



# Hilton Sandestin Beach

## Golf Resort & Spa

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**SERENITY BY THE SEA – THE SPA AT THE HILTON SANDESTIN BEACH  
WELCOMES ITS 10<sup>TH</sup> YEAR 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®**

Destin, Fla. (July 19, 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 – just in time for its 10<sup>th</sup> anniversary. 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, completed in March.

### **Focus on Fitness**

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 *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. Additionally, the spa offers a wide array of fitness classes tailored for every mood in need. These include Yoga, Zumba, Yoga-lates, Pilates, and Belly Ballet and take place on the beach, pool deck or fitness studio. Individual, 12-, and 20-class passes are available. Guests may register for classes by calling 850-622-9595 or signing up at the spa's Front Desk. Advanced sign-up is required to guarantee a class slot.

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 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.

Use of the fitness center is complimentary for hotel guests; full-day access to the private wet area, locker rooms and lounge is available to hotel guests for a \$20 fee and to the general public for \$25. 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.

### **Indulge in *Serenity***

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 with premier spa amenities. 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](http://www.SerenitybytheseaSpa.com).

*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.

Additionally, the Spa Shoppe showcases the finest spa products and provides the perfect opportunity for guests to enjoy their *Serenity* experience at home. Products include Pure Fiji, Skin Authority, Phytomer, and Jane Iredale makeup, its newest makeup line offering. It also features hair care products from Moroccanoil, Paul Brown, and No. 4, and offers the spa's exclusive "Seaology" bath and body products, available only at *Serenity by the sea*, as well as from renowned brands, such as Kneipp and Zents.

*Serenity by the sea* is open daily; hours vary seasonally. Please call 850-622-9595 to make an appointment. Group appointments, gift certificates, and a locals' discount are also available. Visit the spa online at [www.SerenitybytheseaSpa.com](http://www.SerenitybytheseaSpa.com) or "like" the Hilton Sandestin Beach on Facebook to stay up-to-date with the spa's latest information.

### **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 in Destin, Fla. – one of TripAdvisor "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](http://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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