canoeing, sailing, and paddleboarding across more than 20,000 acres of connected inland lake waters ([Curtis Area Chamber of Commerce](#)). The lake bottom on South Manistique is largely sandy along the shoreline, with gradual slopes and no dangerous drop-offs — an ideal profile for families with young children ([Curtis Lakeshore Resort](#)).

Fall introduces one of the strongest hunting seasons in Michigan, including whitetail deer, black bear, waterfowl, upland game birds, and small game across the surrounding state and federal forests ([Curtis Chamber of Commerce](#)). Autumn colors in the Upper Peninsula draw scenic tourism as well, with the hardwood forests of Mackinac County producing an intense and photogenic color season that supports leaf-peeping travel packages, weekend getaways, and photography retreats.

Winter is where many buyers underestimate the Upper Peninsula, and where this resort's winter rental demand becomes a genuine differentiator. The region grooms more than 140 miles of snowmobile trails that connect to the Upper Peninsula's larger trail network, and Curtis is a well-known hub for snowmobiling, cross-country skiing, ice fishing, and

snowshoeing ([Curtis Area Chamber of Commerce](#)). Ice on South Manistique Lake typically forms in early December and holds through mid-April, supporting a robust ice-fishing season for walleye, pike, perch, and panfish ([Manistique Lakes, Wikipedia](#)).

Spring adds smelt dipping runs, mushroom foraging (morels are famously abundant in the area), spring flower blooms, and the anticipated May 15 walleye fishing opener that draws serious anglers back to the lake year after year ([Curtis Chamber of Commerce](#)).

The result is a resort that does not go dormant. It has genuine four-season demand, and the winter component is not a wishful thinking add-on – it is a documented and growing part of the region's tourism economy.

Regional Access and the Broader Tourism Corridor

Curtis is located roughly 65 miles west of the Mackinac Bridge, positioned between US-2 to the south and M-28 to the north ([Curtis Chamber of Commerce](#)). That places it within a comfortable drive of the Mackinac corridor, one of the most heavily traveled tourism arteries in the Midwest, and within reach of destinations like Tahquamenon Falls, Pictured Rocks National Lakeshore, Munising, Sault Ste. Marie, Mackinac Island, and Lake Superior.

For visitors driving up from the lower peninsula, from Chicago, from Milwaukee, from Minneapolis, or from Ontario, Curtis functions as a base camp – a hub property from which guests can explore the wider Upper Peninsula while returning each evening to a private cabin on a quiet inland lake. That is a strategic position in the tourism landscape, and it broadens the resort's appeal well beyond dedicated anglers. It captures family vacationers, road-trippers, retirees on scenic tours, and adventure travelers alike.

The Land and the Water: 3.75 Acres and 400 Feet of Lakefront

Let us now focus on the physical asset itself, because in the Upper Peninsula lakefront market, the numbers 3.75 and 400 carry disproportionate weight.

Waterfront frontage on productive inland lakes in the Upper Peninsula has become one of the most scarce and appreciating classes of real estate in the state. Shoreline is finite by definition – there is no more of it being made – and productive shoreline on a lake with the fishing, boating, and family-recreation profile of South Manistique is scarcer still. Around this lake, the shoreline is largely developed with private residences and commercial properties, with only limited public riparian frontage in the form of one state forest park ([MDNR Fisheries Report](#)). Once shoreline is spoken for, it is spoken for – and 400 continuous feet of it, held under single ownership on a commercial hospitality parcel, is not something that comes to market with any regularity.

Consider what 400 feet of lakefront means in practical terms:

- **Guest experience:** Every cabin can have unobstructed sightlines to the water, ample space between units, and the sense of privacy that turns a good weekend into a repeat booking.
- **Dockage:** There is room for a private dock system, multiple boat slips, swim areas, and possibly separate spaces for kayak and paddleboard launching. A well-designed dock

system directly supports upsell revenue through boat rentals, guided fishing outings, or slip fees for guests bringing their own watercraft.

