

## **The Naples Beach Hotel & Golf Club Offering Special "Value Rates" This Summer & Fall**

NAPLES, FL (August 2008) - Looking for a great deal at a beachfront resort that also features a championship golf course, a world-class spa, and an award-winning tennis center? You should check out the special "Value Rates" being offered by The Naples Beach Hotel & Golf Club. Featuring an impressive setting on the pristine white-sand beaches of the Gulf of Mexico in Southwest Florida, just blocks from Naples' renowned shopping districts, the 125-acre resort recently completed a multi-million dollar renovation of its guest rooms.

The special "Summer Value Rates" start at just \$159 per room, per night Sunday-Thursday, or from \$179 per room, per night on Friday or Saturday, and are available through September 30, 2008. The "Fall Value Rates" start at \$229 per room, per night and are available October 1-December 22, 2008, according to Jim Gunderson, general manager of the family-owned resort.

In addition to accommodations in a newly-remodeled room, The Naples Beach Hotel & Golf Club's "Value Rates" include 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 "Summer Value Rates" include all of these components, plus complimentary greens fees on the resort's championship course (with cart fee additional).

Taking advantage of the rate will provide the opportunity to stay in one of the beautiful new rooms, which now feature new bedding and fabrics, flat-panel televisions and accents in calming tropical shades. It also will enable you to experience Naples' beach, named "America's Best All-Around Beach" by the Travel Channel.

You'll also enjoy golf on the 18-hole course that is consistently voted "Best Public Golf Course in Southwest Florida," as well as an award-winning Tennis Center with six Har-Tru courts; a beachfront pool; and the world-class Spa, which offers an array of massage services, body treatments, and skincare services. The resort also features the Fitness Center; Beach Klub 4 Kids; a salon; and an Orchid House, home to over 3,000 tropical plants.

Dining options include HB's on the Gulf, the city of Naples' only beachfront restaurant, featuring fresh regional seafood and beautiful sunset views, and Broadwell's, overlooking the golf course. Another "must do" is to experience the resort's popular Sunset Beach Bar, named "Naples' Best Beach Bar" by the Travel Channel.

The newly remodeled guest rooms and suites feature furnished balconies or patios overlooking the Gulf, the lush grounds, or scenic golf course. Standard amenities include a new flat-panel television, large closet, in-room refrigerator, two telephones with voicemail, modem access, iron and ironing board, hairdryer, in-room safe, cable television, in-room coffee, climate control, and security keycards. High-speed wireless Internet access is also available.

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

Owned and operated by the Watkins family for over 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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NOTE: High-resolution photos of the resort may be downloaded from <http://naplesbeachhotel.com/resort/media/Photos/Photos/viewPhotos.tpl>

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