



Hilton Sandestin Beach

Golf Resort & Spa

FOR IMMEDIATE RELEASE

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NORTHWEST FLORIDA'S HILTON SANDESTIN BEACH WELCOMES THE HOLIDAYS WITH JOYFUL DEALS AND FAMILY-FRIENDLY OFFERINGS

Destin, Fla. (November 1, 2011) – This holiday season will be unlike ever before at the Hilton Sandestin Beach Golf Resort & Spa, thanks to festive packages, special rates and family-friendly activities that will have guests feeling joyful during their entire stay. Whether you're looking for a stress-free traditional Thanksgiving dinner, a visit to Santa's workshop, a holiday brunch with all the trimmings, or an elegant New Year's Eve gala, Northwest Florida's premier full-service beachfront resort hotel has the holidays covered.

"We pride ourselves in being family-friendly, and every holiday season, we welcome families looking to get away from the cold and snow to enjoy our stunning location, spacious accommodations, and multitude of recreational options," said Gary Brielmayer, general manager. "What better way to spend the holidays than with your loved ones at one of the world's most pristine beaches, with the assurance of knowing your family will be well-taken care of?"

The fall and winter months are an ideal time to visit the sugar-white sand beaches of Northwest Florida's Gulf Coast. In fact, *National Geographic Traveler* recently recognized the region as one of "10 Best Fall Trips" to make in 2011. From spectacular sunsets to new world-class amenities – part of a \$6.5 million hotel-wide renovation completed in spring 2011 – there's something for everyone at the Hilton Sandestin Beach this season.

Thanksgiving

Families are invited to give thanks at the Hilton Sandestin Beach and get a head start on their holiday shopping with packages that include daily breakfast, access to Santa's Workshop for the kids, complimentary shuttle service to the nation's largest designer outlet, a football lounge, and more!

- Thanksgiving Getaway Package (November 23-27) – includes complimentary breakfast and access to holiday-themed activities throughout the weekend

Rates from \$265 per night*; mention code "TW."

- Thanksgiving Shopper's Package (November 23-27) – includes complimentary \$50 gift card to Silver Sands Factory Stores and value coupons (more than \$800 in savings), breakfast, and \$15 credit toward daytime or evening children's programs

Rates from \$189 per night*; mention code "TD."

- A "Black Friday Sale" and "Cyber Monday Sale" will also be available during Thanksgiving Weekend for stays booked through February 29, 2012.

'Tis the Season...

Guests can bring the family home – to the Hilton Sandestin Beach – and give the "gift of the beach", thanks to a "Buy 2, Get 1 FREE" Special Holiday Offer, available December 1-30, 2011. Rates from \$149 per night*; mention code "BT."

New Year's Eve

Welcome 2012 at the Hilton Sandestin Beach's annual New Year's Eve gala, which combines the luxury, service and entertainment for which the hotel is known. At the traditionally lavish celebration, guests will enjoy cocktails, an elegant dinner and dessert buffet, and a champagne toast, accompanied by the live sounds of Nashville's "10 Most Wanted Band." Guests may book a value-added package that provides the comfort of spending the evening in one of Hilton Sandestin Beach's spacious rooms.

- New Year's Eve Gala Package (December 31) – includes two tickets to the gala, party favors, and accommodations, plus the option to take advantage of discounted pricing on children's programs during gala hours, as well as the option of booking additional consecutive stays for \$159 per night* through January 7, 2012.

Rates from \$498 per night*; mention code "NYE." Gala tickets only are \$329 per couple and may be purchased by calling 850-267-9500 ext. 3009.

For reservations or more information, call 850-267-9500 or 1-800-367-1271 (toll-free), or visit www.HiltonSandestinBeach.com. Stay up-to-date on the hotel's latest news and promotions via its Blog, Facebook, Twitter, or YouTube.

**These packages are not bookable online. Other disclaimers and restrictions apply. Based on limited availability.*

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About the Hilton Sandestin Beach Golf Resort & Spa

The Hilton Sandestin Beach Golf Resort & Spa, managed by Sandcastle Resorts & Hotels, is located on the sugar-white sands and emerald-green waters of Northwest Florida's Gulf Coast in Destin, Fla. – one of *Good Morning America's* "10 Most Beautiful Places in America", as well as one of Trip Advisor's "Top 25 U.S. Destinations" in 2011. Aside from its stunning location, Northwest Florida's largest full-service beachfront resort hotel boasts 598 spacious accommodations, more than 32,000 square feet of award-winning meeting space, a world-class spa and fitness center, five on-site dining venues – including a AAA Four-Diamond restaurant –abundant resort recreation options, access to championship golf courses, and close proximity to the area's best attractions. In spring 2011, it completed a \$6.5 million hotel-wide renovation that includes a new beachside restaurant, expanded beachfront decks, and renovated meeting spaces. 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.