- **Development flexibility:** With 3.75 acres and this much frontage, the parcel offers substantial capacity for future expansion — additional cabins, a lodge or common building, a pavilion, a shoreline gathering space, or amenities that would strengthen the property's competitive position.
- **Scarcity premium:** In appraisal terms, waterfront parcels of this scale often command a substantial premium per linear foot compared to smaller lakefront lots, because they enable commercial or multi-unit use that a smaller lot could never support.

For a buyer familiar with the Michigan lakefront market, the difference between a 100-foot lot and a 400-foot lot is not merely quantitative — it is qualitative. It changes what the property can be, what it can produce, and how it can grow.

The Lake Bottom and Shoreline Character

The shoreline of South Manistique Lake is largely sand, with some muck and fibrous peat in scattered stretches ([Manistique Lakes, Wikipedia](#)). Along the sandy sections that anchor most resort properties, the shoreline slopes gradually with no sudden drop-offs, and the water is clear enough that families with young children swim comfortably close to shore ([Curtis Lakeshore Resort](#)). That character matters immensely to the family-vacation demographic that forms the core repeat clientele of Manistique Lakes resorts.

The lake also has excellent water quality by regional standards, supported by a self-sustaining fishery, active habitat improvement work by local angler organizations like the Portage Anglers, and the natural flushing that comes from four inflowing streams and the Portage Creek outlet in Curtis ([Curtis Area Chamber of Commerce](#)). Clean, clear, warm-in-summer water on a fertile fishery is exactly the environment that supports long-term hospitality demand.

The Cabins: Eleven Fully Operational Rental Units

At the heart of the business are eleven rental cabins, all fully operational, all currently generating income, and all part of an established booking system that has been drawing guests season after season.

Eleven cabins is a strategically important number. It is large enough to matter — large enough to justify professional management, to spread fixed costs across a meaningful revenue base, and to allow for group bookings, family reunions, corporate retreats, and fishing club outings that require multiple simultaneous units. At the same time, it is small enough to remain personal — a scale at which the owner can know guests by name, remember returning families, and deliver the intimate hospitality experience that inland lake resorts are known for.

The value of eleven fully operational cabins on 3.75 acres of lakefront cannot be overstated. Consider what would be required to replicate this footprint today:

- Locating and acquiring a 3.75-acre lakefront parcel with 400 feet of frontage on a comparable Upper Peninsula lake, if such a parcel were even available for sale.

- Obtaining township, county, and DEQ permitting for a commercial multi-unit lakefront hospitality development — a process that in Michigan's Upper Peninsula involves shoreline protection review, wetlands considerations, septic system engineering, well permitting, and environmental review.
- Constructing eleven cabins to current building code, with the associated hard construction costs, contractor mobilization to a rural Upper Peninsula location, and typical multi-year build timeline.
- Building the associated infrastructure: driveways, parking, utilities, docks, common areas, signage, and the operational systems required to run a commercial rental operation.
- Marketing a brand-new resort from a standing start, without a guest history, without repeat bookings, and without the trust that returning families place in an established name.

The realistic replacement cost and time to duplicate this asset would run into the millions of dollars and years of effort, with the additional risk that a new-build resort might never achieve the guest loyalty and booking density that this property has already established.

In real estate valuation terms, this is the difference between buying a going concern and building one from scratch. A buyer here is not acquiring raw land and hoping for a business — they are acquiring an operating business with real revenue, real repeat guests, and real operational infrastructure already in motion.

Cabin Operational Profile

The cabins operate on a weekly rental model, which is the traditional and dominant format for the Manistique Lakes resort market. Weekly rentals produce several strategic advantages compared to shorter-stay nightly rental businesses:

- **Lower turnover cost:** Fewer cleanings, fewer check-ins, fewer transitions, lower per-guest operational overhead.
- **Higher booking predictability:** A single week booked six months in advance is more valuable to a small operator than seven nightly reservations subject to cancellation and last-minute rebooking.
- **Stronger guest relationships:** Guests who spend a full week bond with the location, learn the lake, meet the owner, and become far more likely to book the same week the following year.
- **Deeper local spend:** Week-long visitors dine locally, shop locally, hire fishing guides, purchase bait and tackle, and become embedded members of the seasonal community — reinforcing the regional tourism economy that supports the resort in turn.

