



YEAR 2019

VIP Spa Memberships

SOUTH WALTON, Fla. – Locals and guests alike turn to Serenity by the sea Spa at Hilton Sandestin Beach Golf Resort & Spa as their primary choice for ultimate relaxation and rejuvenation. The full-service Spa, salon and state-of-the-art fitness center is located within the gulf front Hilton Sandestin Beach, and has been voted “Best Spa” in 2017 by Visit South Walton’s Perfect in South Walton Excellence Awards.

For those who truly relish the total mind, body, soul experience, Serenity spa offers memberships that include a variety of exclusive benefits. Spa memberships are offered to individuals in monthly, six-month and yearly options. Families or corporate groups can also purchase annual memberships. Membership includes use of all three Hilton Sandestin Beach swimming pools, access to the state-of-the-art fitness center, featuring cardio and Precor equipment, 20 percent off all treatments and services (excluding Monthly Memberships and does not include packages or other discounted services) and use of the private men’s and women’s lounges, which boast ultra luxe robes, slippers, plush towels and other amenities, such as bottles of water, fresh juices and healthy snacks. Private areas also include a sauna steam room, waterfall whirlpool, private showers and individual lockers. Guests who sign up for a membership will even receive 15 percent off at Barefoot’s Bar & Grill and beach set ups (excluding Corporate Memberships and does not include alcohol).

Five membership options are available, beginning with the basic Monthly Spa Membership, which starts at \$135 per month (with an initiation fee of \$50 per contract) and offers a flexible, month-to-month contract, but does not include a discount on services or fitness

classes. Annual Individual Spa Memberships are \$120 per month (with a one-time only initiation fee of \$50) with an annual contract and pack the same enviable access to the spa facilities, fitness center and classes but include a complimentary 30-minute massage, facial manicure or pedicure every month. The Six Month Individual Membership begins at \$130 per month (with a one-time only initiation fee of \$50) with a six-month contract and includes all the benefits of the individual membership. The Annual Family Membership starts at \$200 per month (with a one-time only initiation fee of \$50) with an annual contract and includes services for two with access to spa facilities, fitness center and classes. Additional members after the primary and secondary are \$100 per month. The additional members must be 18 years or older and do not receive a service.

Annual Corporate Memberships are the ultimate company perk and provide the perfect place to unwind after a meeting. Corporate Membership requires an annual contract with seven members and must be billed to a single corporation. There is a \$100 initiation fee with the corporate membership, and each member is \$75 per month or \$900 annually. Each additional member is \$70 per month or \$840 annually. Spa service not included in corporate membership.

For an additional benefit, guests no longer have to purchase a spa service to enjoy the spa's gracious lounges. Guests of spa members can purchase a day spa pass, joining members for a relaxing day in the spa lounges (\$20 for hotel guests, \$40 for non-hotel guests). And don't forget to reserve the Serenity Lounge for group parties.

With 16 treatment rooms and 14,500-square-feet of serenity, full-service salon and a fitness center for individual workout routines and group exercise classes, Serenity spa offers plenty of space and options for guests and members to escape and enjoy.

For more information on memberships at Serenity by the sea Spa at Hilton Sandestin Beach, call 866-622-9595 or 850-622-9595, or visit SerenitybytheseaSpa.com.

- Serenity by the sea -

MEDIA CONTACT:

Sarah Weaver, Hayworth Public Relations
386-677-7000 x 5 / sarah@hayworthpr.com