

## **First Street Beach Named “Best Lake Beach” in the Nation by USA TODAY 10Best Readers’ Choice Awards**

MANISTEE, Mich. (June 3, 2026) — Manistee’s iconic First Street Beach has earned national recognition once again, being named Best Lake Beach in the nation by the *USA TODAY* 10Best Readers’ Choice Awards. The honor places First Street Beach at the top of one of the country’s most competitive travel categories, celebrating standout freshwater beaches from across the United States.

Located along the shores of Lake Michigan, First Street Beach has become one of Michigan’s most celebrated beach destinations, known for its expansive shoreline, accessible amenities, family-friendly atmosphere and unforgettable sunsets. (Did we mention the nostalgic and fun 16-foot slides that have been around for decades?)

“This recognition is a tremendous honor not only for First Street Beach, but for our entire community,” said Sammie Lukaskiewicz, executive director of the Manistee County Tourism Authority. “People who visit First Street Beach quickly understand why it stands out. It offers the beauty and power of Lake Michigan, paired with amenities, accessibility, recreation and a welcoming atmosphere that creates lasting memories. To be recognized as the nation’s ‘Best Lake Beach’ is something our residents, businesses and visitors can all celebrate.”

First Street Beach features free parking, accessible facilities, picnic shelters, playgrounds, volleyball courts, a beach slide, nearby recreational amenities and direct access to the scenic Manistee Riverwalk. The beach also sits adjacent to parks, sports facilities and waterfront lodging, making it a destination for day visitors, tourists with extended stays and residents.

The USA TODAY 10Best Readers’ Choice Awards begin with nominations from a panel of travel experts before public voting determines the final rankings. The award highlights destinations that deliver exceptional visitor experiences and resonate strongly with travelers nationwide.

Other lake beaches in the running included those in Minnesota, Ohio, Washington, North Carolina, New York, Illinois, Wisconsin, Vermont, Virginia, New Hampshire, Indiana and Arizona.

The recognition continues Manistee’s growing reputation as one of the premier freshwater destinations in the Midwest and reinforces Lake Michigan’s role as one of the region’s defining tourism assets.

“First Street Beach belongs to everyone who has cast a vote, shared a photo, welcomed visitors, cleaned the shoreline, improved amenities or simply spent a summer evening watching the sunset,” Lukaskiewicz said. “This award reflects a community that deeply values its waterfront.”



310 First Street | PO Box 13 • Manistee, MI. 49660 • (231) 398-9355 • [VisitManistee.com](http://VisitManistee.com)

For more information or to plan your visit, go to [www.VisitManisteeCounty.com](http://www.VisitManisteeCounty.com).

***About Manistee County Tourism Authority***

*The Manistee County Tourism Authority through its Manistee Tourism brand, is a private, not-for-profit organization whose mission is to enhance Manistee County's position as a premier northern Michigan travel destination. Formerly known as the Manistee County Convention and Visitors Bureau, the organization leads in the development and promotion of a prosperous tourism economy through marketing, education and collaboration.*

# # #

**Photos and video of First Street Beach can be downloaded for media use at**

[https://drive.google.com/drive/folders/1a6KdJ\\_yHkvkAx6k-JzT5DxOvT3DmsMtj?usp=sharing](https://drive.google.com/drive/folders/1a6KdJ_yHkvkAx6k-JzT5DxOvT3DmsMtj?usp=sharing)

**Media Contact: Sammie Lukaskiewicz, Executive Director**  
**Manistee County Tourism Authority**  
**o: (231) 398-9355**  
**e: [sammie@visitmanisteecounty.com](mailto:sammie@visitmanisteecounty.com)**