The result is a business model that pairs perfectly with the destination character of the Manistique Lakes: a place that people come to for a full week of fishing, family time, and lakefront relaxation, not a place that people pass through overnight.

The Owner's Residence: A Log Home Anchoring the Property

Set apart from the rental cabins is the owner's residence, a log home of approximately 1,600 square feet featuring two bedrooms and two bathrooms. This is not an afterthought — it is a strategic and lifestyle asset in its own right.

Several dimensions of value converge in this residence:

- **On-site living:** Owner-operators of small hospitality properties enjoy a substantial operational and financial advantage when they live on site. Response time to guest needs is immediate. Security and property oversight are continuous. Seasonal maintenance can be handled without dispatching contractors from distant locations. The presence of the owner is itself a hospitality asset that guests notice and remember.
- **Lifestyle appeal:** A log home on a lakefront property in the Upper Peninsula is not just housing — it is one of the most sought-after lifestyle assets in the Great Lakes region. The character, the craftsmanship, and the aesthetic of a log home speak directly to the buyer profile that is drawn to resort ownership: someone who wants to own a business and a way of life simultaneously.
- **Right-sized footprint:** At approximately 1,600 square feet, the residence is efficient, manageable, and heatable through Upper Peninsula winters without excessive utility costs, while still offering enough space for a couple, small family, or seasonal manager to live comfortably year-round.
- **Two-bath configuration:** The two-bathroom layout adds meaningful comfort and resale value, whether the residence continues to serve as the owner's home or is eventually converted to a premium rental unit, manager's quarters, or hybrid use.

The residence also creates optionality for the buyer. It can remain the owner-operator's home. It can house a full-time property manager if the buyer prefers absentee ownership. It can be repositioned in the future as a premium standalone rental — one of the highest-priced units on the property — should the buyer choose to shift management structure over time.

The Business: Established Booking System, Repeat Clientele, and Documented Income History

A physical property, no matter how attractive, is not a business until it demonstrates the ability to generate income reliably. What makes this offering rare is that it does exactly that — and has been doing so for enough years to establish a documented income history and a base of repeat clientele.

An Established Booking System

The resort operates with a functioning booking system already in place. This is not a minor detail. Building a functional booking infrastructure from scratch — reservation software, calendar management, payment processing, guest communication workflows, deposit and cancellation policies, cleaning and turnover scheduling, and integration with the marketing funnel — is one of the least glamorous and most time-consuming parts of launching a hospitality business.

Here, that work is done. The buyer inherits a system that has been refined by real-world use, corrected through actual guest feedback, and integrated with the operational rhythm of the property. That represents an immediate reduction in launch risk and a meaningful acceleration of the buyer's timeline to full operation.

A Repeat Clientele Base

Perhaps the single most valuable asset in the entire acquisition is the repeat clientele base — the returning families, fishing groups, retirees, and long-term customers who book their weeks year after year. In the hospitality industry, repeat guests are worth many multiples of first-time bookings. They cost nothing to acquire, they book earlier in the season, they are less price-sensitive, they generate word-of-mouth referrals, and they insulate the business from marketing volatility.

At this property, the repeat clientele base is not incidental. It is a core structural asset that translates directly into forward-year booking visibility. When a new owner takes possession, they are not starting with an empty calendar and a hope that guests will find them. They are inheriting a calendar that fills itself, driven by families who have been returning to this stretch of shoreline for years.

That kind of loyalty is a moat. It cannot be manufactured overnight, and it cannot be reproduced by a well-funded competitor opening down the road. It has to be earned, one guest at a time, over years — and here, the earning has already been done.

