

FINAL RELEASE



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Hampton Inn Destin Launches New Private Website

DESTIN, FL — October 10, 2006 — The Hampton Inn Destin proudly announces that it has launched its private hotel website. The hotel is a member of the Hilton Family® and offers 104 well-appointed Make It Hampton® rooms with complimentary high-speed Internet access throughout the property.

The website address is www.hamptoninndestin.com and is live on the world-wide-web. The new site features a photo gallery, intuitive navigation, and easy access to information about the hotel and surrounding area.

“When we did our annual strategic planning recently, one area of opportunity that came up was to have a personalized website for the hotel. With more and more guests using the Internet to shop for lodging accommodations we wanted to increase our visibility on the Internet,” remarked Joanna Hackett, Director of Sales

The website for the Hampton Inn Destin contains information about the amenities of the hotel as well as regional points of interest, businesses, leisure activities, and restaurants. Guests that book from the site will be re-directed to the Hilton Family’s® website for Hampton Inns where the best available rate is guaranteed. In addition to the comfort of booking directly from Hampton, the new website assures travelers that they will earn their valuable Hilton HHonors® points and miles. Hilton HHonors® is the industry’s leading guest loyalty program that allows members to choose how to earn and redeem points.

About the Hampton Inn Destin

The Hampton Inn Destin is located just across the famous white sandy beach of Destin, Florida on the beach-side of US-98 at 1625 Highway-98 East, Destin, Florida 32541. The hotel offers 104 guest rooms and suites and that all feature complimentary high-speed Internet with two queen beds or a single king bed.

The hotel also features Hampton’s On the House™ hot breakfast buffet daily just off the main lobby with rotating menu items. An outdoor pool is available for the use of all guests as is a basketball court. A meeting room that can accommodate up to 50 guests is available. The Hampton Inn Destin participates in many Hilton sponsored promotions, including the industry renowned Hilton HHonors® program where guests earn valuable travel points and miles.

To learn more about the Hampton Inn Destin, or to book a room with the Best Rate Guarantee, visit them on the Internet at www.hamptoninndestin.com.