

Hilton offers sunshine guaranteed all summer

Sara Kaufman | June 12, 2009 | 0 Comments

It is the Sunshine State, and the Hilton Garden Inn in Ponte Vedra is prepared to put its money where the states motto is.

This summer, the hotel in Sawgrass Village is offering a Sunshine Guaranteed package until September 30.

"Two months ago we started talking," said Chuck Schoonmaker, general manager of Hilton Garden Inn, "and we thought that golfers get rain checks, why don't hotels do the same?"

Out of those talks, Schoonmaker said the hotel came up with a plan to offer a free nights stay to vacationers who experience a rain day while visiting Ponte Vedra. For every day with rain over a half an inch, as recorded at St. Augustine Airport, the Hilton Garden Inn will provide guests with a certificate for a future stay.

Schoonmaker said they were thinking about what matters to guests in terms of promotions and wanted to develop something that was attractive to everyone.

"It's Florida, and sunshine seemed natural," he said. "This is attractive to everyone. Not only is it guaranteed sunshine but you have added value."

In addition to the sunshine guarantee, the hotel has partnered with Cruiser's Grill in Ponte Vedra to offer guests a \$25 gift certificate for lunch or dinner, room rates starting at \$99 a night and a free full breakfast for two at the Great American Grill restaurant inside the hotel.

"It's a great summer to look for deals," said Schoonmaker. "We want to [eventually] expand the initial package to include more."

He said like rain checks for golfers, the sunshine guarantee offers a way for vacationers to have protection on their hotel as well.

"It's not a trick or [a promotion] that you may not use [during your stay]," he said. "It's a simple guarantee."

The Sunshine Guarantee offer at The Hilton Garden Inn Jacksonville/Ponte Vedra is available for vacations between May 20 and September 30, 2009. For more information, visit www.jacksonvillepontevedra.hgi.com or call 866-766-8382.

Rate Hilton offers sunshine guaranteed all summer

The Hilton Garden Inn Jacksonville/Ponte Vedra in Sawgrass Village



The pool at the Hilton Garden Inn, which guarantees sunshine this summer.

