

TRAVEL AND HOSPITALITY

Four Seasons to open first property on Florida Gulf Coast

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The Athens Group, MSD Partners, Four Seasons Hotels and Resorts and Discovery Land Company are announcing a new resort and residential community in Naples, Florida. Image courtesy of Four Seasons/The Craft

By LUXURY DAILY NEWS SERVICE

Hospitality group Four Seasons Hotels & Resorts is opening its first property on the Gulf Coast of Florida.

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The former Naples Beach Hotel & Golf Club, acquired by The Athens Group and MSD Partners, L.P., will be transformed into the Naples Beach Club, a 125-acre resort and residential beachfront development. The community, including a hotel of 216 rooms, up to 185 luxury residences and several amenities, will be managed by Four Seasons.

"The incredible Naples Beach Club marks the debut of Four Seasons on Florida's Gulf Coast, complementing our existing portfolio of luxury properties throughout the state," said John Davison, president/CEO of **Four Seasons Hotels & Resorts**, in a statement.

"We are proud to be a partner in this exceptional project, bringing the vision of MSD and Athens to life by setting a new standard of luxury in Naples and delivering our brand's personalized service and quality excellence to this beloved beachfront community."

Naples Beach Club

The 216-room resort will feature spacious guestrooms and suites with porches, walk-in closets and five-fixture bathrooms. Amenities will include indoor and outdoor lounges, restaurants, a beachside garden with outdoor pools, cabanas and an event lawn, retail stores and more.

Market Square, adjacent to the golf course, will also serve as a gathering place for the Naples Beach Club community, highlighting a general store, a bar and grill with a game room and bowling alley, an entertainment area for kids, an expansive lawn and more.

"Our partnership with Four Seasons Hotels and Resorts and Discovery Land Company reinforces our commitment to develop the finest luxury resort on Florida's Gulf Coast," said Kim Richards, president and CEO of The Athens Group, in a statement.

"Naples Beach Club will be a contemporary interpretation of the traditions, style and spirit of Old Naples."

Naples Beach Club will also feature up to 185 homes designed by architectural firm Hart Howerton, with the first phase of homes including 58 beachfront residences and penthouses, as well as 12 golf side residences.

The community's club amenities will also be curated by Discovery Land Company, a developer and operator of private residential club communities.



With couples in mind, Four Seasons welcomes guests to experience new activities in various cities across the Americas. Image credit: Four Seasons Hotels and Resorts

Four Seasons is also offering new experiences, curated itineraries, special access and luxury accommodations for the ultimate couple's urban retreat.

Throughout the Americas, travelers may enjoy new opportunities to explore and discover urban adventures through the group's "Reconnect and Rediscover" program. Although many of the activities are intended for couples, Four Seasons invites friends or family members seeking to experience the city together to partake ([see story](#)).

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