

The Naples Beach Hotel & Golf Club Extends Its "10-Carat Meeting Package"

NAPLES, Fla. (March 2006) – What do George W. Bush, Donald Trump, Cher, Sylvester Stallone, Dolly Parton, Jimmy Buffet and The Naples Beach Hotel & Golf Club have in common? They're all turning 60 in 2006. In celebration of its 60th anniversary, which is the diamond anniversary, the renowned beachfront resort has extended the dates for its popular "10-Carat Meeting Package," according to General Manager Jim Gunderson. The 318-room resort features 34,000 square feet of meeting space, and is Naples' only beachfront resort with an on-site championship golf course, world-class spa, and an award-winning tennis center.

Planners who book their 2006 meeting (or a meeting between May 28-September 30, 2007) by June 30, 2006, with a minimum of 15 rooms per night for two nights, can choose three from a list of ten great incentives with the "10-Carat Meeting Package." Options include: a complimentary hour-long welcome reception with full bar and hors d'oeuvres; complimentary access to the resort's world-class spa and health club for your hotel guests; one team-building activity for your group from a list of options; one complimentary room for every 25 paid rooms; complimentary group golf clinic; complimentary group tennis lesson; \$10 credit per room per stay, which can be used in any resort retail or food & beverage outlet; one suite upgrade per night for every 25 rooms per night; one VIP welcome amenity for every 50 rooms occupied; and free guest room Internet access for your entire group.

Planners who book a meeting where more than 50% of your room nights fall during the resort's "Value Dates" can choose six of the incentives.

To take advantage of the "10-Carat Meeting Package," or to inquire about "Value Dates," call (800) 866-1946.

In addition to the special meeting package, the resort is also celebrating its 60th anniversary by providing meeting planners with the chance to win a special diamond. All meeting planners who submit a qualified RFP to the resort in 2006 will be entered into the drawing for the diamond, which will be awarded in January 2007.

Featuring an array of impressive indoor and outdoor venues for groups, The Naples Beach Hotel & Golf Club recently completed a \$6 million enhancement of its lobby, which now provides a stunning view of the Gulf of Mexico thanks to the addition of large windows along the west wall. The lobby remodeling was the last part of a 5-year, \$40 million resort enhancement that included redecorating the guest rooms and suites, and the addition of the 74,000-square-foot Clubhouse and Spa.

Known for its award-winning service and remarkable facilities, The Naples Beach Hotel & Golf Club is a consistent recipient of the top meetings industry awards. The resort recently was honored with Successful Meetings magazine's "Pinnacle Award," Corporate & Incentive Travel magazine's "Award of Excellence," Meeting News' "Planner's Choice Award," Medical Meetings magazine's "Merit & Distinction Award," ConventionSouth magazine's "Readers' Choice Award," and Association Meetings magazine's "Inner Circle Award."

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 vacation destination. The 125-acre resort features a championship golf course; world-class Spa; 1,000 feet of pristine white-sand beach on the Gulf of Mexico; complete Fitness Center; large beachfront swimming pool; 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, which is 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 Naples Beach Hotel & Golf Club is located at 851 Gulf Shore Blvd. North. For more information, call (800) 866-1946

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