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## **Hilton Sandestin Beach Golf Resort & Spa Appoints New Regional Sales Manager**

DESTIN, Fla. (May xx, 2012) – Hilton Sandestin Beach Golf Resort & Spa, the largest full-service beachfront resort on Northwest Florida’s Gulf Coast, announces the appointment of **Micah Carter** as Regional Sales Manager. In his new role, Carter will work with meeting planners from Kentucky and Tennessee, as well planners for religious events, to increase bookings at Hilton Sandestin Beach within the market segments.

A native to Florida’s panhandle region, Carter has been in the sales industry for nearly 10 years and spent a majority of that time as part of the Hilton Family. Most recently, he worked at R.L. Campbell Management Services where he handled multi-million dollar marketing contracts for the Army Core of Engineers, Air Force, FEMA and Navy. In addition, he spent four years as a professional sales representative for Takeda and Reliant Pharmaceuticals, where he consistently exceeded sales goals and expectations for prescription growth. Carter earned his B.S. in Social Sciences from the University of West Florida in Pensacola, Fla. in 2004.

One of only eight resorts inducted into the *Meetings & Conventions* magazine’s “Gold Hall of Fame,” the Hilton Sandestin Beach 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](http://www.sandestinbeachhilton.com/meetingfacilities).

\*Head shot 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](http://www.HiltonSandestinBeach.com), or stay up-to-date with its latest news and promotions on its Blog, [Facebook](#), [Twitter](#) or [YouTube](#).