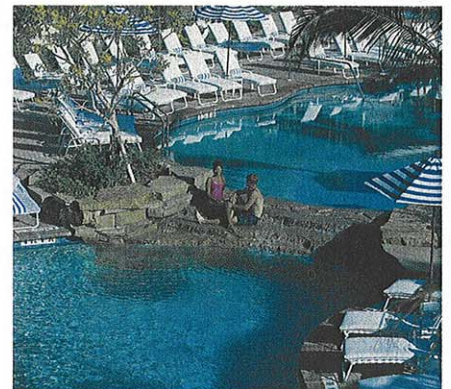
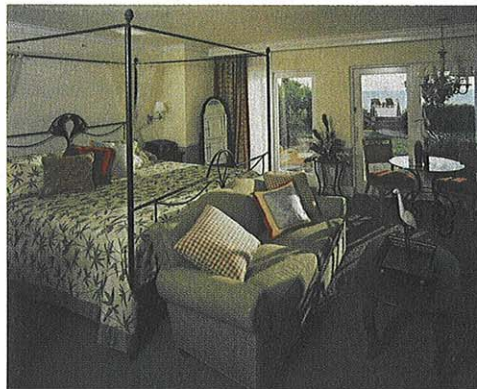
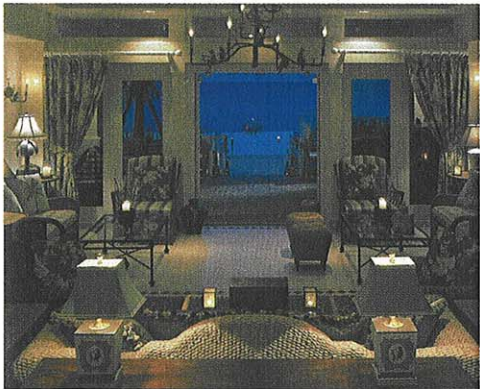
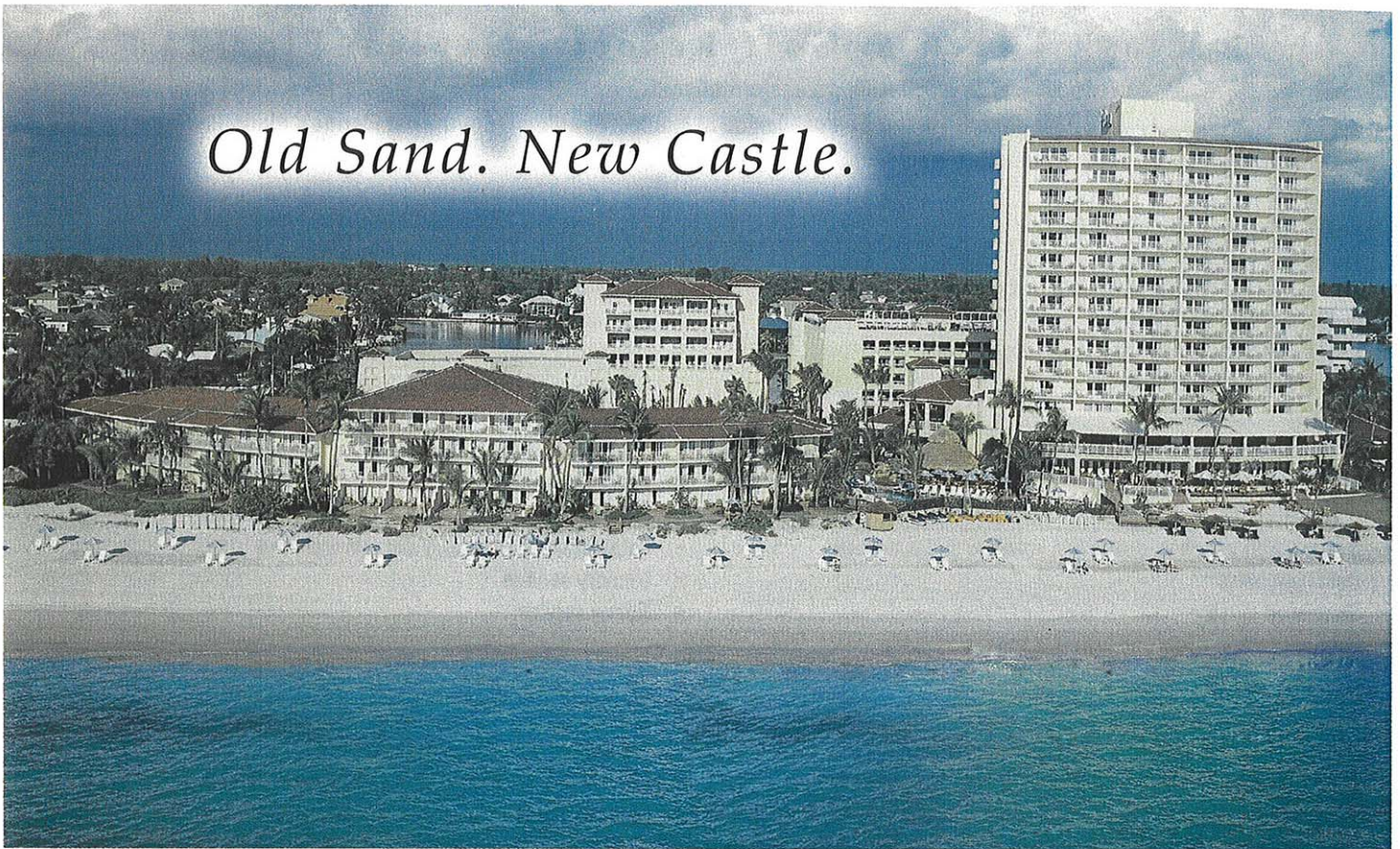


Old Sand. New Castle.



