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Hilton Sandestin Beach Golf Resort & Spa Wins Prestigious HSMAI Gold Adrian Award

DESTIN, Fla. (March. 18, 2014) – Hilton Sandestin Beach Golf Resort & Spa – the largest full-service, beachfront resort on Northwest Florida’s Gulf Coast – is the proud recipient of a 2014 Hospitality Sales & Marketing Association (HSMAI) Gold Adrian Award in the Digital Campaign: Contest/Sweepstakes category. The annual competition is comprised of multiple categories in three entry divisions: advertising, public relations and web marketing. The award was presented during the HSMAI Adrian Awards Gala held February 24 at the NY Marriott Marquis in New York City.

“We’re truly honored to receive our first HSMAI Gold Adrian Award and applaud Miles Media for their outstanding work on our behalf,” said Richard Ross, Hilton Sandestin Beach vice president of sales and marketing. “This is proof that bringing in the best creative talent available and letting them showcase their expertise will result in award-winning work.”

Hilton Sandestin Beach’s multimedia marketing agency, Sarasota-based Miles Media, submitted the 2013 Build Your Dream Vacation Contest into the Adrian Award competition. The interactive contest was designed to generate leisure guest leads through the development and sharing of an engaging, interactive game that encouraged guests to create their own customized dream getaway. Participants went online to create a dream getaway by choosing from among multiple options of room types, number of guests traveling, dining, activities and other categories. If their selections matched a pre-determined combination of options, the contestant would win a grand prize – a three-night, four-day stay at the resort.

During the six-week contest, 26,688 entries were collected from 4,314 unique contestants. Of those, 1,992 new opt-ins were added to the resort’s standing email marketing list.

Representatives from Miles Media and Hilton Sandestin Beach were on hand to accept the award at February awards presentation in New York – a multifaceted-event celebrating lifetime achievement; award-winning approaches to advertising, public relations, and digital marketing; and the teams that make it all happen.

For more information on Hilton Sandestin Beach or to make a reservation at Destin’s premier hotel, visit HiltonSandestinBeach.com or call 850-267-9500.

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About Hilton Sandestin Beach Golf Resort & Spa

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 602 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 HiltonSandestinBeach.com, or stay up-to-date with its latest news and promotions on its [Facebook](#), [Twitter](#) or [YouTube](#).

About Miles Media

With nearly 80 clients around the world, Sarasota-based Miles Media markets destinations and hospitality businesses by working with national and state tourism offices, convention & visitors bureaus, hotels and other organizations in the tourism industry to create forward thinking online, mobile, email and print content marketing solutions.