Documented Income History and Stable Seasonal Demand

The offering comes with a documented income history — an actual paper trail of financial performance across previous seasons — showing consistent, stable revenue with the seasonal demand pattern typical of a productive Upper Peninsula lake resort.

That documentation matters enormously to a serious buyer, and it matters to a lender. Financing a going-concern hospitality business is fundamentally different from financing a startup or a raw land deal. With verifiable historical income, buyers can pursue SBA financing, seller financing structures, commercial mortgage products, or private lending arrangements that would be unavailable for an unproven venture.

The seasonal demand profile is:

- **Peak summer:** Strong occupancy during summer months when fishing, boating, swimming, and family lake vacations dominate the region's tourism calendar. This period generates the majority of annual revenue and typically operates at or near capacity for many weeks.
- **Active winter:** Supplemental winter rental demand, driven by ice fishing, snowmobiling, and the growing four-season tourism economy of the Manistique Lakes region. Winter is not the primary revenue driver, but it is a genuine and documented contribution to annual gross rents — a contribution that many competing lakefront properties either do not develop or cannot access.

- **Shoulder seasons:** Spring and fall represent both existing revenue and clear upside opportunity, discussed in detail in the growth section below.

Established Expense Structure and Operational Continuity

The offering includes an established expense structure — meaning the buyer does not have to guess at operating costs. Utilities, property taxes, insurance, cleaning, maintenance, marketing, licensing, and supply purchases have been running through the property for years, and those numbers are known.

This visibility is one of the strongest arguments for buying an established business over building a new one. A new-build operator has to model expenses from industry benchmarks and hope reality cooperates. Here, the buyer inherits a real budget and can underwrite the acquisition against known cash flows.

Operational continuity is also part of the package. The systems, processes, vendor relationships, and knowledge that make the resort run smoothly do not have to be reinvented. The buyer steps into a business that is already running — and can focus their energy on growth, improvement, and personalization rather than on setup.

Growth Runway: Multiple Avenues for Revenue Expansion

The current business is profitable, stable, and cash-flow positive. That would be reason enough to consider the acquisition. But what elevates this opportunity from good to genuinely rare is the growth runway that comes with it — multiple, credible, and immediately actionable pathways to expand revenue for a buyer prepared to invest thoughtfully in the business.

Let's walk through the most substantial ones.

1. Rate Optimization

The Manistique Lakes region has experienced sustained growth in tourism demand, and short-term rental pricing across the Upper Peninsula lakefront market has moved materially upward over the past several years. A buyer conducting a thorough rate audit — comparing current cabin rates to competing properties on comparable inland lakes, benchmarking against short-term rental platforms, and identifying under-priced weeks in the calendar — will very likely find room to raise rates without materially reducing occupancy.

Rate optimization is the single highest-leverage growth lever in a stable hospitality business. It requires no capital investment, no construction, and no additional operational overhead. It simply requires disciplined market analysis and the willingness to adjust pricing to reflect current market realities. On a business of this scale, even modest rate increases across an eleven-cabin operation can produce a significant gain in gross annual revenue.

2. Shoulder Season Development

Spring (May and early June, ice-out through the walleye opener and into early summer) and fall (September through leaf season and into hunting season) are genuine growth zones for this business.

Consider the natural draws already present in the region during these months:

- **May and June:** Michigan's walleye season opens May 15, drawing serious anglers to the lake. Smelt dipping runs occur in April and May. Morel mushroom hunting peaks in May. Spring wildflower blooms and bird migration attract naturalists.
- **September and October:** Peak fall color season, prime waterfowl and small game hunting, whitetail deer archery season starting October 1, cooler-weather fishing for walleye and perch, and the popular Curtis Fall Festival on the first Saturday of October ([Curtis Chamber of Commerce](#)).

