

Florida's Sister Act

THE RITZ-CARLTON, NAPLES GIVES GUESTS TWO PROPERTIES FOR THE PRICE OF ONE

THE RITZ-CARLTON, NAPLES in Florida celebrated its 25th Anniversary in December 2010 by offering new packages this season to commemorate the event. One of the first Ritz-Carlton properties to open, it was also one of the first resorts to open in Naples back in 1985. Today, it's one of the luxury hotel brand's flagships and remains the area's only Forbes Five Star, AAA Five Diamond resort.

"From day one, it was our dream to create memories that would live for generations," says Edward V. Staros, vice president and managing director of The Ritz-Carlton Resorts of Naples. "The Ritz-Carlton, Naples is one of the originals and it's still shining 25 years later. Our mission—today and always—is to run a better resort today than we ran yesterday."

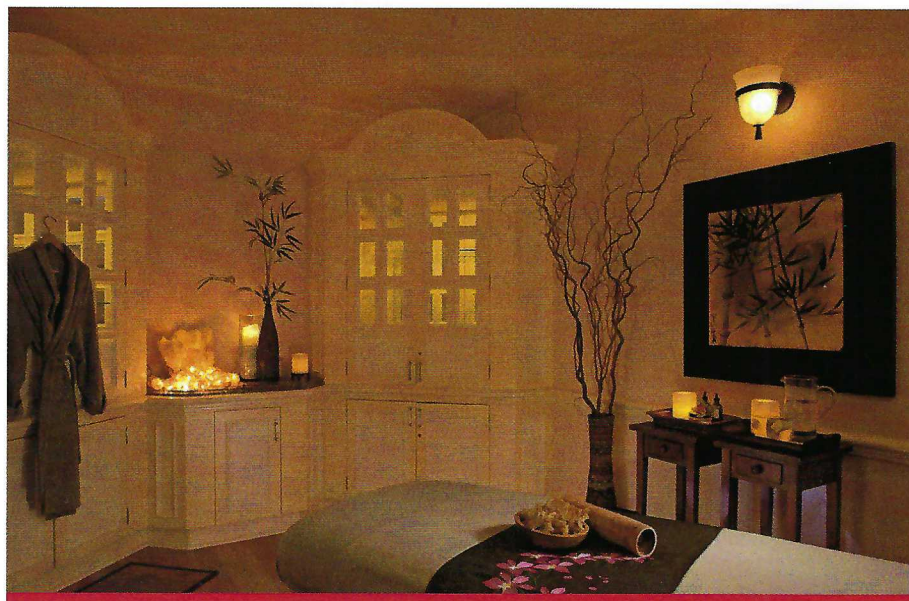
Below is an account of a stay at The Ritz-Carlton during its anniversary weekend.

ACCOMMODATIONS: The resort's generously sized 450 guestrooms, including 35 suites, offer a luxurious retreat. All feature a view of the beach and Gulf of Mexico with (all but 11) private balconies, the place to be during the daily incredible "Green Flash" sunset (an optical phenomenon that occurs shortly after sunset or before sunrise).

Encourage clients to upgrade to one of the 70 Club Levels rooms. The extra cost is well worth the added value in amenities and services. Club guests can enjoy the private Club lounge with four daily food and beverage presentations. Guests also enjoy the services of a dedicated concierge to handle all reservations and questions during their stay. Complimentary computer with Internet access, printer and fax machine, plus a library are also part of the Club.

PUBLIC SPACES: Entering The Ritz-Carlton, Naples you are met with a large towering room and full wall of windows on the far end. Its impressive lobby includes the new Bites restaurant, as well as numerous couches and chairs set up for intimate talks and drinks. Equally impressive to the beautiful room is the number of staff who greet you with offers of assistance.

The property is set on 20 beachfront acres overlooking the Gulf of Mexico. The immaculate beach goes on for miles beyond the property, and its waters are frequented by bottlenose dolphins close enough to the surf to view them



THE RITZ-CARLTON SPA, NAPLES BOASTS MORE THAN 30 TREATMENT ROOMS.

showing off their tricks.

ACTIVITIES: The main activity here for leisure guests is just that: leisure. You choose what you want to spend your day doing. Lounges and umbrellas and a water sports hut are on the three-mile beach, or choose from two heated pools, including a junior Olympic lap pool and two whirlpools. There are four lighted Har-Tru clay tennis courts. The resort will match single tennis players up with a partner, or players can be part of the adult tennis clinic, Boot Camp Doubles, and even Junior Tennis Academy is available. Fees apply for tennis.

There's a complimentary 24-hour fitness center, with the steam, sauna and locker rooms open from 7 a.m. to 6 p.m. The resort offers an extensive listing of fitness classes, including yoga, cardio, Zumba and Pilates. Fees are \$15 per class.

Guests enjoy golfing privileges at Tiburón, a championship 36-hole Greg Norman-designed course located three miles from the hotel at The Ritz-Carlton Golf Resort, Naples. Guests can also participate in the Rick Smith Golf Academy at the course. Complimentary putting lessons take place once a week. A free hotel shuttle transfers guests to and from the golf resort.

