

## The Naples Beach Hotel & Golf Club's Course Named As "Naples' Favorite"

NAPLES, Fla. (April, 2007) - The Naples Beach Hotel & Golf Club has received The Naples Daily News' "News Readers' Choice Award" as having "Naples' Favorite Public Golf Course." The "Champion Award" (1st Place) was based upon votes by readers of the newspaper, and was presented to Jim Gunderson, general manager of the 125-acre beachfront resort.

Always a local favorite, the landmark par 72 course is Naples' original championship course, as it was first built in 1930. The course was purchased and restored in 1946 by Henry B. Watkins Sr., who paired it with The Beach Club to create a new beach resort called The Naples Beach Hotel & Golf Club. Redesigned by Mark Mahannah in 1948, it was again redesigned by Ron Garl in 1980, 1993 and 1998. The course also has received many enhancements over the years with the addition of hundreds of flowering trees and native palms.

In addition to the 6,448-yard championship course, the resort features such other golf offerings as a full-service pro shop, warm-up range, a short game area, an oversized putting green, locker rooms, steam room, saunas, whirlpools, and a PGA-accredited golf school.

"We know how important our local members and the local residents are to the resort and golf course," said Gunderson. "So we're always very honored when our course is recognized as being the favorite course of the local community. We know that we've been successful for so many years because of the local support, so we're particularly appreciative that we continue to receive this honor."

This is the latest award bestowed on the resort, which also has been the recipient of such recent distinctions as Golfweek's list of the "Best Resort Courses," Successful Meetings' "Pinnacle Award," Association Meetings magazine's "Inner Circle Award," Corporate & Incentive Travel magazine's "Award of Excellence," 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 Watkins family for 60 years, the 318-room resort features the 18-hole championship golf course, 1,000 feet of pristine white-sand beach, a beachfront swimming pool, an award-winning Tennis Center with six Har-Tru tennis courts, a world-class Spa, a Fitness Center, Beach Klub 4 Kids, an Orchid House, and 34,000 square feet of meeting space. In addition, the resort features seven restaurants and lounges, including the beachfront HB's on the Gulf and the popular Sunset Beach Bar.

Providing a comfortable, friendly atmosphere with impeccable service and first-class amenities, the resort is Southwest Florida's only resort directly on the beach that offers on-site championship golf, a world-class spa, and award-winning tennis center.

For more information or reservations, call 1-800-237-7600 or 239-261-2222.

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