The infrastructure and demand for shoulder-season occupancy exists in the region. What is required to capture more of it is targeted marketing, packaged offerings, and possibly small operational adjustments – extended check-in flexibility, winterization coordination, or partnership arrangements with hunting guides and outfitters. These are lightweight lift items, not capital projects, and they can meaningfully extend the operating season and lift annual revenue.

3. Winter Season Expansion

The current business already benefits from active winter rental demand. That said, the winter tourism economy of the Curtis area has been growing, with the region promoting more than 140 miles of groomed snowmobile trails connected to the broader Upper Peninsula trail network, active ice-fishing tournaments including the annual Frostbite Ice Fishing Contest, and increasing awareness of the area as a winter destination ([Islands.com](#)).

A buyer who invests modestly in winter-forward marketing, snowmobile-friendly amenities (secure sled parking, warm-up areas, gear storage), or ice-fishing packages could substantially increase winter occupancy. Given that winter cabin bookings tend to be short-stay and higher-frequency, even a modest lift in winter weeks can produce meaningful incremental revenue against a fixed cost base.

4. Ancillary Revenue Streams

Once the core rental business is optimized, an operator has significant room to introduce ancillary revenue streams that complement the guest experience and increase per-booking revenue. Possibilities include:

- **Boat, kayak, canoe, and paddleboard rentals** to guests who arrive without their own watercraft.
- **Guided fishing services** in partnership with local guides, either as a commissioned referral or through direct offerings.
- **Bait, tackle, and provisions sales** through a small on-site retail component.

- **Firewood, ice, propane, and convenience-item sales** — small-margin but high-frequency purchases that guests appreciate.
- **Private events and small gatherings** — anniversaries, family reunions, small weddings, corporate retreats — that can command premium buyouts of the full property during otherwise mid-week or shoulder periods.
- **Photography, workshop, or retreat hosting** — a lakefront property with eleven cabins is ideally structured to host guided retreats, art workshops, writing groups, or wellness programs during shoulder weeks.

None of these require heroic investment, and any of them can be tested on a small scale before being scaled up.

5. Property Improvements That Justify Rate Increases

Beyond marketing and operational adjustments, targeted capital improvements can materially reposition the property in the marketplace. Possibilities include:

- **Cabin interior refreshes:** upgraded kitchens, modernized bathrooms, refreshed furnishings, quality bedding, quiet HVAC.
- **Wi-Fi and connectivity upgrades** — increasingly non-negotiable for guests, including remote workers who want to extend stays.
- **Outdoor amenities:** fire pits, screened porches, private grills, hot tubs (where feasible), improved dock and swim areas.
- **Landscape and shoreline work:** cleaner sight lines, better outdoor gathering spaces, night lighting for pathways.
- **Common amenities:** a small pavilion, playground, or lakefront gathering space that supports family groups and reunions.

Each improvement supports a rate increase, a rating boost on booking platforms, and higher rebooking probability. Improvements can be sequenced across multiple off-seasons, matching capital deployment to cash flow.

6. Digital Marketing and Distribution Expansion

Many long-standing family-owned resorts in the Upper Peninsula are heavily reliant on repeat guests and word-of-mouth, with limited investment in modern digital marketing infrastructure. That represents a legitimate growth lever for an incoming operator with the skills or willingness to hire out professional marketing support.

Opportunities include:

- A modern, mobile-optimized website with strong lakefront photography and clear booking flow.
- Active presence on the major short-term rental platforms — with the caveat that the weekly rental model may still favor direct booking over nightly platform reliance.

- Social media presence highlighting lake life, seasonal activities, guest stories, and the four-season nature of the property. (This aligns particularly well with Facebook marketing, which remains dominant in the Upper Peninsula tourism market.)
- Email marketing to the existing repeat-guest list – a low-cost, high-impact channel that many small resorts underutilize.
- Search engine optimization targeting "Curtis Michigan cabin rental," "South Manistique Lake resort," "Upper Peninsula fishing cabin," and related high-intent search terms.
- Partnerships with regional tourism boards, chambers of commerce, and Pure Michigan tourism campaigns.

