



Hilton Sandestin Beach

Golf Resort & Spa

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THE HILTON SANDESTIN BEACH UNVEILS \$6.5 MILLION RENOVATION PROJECT

Northwest Florida's premier resort hotel is undergoing a transformation that will reveal new beachfront deck areas and meeting spaces, a new beachside restaurant and bar, and many more new and updated amenities – just in time for 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 - one of *Frommer's* "Top 12 Destinations for 2010" – the 598-room Hilton Sandestin Beach Golf Resort & Spa is staying true to the adage that some things get better with age. Today, it revealed a \$6.5 million renovation project, to be completed in the spring, which will propel it through 2011 with state-of-the-art upgrades and new amenities aimed at providing its guests with an unforgettable experience.

"We have always prided ourselves in providing guests with excellence in service and amenities, and it's this commitment that has positioned us as a premier destination, both for leisure and group gatherings, through the years," said Gary Brielmayer, General Manager. "In just a few months, we'll be revealing new and upgraded amenities that will continue to enhance our guests' experience across all areas of the hotel."

The hotel-wide renovation project encompasses beachside construction, deck expansions, room renovations, furniture upholstery, new dining venues, and spa and fitness center enhancements, among other features. The project comes on the heels of a \$3.4 million renovation completed in 2009. This project included a complete transformation of 400 rooms, located in the hotel's Emerald Tower, as well as upgrades to rooms in its Spa Tower and the installation of high-speed Internet in all guest rooms.

"It's with an unwavering commitment to quality that we're investing \$6.5 million into our property, and ultimately, into our guests' experience," Brielmayer said.

A Stunning New View

In spring 2011, guests of the Hilton Sandestin Beach will enjoy a stunning new view of the Gulf's sugar-white sand and emerald-green water from the instant they walk through the lobby, as well as from expanded deck areas and a new Barefoot's Beachside Bar & Grill.

The new Barefoot's will boast unobstructed views of the Gulf from beachside and poolside seating areas with umbrellas, as well as a modernistic bar featuring flat-screen TVs and gas heating for use in the cooler winter months. The new restaurant's menu will remain true to the items that made it a Hilton Sandestin Beach guest favorite for so many years, featuring mouth-watering burgers, zesty fish tacos, salads, a wide array of seafood preparations and refreshing tropical libations.

Guests looking for a refreshing treat while lounging by the shore will find a wide assortment of delicious cocktails and tropical drinks at the new Sand Bar, which will be located directly on the beach.

Additionally, guests will be able to take in the gorgeous view poolside – from one of the hotel's two outdoor pools – and enjoy a wide array of food and snack items from the new Picnix Poolside Market, designed to offer guests the convenience of ordering breakfast, lunch or dinner items – no shoes required! – and comfortably enjoy them poolside. Guests may choose from traditional coffee offerings and pairings, hot sandwiches and wraps, deli items, Pizza Hut pizza, fruit cups, ice cream, fountain drinks, shakes, popsicles and much more.

Guests may also take a dip in the new hot tub, located on the deck, just north of the beach, and young children may splash around at their very own new kiddy pool. For further convenience and comfort, an indoor pool and whirlpool are also available.

Fun and Comfort for All

At the Hilton Sandestin Beach, families, couples, friends *and* meeting attendees can find everything they need for the ultimate beach vacation, all in one spot and within steps of Northwest Florida's distinct beaches.

This year, guests will enjoy rooms with refreshed paint and furniture, with some rooms being selected as model rooms to showcase a brand new look, which will ultimately become the Hilton Sandestin Beach standard. Additionally, the hotel's first-floor Lanai suites will feature marble floors, wall-mounted flat-screen TVs, and a private reading alcove. These rooms will offer the convenience and comfort of being just steps away from the pools and beach, while still being private.

The Hilton Sandestin Beach features four different room types, ranging from guest rooms to presidential suites – all oversized and comfortably spacious. Its Deluxe Junior Suites are designed with bunk beds and a media center tucked away in a private alcove for children. Because children are an important part of the Hilton Sandestin Beach family, the hotel also features daytime and nighttime children's programs.

A wide array of onsite dining venues, including a AAA Four-Diamond restaurant, a new coffee shop serving specialty Starbucks® coffee, lounge areas, an award-winning full-service spa, 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 vacation.

Taking Care of Business

With more than 32,000 square feet of award-winning meeting space, the Hilton Sandestin Beach has long been the South's premier destination for group events. 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.

Following the \$6.5 million renovation project, the Hilton Sandestin Beach will boast more than 17,000 square feet of expanded flexible outdoor deck areas overlooking the beach. These will include the Sunrise Deck, Barefoot's Deck and Sunset Deck, in addition to remodeled indoor meeting spaces.

I Do in Paradise

Its stunning location has long served as the backdrop for hundreds of couples' special day. From black-tie affairs to intimate candlelit ceremonies overlooking the Gulf and casual barefoot barbecues on the beach, the Hilton Sandestin Beach provides the perfect setting for every kind of bride.

When it reveals its 17,000 square feet of expanded beachfront deck areas, Hilton Sandestin Beach brides will be able to enjoy possibilities that are even more endless when it comes to planning for an "I Do" in paradise.

Award-Winning Luxury

At the Hilton Sandestin Beach, guests will experience a blend of beachside comfort and resort casualness and world-class luxury, thanks to its award-winning amenities and service.

Guests wanting to pamper their mind, body and soul may indulge in a lavish spa experience at *Serenity by the sea* – 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 and 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. The spa's full-service salon provides a wide array of traditional and innovative hair and beauty services and treatments, utilizing premium products.

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.

Those looking to treat their taste buds will find the best in fine dining 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 and a notable wine list of more than 600 labels, Seagar's continues to be extolled by critics as one of the region's finest restaurants.

Last year, Seagar's was distinguished as the area's "Best Fine Dining Restaurant" for the fourth consecutive year, as well as for "Best Service," by *Emerald Coast Magazine*. The restaurant also earned *Wine Spectator* magazine's "Best of Award of Excellence" for the seventh consecutive year.

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, Hilton Sandestin Beach guests 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 hotel. 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.

Springtime and Summer Specials

The hotel is offering great rates and packages for spring break. These include an Early Spring Break Special and a Picture-Perfect Fun Package – both tailored to provide guests with a spring stay as breathtaking as the memories they'll make.

For those travelers already preparing for their summer vacation, the Hilton Sandestin Beach is offering its popular Summer to Remember Package, as well as special offers for Memorial Day and Independence Day. For more information, or to make a reservation, please call 850.267.9500. For more information on the hotel's seasonal packages, please visit www.HiltonSandestinBeach.com.

Stay up-to-date on the hotel's latest news and promotions via 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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