



Hilton Sandestin Beach

Golf Resort & Spa

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**SERENITY BY THE SEA – THE SPA AT THE HILTON SANDESTIN BEACH
CELEBRATES ITS 10TH ANNIVERSARY WITH A \$250,000 TRANSFORMATION,
INCLUDING UPGRADE OF FITNESS CENTER**

**The Emerald Coast's Best Spa becomes one of a select group of hotel spas to offer
Hilton Fitness by Precor®, as part of a \$6.5 million hotel-wide renovation project**

Destin, Fla. (February 1, 2011) – *Serenity by the sea*, the award-winning spa at the Hilton Sandestin Beach Golf Resort & Spa, will now offer its guests a new fitness experience, with the recent installation of brand-new Precor® equipment. The Emerald Coast's Best Spa, as voted on by readers of *Emerald Coast Magazine* since 2003, is now one of a select group of hotel fitness facilities worldwide to meet the standards of Hilton Fitness by Precor®, an initiative aimed at providing guests with workout essentials while on the go.

"We're excited to be able to offer our guests the best of the best in fitness equipment and ensure they achieve the optimal workout at our facility," said Ryan Holt, spa director. "At *Serenity by the sea*, we take great pride in providing a premier, world-class spa experience, from traditional spa treatments, to personalized services and full-service fitness offerings."

The fitness center update is a result of the \$250,000 investment on the spa's infrastructure, as part of the Hilton Sandestin Beach's \$6.5 million hotel-wide renovation project, to be completed in the spring.

As a result of this initiative, *Serenity by the sea's* fitness center now boasts eight 956i low-impact treadmills, three EFX® 576i elliptical fitness cross-trainers, an upright bike, and a recumbent bike, as well as new weight equipment, including a functional training station – all by Precor®, the global leader in fitness equipment – and ECOmax recycled rubber floor tiling. Precor® machines distinguish themselves for providing users with an invigorating and more personalized workout – every treadmill and elliptical comes with its own TV screen, for example.

In addition to the fitness center upgrades, the spa's additional enhancements include paint and surface touch-ups across the 11,000-square-foot facility, which includes 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.

***Serenity by the sea* Offers Treats for Every Relaxation Craving**

Located in the lower level of the Hilton Sandestin Beach's Spa Tower, *Serenity by the sea* is renowned for providing guests with uniquely personalized services in an exclusive setting that features premier spa amenities.

Serenity by the sea offers an extensive menu of indulgent treatments to suit any mood and dissolve away stress. Ultra luxe robes, slippers and luxury amenities are provided for guests' comfort. The spa's full-service salon provides a wide array of traditional and innovative hair and beauty services and treatments, utilizing premium products.

In *Serenity by the sea*'s fully equipped fitness center, guests can work out on their own or enjoy the expertise offered by onsite personal trainers. Use of the fitness center is complimentary for hotel guests; the use of the private wet area, locker rooms and lounge is available to the general public for a \$20 fee. For guests receiving a spa treatment, all of those facilities are complimentary during the day of their treatment. Local fitness center memberships are also available monthly or annually.

Additionally, the Spa Shoppe showcases the finest spa products, including Phytology, Pure Fiji, Skin Authority, the MD Formulation line and bareMinerals® makeup. It also features hair care products from Moroccanoil and Schwarzkopf's Bonacure and OSiS lines, and offers *Serenity*'s exclusive "Seaology" bath and body products, available only at *Serenity by the sea*. Additional products include a wide assortment of unique candles, oils, and novelty gift items, as well as the latest in lounge and spa wear, including *Serenity*'s popular double-layer microfiber robes. The Shoppe's inviting and soothing aromas, aesthetics and sounds contribute to the ultimate shopping experience and provide the perfect opportunity for guests to enjoy their *Serenity* experience at home.

Indulge in *Serenity*

Whether for a local guest seeking some R&R, a bride preparing for her special day, a beachcomber needing some rejuvenation, or a businessperson indulging themselves in between meetings, *Serenity by the sea* offers treatments to soothe and pamper its guests' every need. Additionally, the spa provides seasonal packages, tailored to include some of its most popular treatments in line with guests' needs at every time of the year. For *Serenity by the sea*'s current seasonal package, visit www.SerenitybytheseaSpa.com.

What better way to achieve complete relaxation than with a spa getaway to the sugar-white sands and emerald-green water of Northwest Florida's Gulf Coast? For the ultimate relaxation, guests may book the Triple Indulgence Spa Package at the Hilton Sandestin Beach – the area's premier full-service beachfront resort hotel. The package includes upgraded accommodations and a choice of any three treatments from nine of the most popular options at *Serenity by the sea*. For reservations, call 850.267.9500 and mention package code "P3."

Serenity by the sea is open daily; hours vary seasonally. Please call 850.622.9595 to make an appointment. Group appointments and gift certificates are also available. Visit the spa online at www.SerenitybytheseaSpa.com or become a fan on Facebook to receive the latest promotional information. For real-time updates on the Hilton Sandestin Beach's exciting renovation project, 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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