



Hilton Sandestin Beach

Golf Resort & Spa

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THE HILTON SANDESTIN BEACH EXPANDS AND RENOVATES ITS AWARD-WINNING MEETING SPACES, WITH \$6.5 MILLION HOTEL-WIDE RENOVATION PROJECT

Northwest Florida's largest full-service beachfront resort hotel to reveal new deck areas, meeting spaces, and other upgraded amenities this spring

Destin, Fla. (February 1, 2011) – With more than 26 years as the largest full-service beachfront resort hotel along Northwest Florida's Gulf Coast and more than 32,000 square feet of meeting space, the Hilton Sandestin Beach Golf Resort & Spa has long been the South's premier destination for group events. This year, with the announcement of a \$6.5 million renovation project to be completed in the spring, the Hilton Sandestin Beach is positioned to kick off the second quarter of 2011 with state-of-the-art upgrades and amenities aimed at providing meeting attendees with a new breathtaking experience.

An unparalleled mix of style and elegance have made the Hilton Sandestin Beach a meeting place worthy of distinction by *Meetings & Conventions (M&C)* magazine, which inducted the hotel into its Gold Hall of Fame in 2009, making it one of an exclusive eight resort-hotels inducted. The Hilton Sandestin Beach's place in *M&C's* Gold Hall of Fame is a result of its winning the magazine's notable Gold Key Award for 13 consecutive years.

"We pride ourselves daily in providing guests with the excellence in service and amenities for which we've been distinguished through the years," said Matthew Price, Director of Sales & Event Planning. "With the completion of our \$6.5 million renovation project, we're ultimately investing into ensuring guests have the ultimate stay – whether they're joining us for business or pleasure, or why not, both."

A Stunning New View

Following the \$6.5 million renovation project, the Hilton Sandestin Beach will boast approximately 17,000 square feet of expanded flexible outdoor deck areas, with unobstructed views of the sugar-white sand and emerald-green water of the Gulf Coast. These spaces will include the Sunrise Deck, Barefoot's Deck and Sunset Deck, which overlook approximately 60,000 square feet of the hotel's gorgeous sugar-white sand beach.

Guests will also enjoy a new Barefoot's Beachside Bar & Grill, Picnix Poolside Market, Coffee Shop serving specialty Starbucks® coffee, and Sand Bar, as well as a new hot tub and kiddie pool, as well as two outdoor pools and an indoor pool and whirlpool.

Taking Care of Business

In addition to a breathtaking outdoor backdrop, meeting attendees at the Hilton Sandestin Beach will enjoy remodeled and refreshed indoor meeting spaces, which include its elegant Emerald Ballroom and Coral Ballroom and an array of meeting rooms tucked away for more

intimate gatherings. These include Sandpiper, a comfortable and functional setting ideal for classroom-style meeting. This newly renovated area offers space that's ideal for breakout sessions, as well as exhibit space, and may be further customized for up to 350 people. Upgrades include an enhanced sound system, new carpet, and a warm and inviting color palette – fittingly named “Totally Tan.”

The Hilton Sandestin Beach also features a boardroom, theater and hospitality suites, as well as registration desks to fit the needs of any and every meeting.

With more than 109 years of combined experience, the Hilton Sandestin Beach's professional sales, event and conference managers are dedicated to ensuring that each group gathering is a memorable one.

Award-Winning Luxury

At the Hilton Sandestin Beach, guests will experience a blend of beachside comfort, resort casualness, and world-class luxury, thanks to its excellence in service and award-winning amenities, which include a state-of-the-art full-service spa and the area's only AAA Four-Diamond restaurant. In addition to comfortable meeting spaces, a wide array of onsite dining venues – including a new coffee shop – lounge areas, abundant resort recreation options, access to championship golf courses, and close proximity to the area's premier attractions make the Hilton Sandestin Beach the perfect location for an unforgettable gathering.

