



NAPLES ON FLORIDA'S PARADISE COAST TAKES FIRST PLACE IN USA TODAY'S 10BEST CONTEST

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Readers Select Naples as Best Destination for Luxury Travelers

NAPLES, FLA., September 18, 2015 – Participants of USA Today's 10Best Reader's Choice poll have voted Naples, Florida the nation's top "Best Destination for Luxury Travelers." After being selected as a nominee by USA Today's panel of experts, Naples finished first on the list ahead of other luxury destinations including Beverly Hills and Maui.

A full list of winners can be found at www.10best.com/awards/travel/best-destination-for-luxury-travelers.

"We are honored to have been recognized by both the editors and readers of USA Today and 10Best as the top destination for luxury travelers," said Jack Wert, Naples, Marco Island, Everglades Convention and Visitors Bureau (CVB) tourism executive director. "Naples is a place rich with culture and offerings for the premium traveler. This recognition is a testament to our outstanding hotels, restaurants, shops, and cultural institutions that help to create an atmosphere that appeals to the luxury traveler."

Nominees for all categories in the 10Best Readers' Choice Travel Awards were chosen by a panel of relevant experts which include a combination of editors from USA Today, 10Best and other relevant travel contributors.

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About Florida's Paradise Coast

Whether travelers are looking for a romantic escape or family getaway, Florida's Paradise Coast — Naples, Marco Island and the western portion of the Everglades — has an array of vacation options year-round. With more than 30 miles of soft, white sand beaches, thriving arts and culture scene, distinctive dining and the best of outdoor adventure, the Paradise Coast is truly a destination with it all. Located just two hours from Miami, four hours from Orlando and three hours from Tampa, the Paradise Coast is easily accessible from some of Florida's largest cities. Travelers outside of the Sunshine State can fly into Southwest Florida International Airport, which provides nonstop service to 46 destinations on 16 different air carriers.

For more information about the Paradise Coast, call 800-688-3600 or visit www.ParadiseCoast.com. Follow the destination on Twitter @ParadiseCoast and on Facebook at www.Facebook.com/TheParadiseCoast.