

The Naples Beach Hotel & Golf Club Completes The Remodeling of Rooms & Suites in Two Buildings

NAPLES, Fla. (November 2006) - The 125-acre Naples Beach Hotel & Golf Club has completed the remodeling of the guest rooms and suites in two of its six wings. The 35 guest rooms and suites in the resort's Florida Wing now feature all-new furniture, new soft goods, and new paint in serene tropical colors. The suites in the beachfront resort's Cabana Wing now feature new tile, and redesigned and larger bathrooms. All of the remodeled rooms and suites feature southwest Florida décor, according to Jim Gunderson, general manager of the 318-room resort, which is Southwest Florida's only beachfront resort to feature an on-site championship golf course, world-class spa, and award-winning tennis center.

These latest improvements follow a five-year, \$40 million enhancement and expansion, which was completed in 2005. That project included a \$6 million remodeling of the lobby so that it now provides a stunning view of the Gulf of Mexico.

Featuring 34,000 square feet of meeting and event space, the resort is a consistent recipient of such industry awards as Successful Meetings magazine's "Pinnacle Award," Meeting News' "Planner's Choice Award," ConventionSouth magazine's "Readers' Choice Award," and Corporate & Incentive Travel's "Greens of Distinction Award."

Owned and operated by the locally based Watkins family for 60 years, The Naples Beach Hotel & Golf Club 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's Seminole Store serves deli sandwiches, ice cream, gourmet coffees and a variety of freshly baked pizza, pastries and desserts in a café atmosphere. In addition, the resort features three bars, including the popular Sunset Beach Bar, which is consistently named "Best Place To View A Southwest Florida Sunset" and was named "Naples' Best Beach Bar" by the Travel Channel.

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.

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