For those wanting to put some pleasure on their agenda, the Hilton Sandestin Beach offers a lavish spa experience at *Serenity by the sea* Spa – the Spa at the Hilton Sandestin Beach, which celebrates its 10th anniversary this year. Located in the lower level lobby of the hotel's Spa Tower, *Serenity by the sea* has been recognized as the area's Best Spa by *Emerald Coast Magazine* readers since 2003. The 11,000-square-foot full-service spa has just undergone a \$250,000 upgrade, which includes new Precor® fitness equipment for a personalized fitness experience. Additionally, the spa features separate private men's and women's lounge areas with whirlpools, sauna and steam room, private lockers and a healthy selection of fresh juices and snacks.

Finally, a dinner meeting takes on a whole new meaning at the hotel's AAA Four-Diamond restaurant – Northwest Florida's first. Since opening in 1998, Seagar's Prime Steaks and Seafood has distinguished itself for classic steakhouse offerings, creative seafood presentations, dramatic tableside preparations and open-theater kitchen. Best known for beautifully hand-selected and perfectly cut and presented USDA Prime steaks notable wine list of more than 600 labels, Seagar's continues to be extolled by critics as one of the region's finest restaurants.

Gone Green

Having earned the Florida *Green Lodging* Program Designation in 2009 by the Florida Department of Environmental Protection for its implementation of green practices – such as its recycling program, water conservation and energy reduction – the Hilton Sandestin Beach has been committed to adopting cost-saving green practices that reduce wastes and conserve natural resources.

As a result of its renovation project, the Hilton Sandestin Beach's new deck areas will be compliant with Walton County's Wildlife Lighting Ordinance, which was designed to minimize disturbances to nesting sea turtles, their hatchlings, and other coastal wildlife. Additionally, these deck areas will also be made of MoistureShield, an environmentally friendly decking composite.

Taking Flight

Beginning in the spring, meeting attendees may enjoy the convenience of flying to Northwest Florida from one of 19 cities across the U.S., thanks to Vision Airlines, which announced last month that it will commence nonstop air service to/from Northwest Florida Regional Airport (VPS), approximately 25 miles from the Hilton Sandestin Beach. This is in addition to the nonstop flights to/from Northwest Florida Beaches International Airport, (ECP), near Panama City Beach, Fla., courtesy of Southwest Airlines, which were announced in May 2010.

Meeting Packages Offer More Choices, More Value

The Hilton Sandestin Beach Golf Resort & Spa understands the need for value in the meetings and conventions industry, and it's making it easy for meeting planners to get that – and more – with value-added packages tailored to provide every group with offerings that meet its specific needs.

“We created these packages with our clients’ needs in mind, to provide them with more choices and ultimately more value when they book their next event at the Hilton Sandestin Beach,” said Matthew Price, Director of Sales and Event Planning. “We want to show them we truly are the ultimate meeting getaway.”

For more information on the Hilton Sandestin Beach and its value-added meeting packages, call 850.267.9600, or visit www.HiltonSandestinBeach.com. Click on “Meetings & Groups” to access the hotel’s e-Sales Kit and Virtual Tour.

For the latest Hilton Sandestin Beach news and promotions, find the hotel on Facebook, Twitter or YouTube. For real-time updates on the exciting renovation project - to be unveiled in spring 2011 – tune in to the Hilton Sandestin Beach Blog at www.HiltonSandestinBeach.com.

About the Hilton Sandestin Beach Golf Resort & Spa

The Hilton Sandestin Beach Golf Resort & Spa, managed by Sandcastle Resorts & Hotels, is located directly on the sugar-white sands and emerald-green waters of Northwest Florida’s Gulf Coast – one of *Frommer’s* “Top 12 Destinations for 2010.” Aside from its stunning location, Northwest Florida’s largest full-service beachfront resort hotel boasts 598 spacious guest accommodations, more than 32,000 square feet of award-winning meeting space, excellence in service, a world-class spa and fitness center, five on-site dining venues – including a AAA Four-Diamond restaurant – countless beachside and poolside offerings, abundant resort recreation options, access to championship golf courses, and close proximity to the area’s premier attractions. For more information on Destin’s premier hotel, visit www.HiltonSandestinBeach.com, or stay up-to-date with its latest news and promotions on its Blog, Facebook, Twitter or YouTube.

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