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Hilton Sedona Resort At Bell Rock Partners With Pink Adventure Group To Debut “Adventure Guides” And Pink Adventures Concierge Services

Newly Renovated Resort Offers New Way For Guests To Design And Inspire Their Sedona Adventure



SEDONA, Ariz. – February 19, 2016

– The newly renovated and rebranded Hilton Sedona Resort at Bell Rock announced today a new partnership with Pink Adventure Group to provide on-site “Adventure Guides” and concierge services exclusively to resort guests through a new offering called Pink Adventures. An affiliate of the Pink Jeep Tours family, the longest running and largest off-road adventure company with operations in Las Vegas, the

Grand Canyon, Sedona, Ariz., and Scottsdale, Ariz., Pink Adventures offers a new and exciting way to travel with fun, family-friendly excursions and activities.

Debuting in January of this year, Pink Adventures and their “Adventure Guides” at Hilton Sedona Resort at Bell Rock provide in-depth concierge services to assist resort guests in planning their adventures in Sedona, whether it be booking a Broken Arrow Tour with Pink Jeep Tours or other excursion, providing self-guided itineraries for hiking and biking Sedona’s majestic red rocks, suggestions on where to taste local Verde Valley wines or best viewing points to watch the sunset.

“This is a first of its kind resort partnership for Pink Adventure Group, and we are all excited to see how this new service, Pink Adventures, inspires authentic adventures for guests at Hilton Sedona” said Mike Hermen, sales director, Pink Adventure Group. “There was already a natural synergy between the resort and our organization. The same way resort guests have come to rely on the quality, service and authentic experience provided at Hilton Sedona Resort at Bell Rock, travelers to Sedona have also come to know and trust the Pink Jeep Tours brand.”

As part of the launch of the “Adventure Guides” powered by Pink Adventures at Hilton Sedona Resort at Bell Rock, guests can experience the following:

- *Adventure Guide Social Hour* – Each morning and evening, the Adventure Guides from Pink Adventures will host social hours in the Living Room to get to know resort guests, what they are looking to do in Sedona and provide suggestions for the day. At night, guides will also host casual gatherings for guests to share their adventures from the day with others and discuss ideas and must-dos for the following day given weather, season, etc.

- *Topography Map:* To further guide guest adventures in Sedona, a dynamic topography map display at the center of the resort lobby will not only serve as a piece of art, but as a place to gather and plan the day's adventures. The map display will highlight must-see sites in Sedona, as well as trails for hiking, mountain biking, swimming holes, rivers, and more.
- *Social Media Wall:* Realizing that guests can also learn and take a page from others' adventures, guests will be encouraged to use #hsrbr when posting their photos from the day's adventures on social media. Using the designated hashtag will post photos to the resort's live-streaming social media wall on display in The Living Room.

This innovative partnership is the first of its kind for Pink Adventure Group and is part of the resort's overall rebranding initiative. Last summer, Hilton Sedona Resort at Bell Rock completed a multi-million dollar renovation and rebranding to its 218-guest rooms, lobby and social spaces designed to bring the essence of Sedona through the doors of the resort and inspire each guest's own adventure in Arizona's red rock country. Plush with unexpected amenities, the resort features three pools, Sedona Athletic Club and Eforea Spa, 18 holes of championship golf and two restaurants both featuring cozy outdoor fire pits.

For more information on Hilton Sedona Resort at Bell Rock, visit www.hiltonsedonaresort.com.

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About Hilton Sedona Resort at Bell Rock

Located along the Red Rock Scenic Byway near the iconic Bell Rock, the newly renovated Hilton Sedona Resort at Bell Rock offers a locally-inspired guest experience focused on relaxation and rejuvenation. Plush with amenities, the resort features three outdoor pools, an adjacent 18-hole golf course and 25,000

square-feet of fitness, wellness and spa amenities including eforea: spa. With 219 guest rooms, the resort's 171 suites feature cozy fireplaces and private balconies with separate living rooms and bedrooms. Offering more than 20,000 square feet of meeting space, Hilton Sedona Resort at Bell Rock is also Northern Arizona's largest resort conference center. For more information, visit www.hiltonedonaresort.com.

About Hilton Hotels & Resorts

For nearly a century, Hilton Hotels & Resorts has been proudly welcoming the world's travelers. With more than 560 hotels across six continents, Hilton Hotels & Resorts provides the foundation for memorable travel experiences and values every guest who walks through its doors. As the flagship brand of Hilton Worldwide, Hilton Hotels & Resorts continues to set the standard for hospitality, providing new product innovations and services to meet guests' evolving needs. Hilton Hotels & Resorts is a part of the award-winning Hilton HHonors program. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app. Access the latest news at news.hilton.com and begin your journey at www.hilton.com or www.hilton.com/offers for the latest hotel specials.

About Pink Adventure Group

Pink Adventure Group is the best adventure tour company in Arizona & Las Vegas, Nevada. Founded in 1960 with its corporate headquarters in Sedona, Arizona, it serves visitors from around the world with a fleet of 150 vehicles. It is the only tour company with guide trainers certified by the National Association for Interpretation, and the only tour company to use the Smith System® driver training by all guides. Pink Adventure Group has reinvented adventure with its cutting edge vehicles, industry leading guides, and unique adventure tours.