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### **HILTON SANDESTIN BEACH GOLF RESORT & SPA REENERGIZES MEETINGS WITH INCENTIVES FOR MEETING PLANNERS**

Destin, Fla. (April 29, 2009) – The Hilton Sandestin Beach Golf Resort & Spa, celebrating its 25<sup>th</sup> anniversary in 2009 as the premier Gulf-front meetings resort hotel in Northwest Florida, is offering enticing incentives for meeting planners organizing events this year.

The Hilton Sandestin Beach's special "Work in Paradise" offers are available for meetings and events booked and consumed by December 30, 2009, and are tiered based on the number of paid room nights.

- Groups booking 50-200 total room nights receive a 5% rebate and choose one incentive from the choices below.
- Groups booking 201-300 total room nights receive a 7% rebate and select two incentives.
- Groups with 301 total room nights or more receive a 10% rebate and may choose three incentives.
  - Three VIP suite upgrades.
  - Complimentary daily morning break service.
  - Complimentary room ratio of 1 per 35 paid room nights.
  - Complimentary one-hour welcome reception.
  - 25% allowable attrition based on room contracted
  - Double Event Planner HHonors points per paid room night.

"Now is the time, more than ever, to map out plans for tomorrow, and reenergize and refocus our teams," says Marshall Thompson, vice president of sales and marketing for the Hilton Sandestin Beach. "With the Hilton Sandestin Beach's stellar meeting facilities, exceptional amenities and abundant beachside activities, we're sure meeting planners will find the Hilton Sandestin not only accommodates the current sense of economic responsibility, but the need to find a clear route to the future."

The Hilton Sandestin Beach offers spacious meeting and banquet facilities to accommodate more than 2,000 people. The hotel's 32,000 square feet of meeting space contains the exquisite 10,000-square-foot Emerald Ballroom; the Coral Ballroom, perfect for groups from 25 to 400; the Boardroom, an intimate meeting space accommodating

(more)

14 with conference-style seating; 20 breakout rooms for workshops or smaller group sessions; and outdoor deck areas providing breathtaking views of the Gulf of Mexico. Plus, the hotel's professional conference and event managers are dedicated to ensuring that each group gathering is a memorable one.

And, just in time for its silver anniversary, the Hilton Sandestin Beach recently completed a three-year, \$3.4 million room renovation which included a complete transformation of suites in the Hilton Sandestin Beach's Emerald Tower, which houses 400 of the resort hotels 600 guest suites.

When it is time to unwind, the Hilton Sandestin Beach has relaxing resort amenities including *Serenity by the sea*, the resort's spa, salon and fitness center; two outdoor and one indoor pool; five onsite dining options; and, of course, the fabulous sugar white sand and emerald green waters of the Gulf. Other resort activities include golf, tennis, shopping and more.

For more information or to book a meeting or special event at the Hilton Sandestin Beach, call (877) 705-6641 and mention offer code "Paradise." Offer does not apply to meetings and special events previously booked and may not be combined with any other offer. Offer is based on availability and is applicable only to meetings booked and consumed by December 30, 2009. Incentive choices must be included in writing in the contract at signing. Rebate to the master account is based on paid room nights only; rates are net and non-commissionable.

**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 25<sup>th</sup> 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](http://www.HiltonSandestinBeach.com).