



Discounted Resident Rates, New Loyalty Program Revive Summer Road Trips to Inn on Fifth in Naples

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NAPLES, Fla. (May 25, 2011) – Just as increasing gas prices have some travel plans running on fumes, The Inn on Fifth in downtown Naples is offering vacation-hungry Floridians special summer rates as low as \$119, encouraging residents to fuel up and hit the road for an elegant summer getaway. Now through October 31st, Florida residents can enjoy discounts of 20 to 25 percent off all room types for June and July. In August and September, Florida residents can take advantage of steeper discounts, with rates falling to \$99 mid week and \$109 weekends. Valid Florida identification is required at check-in.

The Inn has also unveiled a new loyalty program that gives guests rewards based on the number of nights they stay. The new Loyal Treatment offers guests bonus benefits and preferential treatment during every stay, including room upgrades, complimentary dinners, spa treatments and more. Additionally, for each night guests stay at the Inn on Fifth, they will be entered to win an iPad2. Details of the Loyalty Treatment at The Inn on Fifth can be viewed at <http://www.innonfifth.com/loyalty-treatment/index.cfm>.

The Florida resident rates and Loyalty Treatment include the luxuries that come standard at the Inn on Fifth, including complimentary valet parking, complimentary Wi-Fi, rooftop pool, plush waffle-weave robes and lavish pillow-top bedding. Visitors can also enjoy the property's rooftop pool, Spa on Fifth or any of the dozens of sidewalk cafes and gourmet restaurants along Fifth Avenue, including McCabe's Irish Pub & Grill and Truluck's Seafood, Steak and Crab House, which are both located in The Inn on Fifth.

In addition to upscale amenities and outstanding service, The Inn on Fifth provides an ideal location for a Naples vacation. The Inn on Fifth offers a distinct downtown setting, opening its doors on the prestigious Fifth Avenue South, with its celebrated collection of chic shops, one-of-a-kind art galleries and award-winning restaurants. Guests are also an easy stroll to the white sand beaches of the emerald Gulf, just a few short blocks from the Inn.

To book the Florida resident rate, call (888) 403-8778. Visit www.innonfifth.com to view the spectacular sights that come standard at The Inn on Fifth.

**Rates are based on availability and not available on holiday weekends, including Memorial Day or July 4. Prices do not include tax and cannot be used in conjunction with any other promotional rates. Rate must be mentioned when booking.*

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