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FOR IMMEDIATE RELEASE

Springtime Pleasure in *sandestination*

DESTIN, Florida (March 1, 2010) - Springtime is a period of renewal and rejuvenation, and it is the perfect season for all ages to celebrate at *sandestination*. This popular vacation destination is located on Northwest Florida's Beaches, recently named one of the top 12 international destinations by *Frommer's*. *Sandestination* visitors will discover a unique combination of beach and bay front activities, shopping, dining, recreation, events, spas and a variety of accommodations ranging from national brand hotels to expertly-designed estates for families, leisure travelers, business travelers and groups. This destination offers guests everything they need, so visitors can enjoy their stay without needing to leave *sandestination*.

Accommodations

Cooperatively, *sandestination* offers nearly 2,500 accommodations, including Sandestin® Golf and Beach Resort, Hilton Sandestin® Beach Golf Resort and Spa, Courtyard by Marriott Sandestin® at Grand Boulevard and Residence Inn Sandestin® at Grand Boulevard, with a variety of comfortable suites, condominiums, villas and townhomes that will suit every person's preference and budget. A variety of accommodation atmospheres are available such as beach front, bay front, poolside, and golf course views. Visit www.sandestination.com for descriptions, contact information and Web sites of all *sandestination* properties to discover the perfect place to enjoy this spring.

Activities

Activities in *sandestination* are plentiful in the spring as the warm weather returns, such as the exhilarating water sports of parasailing, boogie boarding, sailing, surfing, Yolo boarding and swimming in the Gulf of Mexico or the beautiful Choctawhatchee Bay. The pristine sugar-white beaches and emerald green waters of *sandestination* delight guests, and the beach service staff is prepared to enhance a visitor's stay. Golf courses and tennis courts are available for athletic options, and bicycles are accessible to explore *sandestination's* beautiful landscape. Fitness Center facilities at the accommodations offer a great way stay in shape while experiencing this premier destination.

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Since *sandestination* welcomes families, junior programs are available for recreation and daily activities. Boondocks Family Arcade and Baytowne Adventure Zone in the Village of Baytowne Wharf have exciting activities such as the miniature remote-control rowboats, Zipline, a Ropes Course, a Coconut Climb and the EuroBungy. Also, for some creative fun, *sandestination* offers watercolor workshops at the Donna Burgess Art Gallery and glass art demonstrations at Fusion Art Glass Gallery in Grand Boulevard, as well as pottery and jewelry workshops at Paint'n Place and magic shows at Rick Moore's Magic Shop in the Village of Baytowne Wharf.

For some much needed relaxation, guests will enjoy the high quality spa treatments of massages and facials, salon services and more at Sandestin Day Spa & Salon at Sandestin® Golf and Beach Resort, Serenity by the sea at Hilton Sandestin® Beach Golf Resort and Spa and Fusion Spa Salon AVEDA in Grand Boulevard at Sandestin®.

Shopping

The shopping venues at *sandestination* offer great diversity and value. Visitors may power shop this spring at Silver Sands Factory Stores, the nation's largest designer outlet center, and enjoy over 100 retailers that will satisfy all shopping needs, including Saks Fifth Avenue OFF 5TH, Coach Factory, Lacoste and Polo Ralph Lauren, just to name a few. Guests will enjoy eclectic stores with unique gifts, clothing, décor and home furnishings in The Market Shops at Sandestin® and in the charming atmosphere of the Village of Baytowne Wharf. Grand Boulevard at Sandestin® is a pedestrian-friendly Town Center with a unique mix of nationally recognized retailers including Chico's, J. Crew-at-the-beach, Billabong, The Orvis Company, J. Jill, Coldwater Creek and more.

Restaurants

From casual to fine dining, *sandestination* offers ample restaurants and eateries to satisfy every guest's craving. The variety of dining options include P.F. Chang's China Bistro, Carrabba's Italian Grill, Tommy Bahama's Restaurant & Bar, Marlin Grill, Bistro Bijoux, Smoke House BBQ, Another Broken Egg, Seagar's Prime Steaks and Seafood, Finz Beachside Grille, Mitchell's Fish Market and Cheeseburger in Paradise. From Caribbean flair, retro-style diners, a Greek taverna, Mexican gourmet, seafood delicacies, bakeries, and ice cream and candy shops, *sandestination* is sure to delight all visitors. Visit www.sandestination.com for complete details.

sandestination is located on Northwest Florida's Beaches and is a 3 1/2 mile stretch along Emerald Coast Parkway from Silver Sands Factory Stores to Grand Boulevard at Sandestin®. The destination is just nine miles east of Destin, Florida, and approximately 22 miles west of the Walton/Bay County line. sandestination is a four-season destination for people of all ages and all occasions and offers the most complete and memorable resort experience in North America. Visitors will discover a unique combination of beach and bay front activities, shopping, dining, recreation, events, spas and a variety of Destin accommodations ranging from national brand hotels to expertly-designed estates. Visit www.sandestination.com for additional information.

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