

The Naples Beach Hotel & Golf Club In SW Florida To Dramatically Renovate Its Championship Golf Course In 2016

. . . The **AAA Four-Diamond** Resort's Course
Will Be Redesigned by Acclaimed Golf Course Architect **John Sanford**,
In Collaboration with the Legendary **Jack Nicklaus** and **Nicklaus Design**

NAPLES, FL (December 2015) – Not resting on its many laurels, the AAA Four-Diamond **The Naples Beach Hotel & Golf Club** in **Southwest Florida** will dramatically renovate its championship golf course in 2016. The resort has enlisted acclaimed **golf course architect John Sanford** to redesign the entire course, who is designing the new course in collaboration with the legendary **Jack Nicklaus** and **Nicklaus Design**. Significantly, Jack Nicklaus has a **historical tie** with the resort, as he first broke 40 strokes for 9 holes on the resort's course when he was 10, shooting a 37! This, in particular, is what drew Nicklaus to the project, as the scorecard is even displayed in the Jack Nicklaus Museum, which celebrates the career of the person widely regarded as the greatest professional golfer of all time. The resort's current course will remain open until April 10, 2016, with the golf course renovation project slated to begin on **April 11, 2016**. It is anticipated that the course will reopen in late fall 2016. The announcement was made by Henry B. Watkins III, owner of the 125-acre resort.

A consistent recipient of many of the industry's top honors, The Naples Beach Hotel & Golf Club is Southwest Florida's only beachfront resort with an on-site championship golf course, world-class spa, and award-winning tennis center.

Celebrating its **70th anniversary** in 2016, the resort is continually enhancing its many offerings. This major project follows **\$50 million** in impressive renovations and enhancements at the resort over the last few years. This included the replacement of the brick balconies in its main Tower Building with beautiful glass balconies (in November 2015); the renovation of the resort's 319 guest rooms and suites; and the opening (in January 2013) of the new Everglades Room ballroom. In addition, the resort completely renovated its Gulf-side meeting rooms (in 2013); expanded and renovated its popular The Sunset Beach Bar & Grill; and added (in 2010) a beautiful new beachfront pool complex with two pools, two whirlpools, and a pool bar with food service.

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Highly regarded as one of the country's finest golf architects, **John Sanford** is a well-recognized name and leader in the world of golf. Recognitions to his courses include: "2015 Best New Courses in America" by *Golf Digest* and *Golf Magazine*, for Trump Golf Links at Ferry Point (in Ferry Point, New York); "Top 10 Best Municipal Courses in America" by *Golf Magazine* for Trump Golf Links at Ferry Point; "2015 Winner of Egypt's Best Golf Course" by *World Golf Awards*, for Madinat Mikadi Golf Resort (in Egypt); "Top 100 Public Golf Courses in America" and "Top Ten Best New Upscale Public Golf Course In America" by *Golf Digest*, for Granite Links (in Quincy, Massachusetts); "Best New Public Golf Course" by *Florida Golf Magazine* and "Top 10 Best New Courses in America" in 2008 by *Golf Digest*, for Juliette Falls Golf Club (in Dunnellon, Florida); and "Top 20 Best New Courses in America" by *Golf Magazine*, for Madison Green (in West Palm Beach, Florida).

"We are very excited to announce a dramatic and complete renovation of our championship 18-hole golf course. The course is being re-designed by the very talented and acclaimed John Sanford, in collaboration with the greatest player of all time, Jack Nicklaus and his design team," said Henry B. Watkins III. "The totally new, par 71 routing plan will consist of five tees ranging from 4,800 yards to over 6,900 yards. In addition, we have incorporated a 300-yard practice and teaching range. Our guests and golfers will absolutely love the truly beautiful new look of the course."

"The completion of this renovation will bring our golf course in line with the rest of our AAA Four-Diamond resort and enhance the overall guest experience," Watkins added. "The added bonus of having Mr. Nicklaus collaborate on the re-design of the course on which he first broke 40 for nine holes is wonderful and further enriches the deep history of our property."

Rich in hospitality and tradition, The Naples Beach Hotel & Golf Club has resided in Naples since 1946. Owned and operated by the Watkins family for three generations, the resort features: 1,000 feet of soft white-sand beach; the 18-hole championship golf course; a world-class spa; the fitness center; the Mary C. Watkins Tennis Center with six Har-Tru courts; Beach Kids Club, a complimentary daily recreational program for children ages five to 12; an Orchid

House, home to over 3,000 tropical plants; retail shops; and beach rentals.

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A recent recipient of such prestigious meeting industry awards as *Successful Meetings* magazine's acclaimed "Pinnacle Award" for 2015 and *Meetings Focus* magazine's prominent "2015 Best of the South Award," the resort also offers 34,000 square feet of meeting space and a variety of picturesque outdoor venues for receptions and events. Venue options include the 6,283-square-foot River of Grass Ballroom, the Gulf-view The Everglades Room ballroom, the 2,457-square-foot Mangrove Ballroom, and such scenic outdoor venues as the Watkins Lawn.

In addition, the resort features multiple restaurants and lounges. This includes: the signature beachfront restaurant HB's on the Gulf; Broadwell's, providing panoramic views of the golf course; and the Seminole Store, which serves deli sandwiches, ice cream, gourmet coffees and a variety of freshly baked pizza, pastries and desserts in a café atmosphere. The Sunset Beach Bar & Grill has been recognized as the "Best Place To View A Southwest Florida Sunset," and was named "Naples' Best Beach Bar" by Travel Channel.

Guest rooms and suites feature cool tropical color linens, fabrics and carpeting; flat-panel televisions; patio or balcony (with a view of the Gulf, golf course or the lush resort interior); coffee maker; and refrigerator.

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

Guests and groups also can experience the area by taking tours of the Everglades, Naples Zoo at Caribbean Gardens, Corkscrew Swamp, The Botanical Gardens, or the Conservancy Nature Center. Boat and fishing trips also can be arranged at the hotel. Other leisure time activities can include Naples' outstanding museums, theatres, and art galleries.

Providing a comfortable, friendly atmosphere, the resort is an exceptional tropical getaway. Guests always benefit from no resort fees, complimentary self-parking and valet parking, and complimentary access to the resort's fitness center. The resort is located at 851 Gulf Shore Blvd. North in Naples, Florida. Contact the resort at **(800) 237-7600** or **(239) 261-2222**, and visit www.NaplesBeachHotel.com .

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