



Hilton Sandestin Beach Golf Resort & Spa

FOR IMMEDIATE RELEASE

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HILTON SANDESTIN BEACH RECEIVES AWARD FOR GUEST LOYALTY FROM HILTON HOTELS & RESORTS

Destin, Fla. (April 22, 2009) – The Hilton Sandestin Beach Golf Resort & Spa, celebrating its 25th anniversary in 2009 as the premier Gulf-front resort hotel, is recognized among the best of the best within the Hilton Hotels & Resorts brand in North America. The resort hotel recently won the coveted Diamond Award for Guest Loyalty in 2008 for hotels with rooms 500 and more – the highest honor in this category – through the brand’s annual Connie Awards. The Hilton Sandestin Beach competed against 46 other Hilton properties for the award. The honor is based on customer feedback regarding overall experience, the likelihood to return to the resort hotel and the likelihood to recommend the property to others. Guests rated the Hilton Sandestin Beach a 9 or 10 out of 10 in these categories.

“We pride ourselves on providing the best customer service of any resort hotel in the Southeast,” said Mike Chouri, general manager. “To be recognized at the top of the list for guest loyalty and satisfaction within the prestigious Hilton Hotels & Resorts brand is truly an honor.”

The annual Connie Awards, named in honor of company founder Conrad Hilton, are awarded based on three key components, including: quality assurance audits measuring cleanliness, condition and brand standards; customer scores rating staff service; and customer service scores rating the quality of the hotel’s physical accommodations.

“Each year Hilton recognizes the hotels that best exemplify our founder’s vision for success in hospitality leadership,” said Jeff Diskin, senior vice president of brand management, Hilton Hotels & Resorts. “This year we are recognizing 32 hotels in the U.S., Mexico and Canada which have achieved outstanding results even in a challenging economic time.”

Sure to only enhance the Hilton Sandestin Beach’s accolade is its recent \$3.4 million room renovation project including new Deluxe Junior Suites, featuring elegant furnishings and cutting-edge upgrades.

For more information on the Hilton Sandestin Beach Golf Resort & Spa call (850) 267-9500 or visit www.HiltonSandestinBeach.com.

About the Hilton Sandestin Beach Golf Resort & Spa:

The Hilton Sandestin Beach Golf Resort & Spa, managed by Sandcastle Resorts of Sandestin, Inc. and located directly on the sugar-white sands of the Gulf of Mexico within the 2,400-acre Sandestin Golf and Beach Resort community, celebrates its 25th anniversary in 2009 as the Southeast’s premier Gulf-front resort hotel. The Hilton Sandestin Beach has continued its quest to improve and upgrade to ensure that guests’ expectations are exceeded during all hours of their stay. Whether in search of a leisurely getaway or an extraordinary wedding destination, the Hilton Sandestin Beach is the perfect retreat, offering a variety of amenities and activities including more than 32,000 square feet of meeting space, an unparalleled resort spa and fitness center, elegant dining venues and much more. For more information, visit www.HiltonSandestinBeach.com.