SPA: The 51,000-square-foot Ritz-Carlton Spa,

Naples boasts more than 30 treatment rooms, a conservatory, mineral pool, whirlpool, cold plunge, steam, sauna and locker rooms with all amenities. Services include a wide range of body treatments, facials and more, using the medicinal properties of local botanicals, mud and sea plants. It's a luxurious retreat where you're welcome to spend as much time indulging yourself as you'd like before or after your treatment. Guests can partake in the 10-step signature "Bathing Ritual" taking advantage of the spa's wet and dry areas.

For the resort's 25th anniversary, a number of "Silver Spa Celebration" services are being offered through April 30. Among the featured services are the Silver Ionic Facial, Silver Ionic Foot Cleanse and Silver Express Mani & Pedi. When guests purchase these treatments, they also receive 25 percent off at the Spa Boutique.

YOUTH PROGRAM: Don't call the resort's Nature's Wonders program camp à kids' club (especially in front of my 11-year-old daughter), because it's so much more than that. This family program was designed to introduce and share natural discoveries with guests ages five to 12. Kids of all ages love to roam through the Nature's Wonder room with its 11 aquariums. There's also a small lab with microscopes for young marine biologists to use and a theater for viewing nature movies. A certified Florida Master Naturalist is

on hand during the open house to discuss with enthusiasm the lives of these creatures. During the winter season families can be part of complimentary programs that can include a Beach Chat or Nature Walk.

Thursday through Sunday (with more days available during school holidays), kids can be enrolled in a morning or afternoon program that varies daily. Choices include hands-on, beach exploration and visits to area attractions. My two kids came back raving about all that they learned from "Ranger Randy." Rates are \$140 +tax for full day and \$75 +tax for half-day programs. Rates are quoted per child.

DINING: The Ritz-Carlton offers seven dining choices from casual to gourmet, with the incredible food quality and levels of service expected from the brand. Especially fun for those traveling with kids is Gumbo Limbo on the beach boardwalk, overlooking the sand and surf. Outdoor dining here includes a choice of Caribbean-inspired cuisine for lunch, dinner or drinks with the great sunset thrown in. The new H2O+ Café at the Spa is a quiet haven to enjoy healthy foods with inside and outside dining. Bites in the hotel lobby offers tapas-style dining with live music. The Terrace features Italian cuisine for lunch and dinner, as well as a breakfast buffet. Other choices include the Forbes Four Star, AAA Four Diamond Grill for a culinary experience, as well as the Poolside Café for light fare, the Sushi Bar and the Gourmet Shop for coffee, chocolate and gelato.

KEY SELLING POINTS: The Ritz-Carlton, Naples' strongest selling point is its consistent superior service, from the valet parking to the Club Level concierge and all the many staff in between. Its ideal location on the magnificent



ESPECIALLY FUN DINING FOR KIDS IS GUMBO LIMBO, LOCATED ON THE BEACH BOARDWALK.

Gulf of Mexico beach makes it the perfect choice for clients seeking a luxury beach leisure vacation for families or a romantic getaway. The Nature's Wonder program gives an educational experience while they enjoy the program.

RATES: The Silver Anniversary Celebration package includes overnight accommodation in a coastal-view room, a \$25 nightly resort credit, bottle of champagne upon arrival and nightly valet parking. Rates start at \$279 per night, based on availability, and run through Decem-

ber 31, 2011. Nightly rates start at \$279 for low-season (May through October 2011), \$649 for high-season (January through April 2011), and \$499 for November-December 2011.

FAM RATES & COMMISSION: Fam rates are available for site inspections only. Commission is 10 percent. ☎

for more information
800-241-3333 | www.ritzcarlton.com/resortsofnaples

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A RITZ-CARLTON NEIGHBOR

Three miles down the road from the beachfront resort is The Ritz-Carlton Golf Resort, Naples, offering guests who prefer time on the green to time on the beach another Ritz-Carlton choice.

"Naples, Fla., is special, because it's home to two Ritz-Carlton resorts, and no other U.S. city can boast that fact," says Jorian Weiner, manager of public relations for both properties. "A perk of a stay at The Ritz-Carlton Resorts of Naples is when you're a guest at one resort, you're a guest at both resorts. A complimentary shuttle runs throughout the day and evening for guests to transfer between each resort."

The 295-room property, which sits next to the Tiburón golf course, offers "a more intimate, country club-like ambiance," than its

sister property, says Weiner. All guestrooms offer private balconies and oversized marble bathrooms with separate showers.

The resort has a complimentary 3,000-square-foot fitness center, with steam and sauna rooms. There are also yoga classes, a heated pool and four lighted Har-Tru clay tennis courts. Kids can enjoy the new Eye Wonders program, which launched in summer 2010. Similar to Nature's Wonders in offering hands-on interactive fun for kids, Eye Wonders focuses on the universe and the world "from the earth...to the stars above." The rate is \$60 for half-day, \$90 for full day and \$75 for Saturday Night Out (including dinner for the kids).

Rates at The Ritz-Carlton Golf Resort, Naples start at \$179 for low season (May through October 2011).