

The Naples Beach Hotel & Golf Club Captures Prestigious "Pinnacle Award"

NAPLES, Fla. (August 2006) - The Naples Beach Hotel & Golf Club has received another prestigious award from the meetings industry, Successful Meetings magazine's 2006 Pinnacle Award. This marks the third consecutive year the resort has captured the honor, according to Jim Gunderson, general manager of the 318-room resort, Naples' only beachfront resort offering on-site championship golf, tennis and spa.

Considered one of the most prestigious awards in the industry, the Pinnacle Award is given only to those hotels and resorts that represent the highest standards of excellence. The publication's 72,000 readers, mostly corporate and association meeting planners, based their selection on: overall service, meeting rooms and equipment, recreation facilities, quality of food and beverage, exhibit space, accessibility and social consciousness.

"Consistently receiving this honor recognizes that The Naples Beach Hotel & Golf Club is a wonderful choice for meetings, incentive groups and conventions," said Gunderson. "Not only does the resort have exceptional offerings and a great location, but we provide first-class service too."

The Naples Beach Hotel & Golf Club was also recently honored with Meeting News' "Planner's Choice Award," Medical Meetings magazine's "Merit & Distinction Award," ConventionSouth magazine's "Readers' Choice Award," and Corporate & Incentive Travel's "Greens of Distinction Award."

Featuring 34,000 square feet of conference and event space, the resort completed a \$6 million enhancement of its lobby in Fall 2005, which included the addition of large windows along the west wall to provide a stunning view of the Gulf of Mexico. The remodeling of the lobby was the last part of a 5-year, \$40 million enhancement and expansion. Recent improvements included redecorating the hotel's 318 guest rooms, remodeling guest room corridors, pool enhancements, and the opening in 2000 of the resort's Clubhouse and Spa.

The Naples Beach Hotel & Golf Club, owned and operated by the Watkins family for 60 years, combines impressive meeting capabilities with exceptional recreational offerings in a world-class destination. The resort, which occupies 125 acres with 1,000 feet of white sand beach on the Gulf of Mexico, features a wealth of recreational amenities. Amenities include: a challenging on-site 18-hole, par 72 PGA championship golf course; a world-class Spa and complete Fitness Center; a large beachfront swimming pool; an award-winning Tennis Center with six Har-Tru courts; Beach Klub 4 Kids, a complimentary recreational program for children ages five to 12; and an Orchid House, 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, featuring fresh regional seafood and beautiful views of the sunset, and Broadwell's, located on the ground floor of the resort's Clubhouse overlooking the golf course. The resort also features three bars, including the popular Sunset Beach Bar.

The resort is ideally located just blocks from the fashionable 5th Avenue and historic 3rd Street shopping districts. Venetian Village, Waterside Shops, Bayfront and Tin City are also only minutes away.

The Naples Beach Hotel & Golf Club is located at 851 Gulf Shore Blvd. North. For more information, call (800) 237-7600 or (239) 261-2222.

ATTENTION MEDIA: Photos of the resort that can be downloaded are available at <http://www.naplesbeachhotel.com/news/pressroom.htm>.

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