LaPlaya Beach & Golf Resort. *The Essence of Naples, Florida.*

\$50 million resort transformation provides luxurious Gulf front accommodations complete with 189 inspiring guestrooms detailed with custom fabrics, hand-crafted tiles and customized workspaces. Then indulge your senses as you enjoy exclusive diversions including award-winning, waterfront dining at Baleen, private 18-hole championship golf, world-class spa, cascading pools, and bay view meeting facilities for up to 500. LaPlaya Beach & Golf Resort – Naples' only premier resort on the water's edge.



LAPLAYA
BEACH & GOLF RESORT

9891 Gulf Shore Drive • Naples, Florida 34108

reservations: 800.237.6883 group sales: 866.303.3961 tel: 239.597.3123 fax: 239.597.8283

laplayaresort.com

N* NOBLE HOUSE HOTELS and RESORTS

LaPlaya Beach & Golf Resort • Naples, Florida

Reopened: April 2002 after a \$50 million transformation
Location: Located directly on the Gulf of Mexico in Naples, Florida on Southwest Florida's Platinum Coast
Accommodations: 189 guestrooms including 8 gulf front suites

Guest Room Amenities:

- 189 spacious guest rooms (approx. 600 sq. ft.)
- Private balcony with views of the Gulf of Mexico, Vanderbilt Bay, or the landscaped lagoon pool area
- Cable television and on-command videos
- Twice-daily maid service
- Full marble bathroom
- Two telephones with voice mail
- Internet access
- Hairdryers and premium bath essentials
- Iron and ironing board
- Coffee maker
- Goosedown pillows and pillowtop beds
- Fully stocked refreshment cabinet
- CD Player
- Waffle bathrobes
- In-Room Safes

Amenities:

- Sandy white beaches, umbrellas, cabanas and volleyball
- Retail gift shop
- Concierge services
- Four cascading pools and lush landscaped grounds
- Catamarans, parasailing and waverunners
- Laundry service
- Nanny service

Dining at LaPlaya

- *Baleen*: Signature dining in an epicurean oasis featuring innovative land and seafood centric cuisine that borders on poetic. Dine inside or al fresco overlooking tranquil Gulf waters and sunsets
- *Baleen Bar*: An experience you can enjoy inside or outdoors overlooking the Gulf of Mexico
- *Tiki Bar*: Enjoy outdoor drinks and light cuisine by the pool.
- In-room dining

Meeting Facilities:

- Over 11,500 sq. ft. of conference facilities including the Vanderbilt and Bayside Ballroom
- Eight breakout rooms ranging from 735 sq. ft. to 1,250 sq. ft.
- High-Speed internet access
- Business center
- In-house audio visual company
- Satellite check-in capabilities
- Gulf Lawn venues
- Beach venues

SpaTerre:

- A tropical spa experience inspired by exotic rituals from Thailand and Indonesia to an array of relaxing body therapies and salon services with seven private treatment rooms
- 4,500 square feet Spa and Fitness Center
- Beauty Salon
- Aerobics Studio
- Manicure/Pedicure Salon

Golf:

Name of Course	Designer	Number of Holes	Distance from Resort
LaPlaya Golf Course	Bob Cupp	18 holes/Par 72	3.24 miles
• David Leadbetter Golf Academy on site			

Shopping:

- *The Waterside Shops* – Saks Fifth Avenue and more – 10 minutes
- *Village on Venetian Bay* – upscale shopping and dining – 15 minutes
- *Fifth Avenue and Third Street South* – fine boutiques, galleries and restaurants – 20 minutes

Nearby Attractions:

- Babcock Wilderness Tour
- Everglades Boat and Wildlife Tours
- The Naples Philharmonic Center for the Arts
- The Southwest Florida Nature Conservancy
- Corkscrew Swamp Sanctuary
- Edison/Ford Museum
- Sanibel and Captiva Islands
- Zoological Park and Gardens

Transportation:

Airport	Distance in Miles	Distance in Minutes
Southwest Florida International (Ft. Myers)	22 miles	29 minutes
Naples Municipal Airport	8 miles	15 minutes

Weather:

Month:	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Minimum Temp (F):	53.1	53.7	58.0	61.1	66.2	71.1	72.2	72.8	72.3	67.1	60.5	55.0
Maximum Temp (F):	76.3	77.1	80.9	84.5	87.8	90.0	91.3	91.7	90.6	87.3	82.4	78.0
Average Temp (F):	64.7	65.4	69.5	72.8	77.0	80.6	81.6	82.3	81.5	77.2	71.5	66.5