

Special "Fall Value Rates" Available At The Naples Beach Hotel & Golf Club

NAPLES, Fla. (September 2006) - Want to experience exclusive Naples, Florida, but don't think that you can afford it? Think again. The Naples Beach Hotel & Golf Club, an impressive 125-acre resort that overlooks the Gulf of Mexico and which features an enviable location just blocks from Naples' famous shopping districts, is offering special "Fall Value Rates" starting at \$229 per room, per night.

In addition to accommodations, the rate also includes two reserved beach chairs, unlimited tennis, access to the resort's world-class Spa and complete Fitness Center (with use of the exercise room, whirlpool, sauna and steam room), valet parking, afternoon tea and cookies at 4 p.m. daily, and admission for children ages five to 12 in the morning activities of the Beach Klub 4 Kids supervised child activity program. The "Fall Value Rates" are available October 7-December 21, 2006, according to Jim Gunderson, general manager of the landmark family-owned resort.

Taking advantage of the special rate provides the opportunity to experience Naples' only beachfront resort offering on-site championship golf, a world-class spa, and complete tennis center. The Travel Channel named Naples' beach "America's Best All-Around Beach" in 2005, and The Naples Beach Hotel & Golf Club has 1,000 feet of the pristine white-sand beach.

The resort, which recently completed a five-year \$40 million enhancement, offers a wealth of additional amenities that include a beachfront swimming pool, six Har-Tru courts at its Tennis Center, and an Orchid House. The Spa offers an array of massage services, body treatments, skincare services, hydrotherapy, and salon services.

Dining options include HB's on the Gulf, Naples' only beachfront restaurant, featuring fresh regional seafood and beautiful sunset views, and Broadwell's, overlooking the resort's golf course. Another "must do" at the resort is to experience the hotel's popular Sunset Beach Bar, named "Best Place To Catch A Southwest Florida Sunset" by Gulfshore Life magazine and "Naples' Best Beach Bar" by the Travel Channel.

Guest rooms and suites are tastefully decorated, all with furnished balconies overlooking the Gulf, the lush grounds, or scenic golf course. Standard amenities include large closets, in-room refrigerator, two telephones with voicemail, modem access, iron and ironing board, hairdryer, in-room safe, cable television, climate control, and security keycards. High-speed wireless Internet access is also available.

Conveniently located just blocks from the fashionable 5th Avenue and historic 3rd Street shopping districts, the resort is also within minutes of Venetian Village, Waterside Shops, Bayfront and Tin City.

Owned and operated by the Watkins family for 60 years, the resort has a rich history in Southwest Florida. Providing a comfortable, friendly atmosphere with impeccable service and first-class amenities, the resort is an exceptional tropical getaway. For more information or reservations, call

1-800-237-7600 or 239-261-2222.

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