



**NEW SANDESTINATION CREATED TO BRING TRAVELERS VALUE,
CONVENIENCE AND AWARENESS OF TOP FLORIDA DESTINATION**
Special Value Package Unveiled

Destin, FL – What do you get when you combine a leading U.S. resort on a stunning beach front, brand name hotels, the nation’s largest designer outlet center, unique village and market shops plus year round entertainment? The answer is ***sandestination***.

Today marks the official debut of ***sandestination***, a new coalition created to provide added value, discounts, convenience and awareness about the Sandestin, Florida area to families, leisure travelers, business travelers and groups.

Located on Northwest Florida’s stunning Gulf Coast, ***sandestination*** offers the most complete and memorable resort and shopping experience in North America. ***sandestination*** is an unprecedented combination of beach and bay front lodging, activities shopping, dining, spas, recreation, events and variety of accommodations ranging from brand name hotels to expertly designed homes.

To celebrate the debut of ***sandestination***, special introductory packages are available, including exclusive discounts to area merchants, restaurants and attractions, totaling a value of more than \$1,000. Please mention ***sandestination*** packages when reserving accommodations.

sandestination is a four season destination for people of all ages. It’s a one-of-a-kind getaway for individuals, groups and businesses -- for a weekend, a week or an extended stay. Among the notable features are breathtaking ocean gulf, bay and golf course views at the 2,400-acre Sandestin® Golf and Beach Resort. ***sandestination*** also includes three national brand hotels, including the gulf front Hilton Sandestin® Beach Golf Resort and Spa, the Courtyard by Marriott Sandestin® and the Residence Inn by Marriott Sandestin®. Combined, the destination offers 2,600 guest rooms and nearly 100,000 square-feet of combined meeting and event space.

sandestination features seven miles of sugar white sand on the acclaimed Beaches of South Walton, pristine bay fronts, a marina, four nationally-recognized golf courses, 15 tennis courts, eight exercise facilities and a wide range of water sports. There are even three spas to unwind and relax.

If shopping is a favorite pastime, then ***sandestination*** is the place for you. Power shop at the nation's largest designer outlet center, Silver Sands Factory Stores. Find special and unique items at the boutiques at the Market Shops at Sandestin® and the Village of Baytowne Wharf. Grand Boulevard at Sandestin® features sought after, nationally-recognized brands and stores.

More than 40 dining options are available, from casual dining to upscale, award-winning restaurants. For added entertainment for all ages, more than a hundred events occur throughout the year. Visit www.sandestination.com for complete details.

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