

The Naples Beach Hotel & Golf Club Offering "Fall & Winter Value Rates" With Many Enticing Value-Added Components. . . The SW Florida Beachfront Resort Has Just Completed

A Multi-Million Dollar Remodeling of All Guest Rooms

NAPLES, FL (November 2009) – Whether you're interested in a beach vacation, a golf getaway, a spa experience, or a shopping excursion, a trip to The Naples Beach Hotel & Golf Club could be just what you're looking for. As Southwest Florida's only resort directly on the beach with an on-site championship golf course, a world-class spa, and an award-winning tennis center, it has long been a popular choice for vacationers. Adding even more to the allure is the fact that the beachfront resort has just completed a multi-million dollar remodeling of all 319 guest rooms and suites.

A great way to experience the newly-renovated resort is by taking advantage of the special "Value Rates" that are now being offered by the 125-acre resort. In addition to accommodations in a newly-remodeled guest room, the special rate 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 special rate is from \$159 per room, per night through December 20, 2009, or from \$289 per room, per night December 21, 2009 – April 11, 2010.

For reservations, or for more information, call 1-800-237-7600 or 239-261-2222, or visit www.NaplesBeachHotel.com.

The resort has just completed a dramatic remodeling and renovation of all 319 guest rooms and suites. The first phase of this multi-million dollar guest room project included new bedding and fabrics, flat-panel televisions, rich new furnishings, and accents in calming tropical shades. This second (and final) phase of this project included totally-remodeled bathrooms in all guest rooms and suites, new carpet in all guest rooms and guest room corridors, and new sliding glass doors in guest rooms and suites.

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The totally-remodeled bathrooms in the guest rooms and suites are larger, with a sizeable new walk-in glass-enclosed shower with striking sea-blue tile. The newly-remodeled bathrooms now feature new double sinks, spacious new vanities, beautiful new tile floors, new fixtures, and vanity mirrors. In addition, another vanity outside of the bathroom (complete with a sink, a large mirror, a vanity mirror, and towels) has been added so that another person can get ready while the bathroom is in use. This remodeling of the bathrooms kicked off in November 2008, and was done in phases so as not to adversely affect guests.

"The resort has invested more than \$16 million on our guest rooms and suites since 2007, and more than \$55 million on enhancements to our resort since 2000," said Jim Gunderson,

general manager of the resort. "We made these investments to ensure we're providing an exceptional experience to all of our guests. With all of these impressive enhancements, it really is like a new resort."

In addition, the resort is nearing completion of its all-new pool complex. The new, much larger, beachfront pool complex is just north of the existing pool area, and features two pools (a free-form pool for families, and a secluded oval-shaped pool for adults), whereas the existing area features just one pool. The area also features two new whirlpools, with one located by the family pool, and the other by the adult pool. There also are eight new cabanas that may be reserved, which provide views of both the pool and the Gulf. The \$5 million pool project also includes new restrooms, new locker facilities, a pool bar with food service, and a new pool shop. Picturesque tall palms encircle this new large pool area, and there is easy access for guests to walk right onto the beach. The pool project will be complete by December 2009. The existing beachfront pool will remain open until the new pool complex is complete.

"Guests will love this new pool complex," said Gunderson. "Not only is it be much larger, with the option of two different pools, and two whirlpools, but it also provides a much better view of the beach than the existing pool area provides."

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Standard offerings in rooms and suites include a private balcony or patio, with a view of the Gulf, lush grounds, or picturesque golf course. Standard amenities include in-room refrigerator, two telephones with voicemail, modem access, iron and ironing board, hairdryer, in-room safe, in-room coffee, climate control, and security keycards. High-speed wireless Internet access is also available.

Owned and operated by the Watkins family for more than 60 years, the resort features an enviable beachfront location in the heart of scenic Olde Naples. Recreational offerings at the 125-acre resort include: 1,000 feet of pristine white-sand beach on the Gulf of Mexico; an on-site par 72 championship golf course; a world-class Spa; complete Fitness Center; the Mary C. Watkins Tennis Center with six Har-Tru courts; Beach Klub 4 Kids, a recreational program for children ages five to 12; and an Orchid House, home to over 3,000 tropical plants.

In addition, guests can take advantage of multiple great restaurants, including the beachfront HB's on the Gulf, the Gulf-view Everglades Room, and the Seminole Store that serves deli sandwiches, ice cream, gourmet coffees, pizza, pastries and desserts. The resort also features three bars, including the popular Sunset Beach Bar, consistently named "Best Place To View A Southwest Florida Sunset."

The resort is just blocks from Naples' renowned shopping districts of fashionable 5th Avenue South and historic 3rd Street South. Venetian Village, Waterside Shops, Bayfront and Tin City are minutes away.

Guests can experience the area by taking tours of the Everglades, Caribbean Gardens, or the Conservancy Nature Center. In addition, boat and fishing trips can be arranged at the hotel. Other leisure time activities can include Naples' wonderful museums, theatres, and art galleries.

"Combine these new offerings at the resort with the fact that The Naples Beach Hotel & Golf Club has everything on-site – the beach, golf, tennis, our world-class spa, great meeting space, and beautiful outdoor Gulf-front venues – and it is an ideal choice for guests," added Gunderson.

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The Naples Beach Hotel & Golf Club is located at 851 Gulf Shore Blvd. North. For information, call 1-800-237-7600 or (239) 261-2222, or visit www.NaplesBeachHotel.com

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NOTE: High-resolution photos of the resort may be downloaded from <http://naplesbeachhotel.com/resort/media/Photos/Photos/viewPhotos.tpl> . Or, photos are available by contacting Karen Lamonica.