

Multi-Million Dollar Enhancement Of Lobby Complete At The Naples Beach Hotel & Golf Club



NAPLES, Fla. (September 2005) - The \$6 million enhancement of the lobby at The Naples Beach Hotel & Golf Club is now complete, according to General Manager Jim Gunderson. The new lobby now provides stunning views of the Gulf of Mexico, thanks to the addition of large windows across the back wall. It also has all new furnishings, a large seawater aquarium, a Florida keystone fireplace, a raised ceiling with a clerestory, and a new Lobby Bar. With indoor seating, as well as an outdoor terrace, the new Lobby Bar provides an additional place to view an amazing Southwest Florida sunset. In addition to the lobby, the resort also has a newly designed and expanded entrance, which provides a beautiful new sense of arrival. The remodeling of the lobby is the last part of a 5-year, \$40 million enhancement and expansion at the resort.

While the focal point of the redesigned lobby is on the view of the Gulf, the new décor is equally impressive. The upper level of the lobby features new hardwood floors, and a colorful seawater aquarium. Upon stepping down to the lobby's carpeted area, guests enjoy intimate seating areas with new furnishings, as well as the striking Florida keystone fireplace, and custom artwork by local artists. A variety of tropical colors permeate the new lobby, with natural wood accents evident throughout.

The lower level of the lobby houses the Lobby Bar, where guests or locals can meet with friends before or after dinner. Adjacent to the Lobby Bar is the new outdoor terrace, which also has seating and beverage service.

"Our guests and groups will love the bright new look of the lobby," said Gunderson. "It's a dramatic change that provides an incredible view of the Gulf, and a very welcoming ambiance."

The remodeling of the lobby at The Naples Beach Hotel & Golf Club is the last component of a 5-year, \$40 million enhancement and expansion. Recent improvements have included redecorating the resort's 318 guest rooms, remodeling guest room corridors, pool enhancements, and the opening in 2000 of the resort's 74,000-square-foot Clubhouse and Spa.

The Naples Beach Hotel & Golf Club is Naples' only beachfront resort offering on-site golf, tennis and spa. The 125-acre resort features 318 tastefully appointed rooms and suites; 1,000 feet of pristine white-sand beach on the Gulf of Mexico; an on-site 18-hole championship golf course that was named "Best Public Course in Southwest Florida" by the readers of Gulfshore Life, and "Best in Naples" by The Naples Daily News; an award-winning Tennis Center with six Har-Tru tennis courts; and 34,000 square feet of conference and event space.

Other resort offerings include a world-class Spa; a complete Fitness Center; Beach Klub 4 Kids, a complimentary recreational program for children ages five to 12; and an Orchid House, which is home to over 5,000 tropical plants. In addition, guests can take advantage of four great restaurants including HB's on the Gulf, Naples' only beachfront restaurant.

The Naples Beach Hotel & Golf Club is an award-winning property that recently captured Successful Meetings magazine's "Pinnacle Award," Meeting News magazine's "Planner's Choice Award," Medical Meetings magazine's "Merit & Distinction Award," and ConventionSouth magazine's "Readers' Choice Award." Owned and operated by the Watkins' family for 59 years, the resort is located at 851 Gulf Shore Boulevard North in Naples. For more information, call (800) 237-7600 or (239) 261-2222.

P.R. Contact: Karen Lamonica at (407) 788-7070