



Hilton Sandestin Beach Golf Resort & Spa

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The Hilton Sandestin Beach Earns “Best Social Media Engagement” Brand Award from Hilton Hotels & Resorts

Destin, Fla. (January 25, 2011) – The Hilton Sandestin Beach Golf Resort & Spa is the 2010 recipient of Hilton’s “Best Social Media Engagement” brand award in the Americas region.

The award, which was announced at Hilton’s Annual General Manager’s Conference, recognized the hotel’s strategic and creative use of social media to engage with existing and potential guests, industry peers and partners, media and other such stakeholders.

The hotel’s award-winning social media strategy became especially key in the summer, when the hotel used it as its main channel for communicating with guests and media inquiring about the state of Northwest Florida’s beaches, following the Deepwater Horizon incident. In July, the Hilton Sandestin Beach launched its series of “Beachside Reports with the H-Team” on YouTube. The videos, filmed and produced in-house, became the hotel’s primary form of communication during the hotel’s busiest time of the year. Through fun informative segments, the H-Team was able to compellingly deliver and showcase the message that the hotel’s beach remained clean and was being enjoyed by guests of all ages.

“Social media has proven to be an invaluable marketing and communications tool for us, allowing us to keep our guests informed about our operations and promotions and show real-time videos and photos,” said Gary Brielmayer, General Manager, who received the award in person on behalf of the Hilton Sandestin Beach. “It has allowed us to hear from guests directly, respond to their inquiries and receive testimonials about their stay. To be recognized for those efforts is a tremendous honor.”

The Hilton Sandestin Beach’s social media marketing strategies and initiatives are developed and implemented in-house by the hotel’s Marketing & Communications team, made up of Nancy Stanley (Director of Marketing & Communications) and Valeria Lento (Communications Manager). Their goal is to continue to position Northwest Florida’s largest full-service beachfront resort hotel as the best in its class by increasing online engagement to build cohesive awareness of the hotel’s amenities, which include a AAA Four-Diamond restaurant and award-winning spa.

Last year, the hotel received a WebAward from the Web Marketing Association for “Outstanding Website” for its newly designed site, www.HiltonSandestinBeach.com.

To engage with the Hilton Sandestin Beach via social media, visit www.Facebook.com/HiltonSandestinBeach, www.Twitter.com/HiltonSandestin, or

www.YouTube.com/HiltonSandestinBeach. The Hilton Sandestin Beach Blog can be found 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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