Marketing improvements often produce the fastest return on invested effort, because they multiply the value of assets – cabins, shoreline, guest experience – that already exist and are already producing.

7. Potential for Expansion of the Physical Footprint

With 3.75 acres of land, there is meaningful room to expand the physical footprint of the resort – additional cabins, a lodge or gathering building, additional amenities – subject to township zoning, county permitting, and DEQ shoreline protection review. A buyer would want to consult with local planning authorities early to understand what expansion opportunities the parcel supports, but the raw land base clearly exists.

Any future expansion would sit on top of an established operating business, which meaningfully de-risks the investment compared to a ground-up new development.

Who This Property Is For

Not every buyer is right for every property. This offering has a specific profile of prospective owners for whom it represents a genuinely exceptional fit.

The Investor Buyer

For an investor building a portfolio of income-producing hospitality assets, this resort offers rare combined characteristics: waterfront scarcity, four-season demand, an established operating history, and multiple credible growth levers. It represents a diversified real estate holding – land value, water frontage value, business value, and lifestyle value – all in a single acquisition.

For investors focused on cash flow, the documented income history provides underwriting visibility that few speculative real estate plays can match. For investors focused on appreciation, the underlying land and water frontage represent one of the more defensible asset classes in Michigan real estate: inland lakefront supply is fixed, demand continues to grow, and productive lakes with strong tourism identities appreciate over long horizons.

The Owner-Operator Family

For a family looking to acquire and operate a hospitality business — often a life-stage transition purchase for buyers exiting corporate careers or established professions — this property offers everything the owner-operator dream typically requires. There is a home on site (the log residence), an income-producing business that can support the household, a physical setting of extraordinary quality, and a community context (the village of Curtis and the broader Manistique Lakes region) that welcomes small hospitality operators.

The eleven-cabin scale is particularly well matched to owner-operator management. It is large enough to justify the investment and support a family income. It is small enough to remain personal — small enough that the owner can genuinely know guests, remember their names, and deliver the individualized hospitality that repeat-visit resort businesses are built on.

The Legacy Buyer

For families with multi-generational interests — a property that can serve as a summer gathering place, a business that can be handed down, and an asset base that anchors a family's presence in a specific region — this resort offers something increasingly rare: a genuine legacy property with an established identity, meaningful commercial value, and enough scale to support family use alongside commercial operation.

The two-bedroom log home offers the family's own private space. The rental cabins offer overflow accommodations during peak family gatherings, in addition to their year-round income potential. The shoreline offers the kind of setting where children learn to fish, families mark milestones, and a family's identity becomes woven into a specific piece of geography.

The Entrepreneur With a Vision

For a buyer with vision and appetite for growth — someone who sees the current business as a strong foundation but is energized by the multiple avenues for revenue expansion — this property offers meaningful upside. The growth levers described above are real, they are actionable, and they are largely low-capital in nature. An entrepreneurial operator can materially transform the top line and the bottom line of this business without heroic capital investment, and can do so while operating from a position of stable existing cash flow.

Why Timing Matters

Real estate markets, and lakefront hospitality assets in particular, move in cycles — but the underlying scarcity of productive Upper Peninsula lakefront does not. Several forces converge to make the present a particularly compelling moment to acquire this kind of asset.

Post-pandemic tourism has permanently repriced short-drive, drive-to destinations. Upper Peninsula lake vacations, once a regional Midwest tradition, have found new audiences from broader geographies as travelers have become more comfortable with domestic drive-to travel and more aware of the alternatives to crowded coastal destinations. That expanded audience is not going backward.

Remote and hybrid work has extended the window during which guests can consider longer stays. A guest who once had to compress a family vacation into seven days can now, in many cases, extend to ten days or two weeks, working remotely for part of the stay. That extends per-guest revenue potential and creates opportunity in traditionally weaker weeks.

