



SANDESTIN BEACH
GOLF RESORT & SPA
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Hilton Sandestin Beach Golf Resort & Spa Appoints New Regional Sales Manager

DESTIN, Fla. (October 30, 2012) – Hilton Sandestin Beach Golf Resort & Spa, the largest full-service beachfront resort on Northwest Florida's Gulf Coast, announces the appointment of **J. Brian Lee** as Regional Sales Manager. In his new role, Lee will work with meeting planners in the Midwest territory to increase bookings at Hilton Sandestin Beach Golf Resort & Spa.

A native of the Southwest, Lee has worked in hospitality and tourism sales industry for nearly 15 years, with much of that time spent as part of the Hilton Family. Most recently he worked as the regional director of sales for Guoman & Thistle Hotels, the largest portfolio of hotels in the UK. In addition, he has been in Chicago for 10 years where he was a national and senior sales manager for Hilton Hotels of Chicago, Starwood Hotels of Chicago and Kokua Hospitality, LLC. He is certified by Hilton's Customer Focused Selling program and has completed the Hilton Revenue Management University.

One of only eight resorts inducted into the *Meetings & Conventions* magazine's "Gold Hall of Fame," the Hilton Sandestin Beach Golf Resort & Spa offers more than 32,000 square feet of award-winning meeting space, including more than 20,000 square feet of outdoor function space.

For more information, call Group Sales toll-free at 800-345-6461 or direct at 727- 363-2215, or visit www.sandestinbeachhilton.com/meetingfacilities.

*Photo available upon request.

-Hilton Sandestin Beach-

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. 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, six 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. 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](#).