The Manistique Lakes region has been building tourism awareness across new channels. Regional publications, national tourism roundups, and outdoor media have been highlighting the Manistique Lakes and Curtis as a destination, feeding a broader audience into the local market ([Islands.com](https://islands.com)).

Small hospitality assets like this one rarely come to market. Multi-cabin lakefront resorts with genuine operating history are typically held long-term by families, passed down through generations, or sold quietly within a network of interested parties. When a property of this scale does come publicly to market, it typically transacts quickly – because the buyer pool that recognizes the opportunity moves decisively.

The confluence of durable demand, real income visibility, tangible growth levers, and genuine asset scarcity is what makes this an opportunity worth serious consideration.

The Case for This Resort in One Frame

Step back and consider what is on the table.

You are looking at 3.75 acres of lakefront land on one of the premier inland lakes of Michigan's Upper Peninsula – 400 feet of continuous water frontage on a 4,000-acre fishery known for walleye, bass, pike, muskie, panfish, and family-friendly swimming water ([Curtis Area Chamber of Commerce](#)). You are looking at eleven fully operational rental cabins already generating income under a proven weekly-rental model. You are looking at a two-bedroom, two-bathroom log home to serve as the owner's residence, positioned on one of the most desirable pieces of lakefront in the region. You are looking at an established booking system, a repeat clientele base, a documented income history, and an operational structure that runs.

You are looking at all of that in a region that draws visitors across all four seasons – a region that anchors the largest inland lake complex in the Upper Peninsula, with more than 20,000 acres of connected water, and a village hospitality economy that has been welcoming vacationers for three-quarters of a century ([Curtis Area Chamber of Commerce](#)).

You are looking at a business with credible, documented, actionable pathways to grow – through rate optimization, shoulder season development, winter season expansion, ancillary revenue streams, targeted capital improvements, and modern digital marketing. And you are looking at all of it packaged as a turnkey acquisition, meaning you can step in on day one and continue operating a business that already works – while working the growth plan on your own timeline.

This is not a speculative development project. This is not a raw land parcel with a business plan attached. This is not a wishful hospitality thesis waiting for validation. This is an operating resort – with land, water, buildings, guests, income, and structure already in place – for sale.

Frequently Considered Questions

Is the business truly turnkey?

Yes. The property includes eleven fully operational rental cabins, an established booking system, a repeat clientele base, an established expense structure, and documented operational continuity. A qualified buyer can step into operations on closing and continue the business without interruption.

What is the seasonal revenue split?

Peak summer months anchor the majority of annual revenue, with strong occupancy through the summer season. Winter contributes meaningful supplemental revenue driven by ice fishing, snowmobiling, and cold-weather tourism. Shoulder seasons (spring and fall) currently contribute a smaller share of revenue and represent the clearest immediate growth opportunity. Full financial details are available under appropriate confidentiality for qualified buyers.

What is included in the sale?

The offering includes the 3.75-acre lakefront parcel with 400 feet of shoreline, eleven rental cabins with associated furnishings and operating equipment, the two-bedroom, two-bathroom log home serving as the owner's residence, and the operating business – including the booking system, existing forward bookings, guest lists, and operational systems. Specific inventory of furnishings, equipment, and included personal property is available in the detailed offering materials.

Is seller financing available?

Financing structure is a matter for direct negotiation between qualified buyers and the seller. Traditional commercial mortgage financing, SBA financing, and various seller financing structures are all worth exploring based on buyer profile and terms.

What are the property's utility and infrastructure characteristics?

Water, septic, electrical, and heating systems are all in place and operational. Details on well capacity, septic configuration, cabin heating systems, and other infrastructure are available through the offering materials and standard due diligence.

Is a management transition period available?

Reasonable transition support from the current owner can be arranged and is typical in acquisitions of this type. Knowledge transfer covering the booking system, vendor relationships, seasonal operational rhythms, and guest history is one of the highest-value forms of due diligence a buyer can pursue, and structured transitions are strongly encouraged.

What kind of buyer profile is best positioned to succeed here?

Owner-operator families, small hospitality investors, entrepreneurial buyers with growth appetite, and legacy-focused family buyers are all natural fits. The scale is large enough to justify serious investment and small enough to remain personally manageable – which is precisely the profile that has historically worked well in the Manistique Lakes resort market.

Next Steps

The properties that come along on this scale, in this setting, with this operating profile, do not repeat themselves. Serious inquiries are welcomed from qualified buyers prepared to conduct meaningful due diligence.

The natural next steps for a qualified prospective buyer include:

1. **Confidentiality-protected review of detailed financial and operational information**, including specific income and expense history, cabin-by-cabin performance data, seasonal booking patterns, and complete property specifications.
2. **A private on-site tour of the resort**, ideally scheduled during a period when the property can be experienced in its operating rhythm – allowing the buyer to see the cabins, walk the shoreline, meet the current operator, and understand the operational reality of running the business.
3. **Discussion of transaction structure**, including price, financing considerations, transition support, and closing timeline.
4. **Coordinated due diligence**, including title review, environmental assessments consistent with a commercial lakefront transaction, physical inspections of the cabins and residence, and any specialized reviews the buyer's advisors recommend.
5. **Definitive purchase agreement**, negotiated with appropriate professional representation on both sides.

Buyers should be prepared to move with focus. The combination of characteristics that this property offers – waterfront scarcity, operating history, growth potential, and lifestyle appeal – attracts a specific and sometimes overlapping buyer pool, and the property is expected to generate meaningful interest.

A Closing Thought

There is a way to think about a property like this that goes beyond the financial framework, and it is worth stating plainly.

The Upper Peninsula has a way of getting into people. The morning fog lifting off the lake, the loons calling before sunrise, the way a walleye takes a jig in twelve feet of water on a still June evening, the smell of wood smoke drifting between cabins on a cool August night – these are not marketing lines. They are the actual texture of what life is like on South Manistique Lake, and they are what has kept families returning to the Manistique Lakes for seventy-five years and counting.

The right buyer for this property is not just acquiring an income stream, though the income stream is real and documented. They are not just acquiring lakefront real estate, though the real estate is scarce and appreciating. They are stepping into a role – the steward of a piece of shoreline, the host of returning families, the keeper of a small business that has become part of the fabric of a place. It is a role with real work in it, real seasonal rhythms, and real satisfaction of a kind that not every business can offer.

For the buyer who recognizes what this represents, and who is ready to take on that role, this resort is more than an opportunity. It is a doorway into a way of life, a legacy business, and a piece of the Upper Peninsula that will pay dividends — financial, personal, and generational — for decades to come.

The rare combination on display here is worth restating one final time. Waterfront supply on productive Upper Peninsula inland lakes is fixed and diminishing in availability with each private sale that removes another parcel from future circulation. Multi-cabin resorts with documented operating histories and repeat clientele bases are held for generations by the families who built them, and only occasionally do they come publicly to market. When those two elements — scarce lakefront and a genuine operating business — combine on a single parcel, priced and presented as a going concern with room to grow, the market pays attention. This is one of those moments.

Whether you are an investor searching for a diversified hospitality holding, a family ready to write a new chapter of ownership and stewardship, or an entrepreneur eager to bring modern marketing energy to a business with strong roots, the invitation is the same: come and see the property, review the operating numbers, walk the shoreline, and consider what it would mean to make South Manistique Lake the setting for the next phase of your work and life.

Serious inquiries are invited.

This document is intended as a marketing overview of a private commercial real estate offering. All statements regarding financial performance, operational history, physical characteristics, and future potential are subject to verification through standard due diligence. Prospective buyers are encouraged to engage qualified legal, financial, tax, and inspection advisors before making any purchase decision. Property descriptions are believed to be accurate but are not warranted. Nothing in this document constitutes an offer to sell securities or an offer to enter into a binding contract; any transaction shall be governed by a definitive written purchase agreement between buyer and seller.