

**FOR:**           **LAGUNA CLIFFS  
RESORT & SPA**  
25135 Park Lantern  
Dana Point, CA 92629  
949.661.5000  
www.lagunacliffs.com

**FOR IMMEDIATE RELEASE**

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**JIM SAMUELS  
GENERAL MANAGER**

*Five Star Five Diamond Service Comes to Laguna*

**Dana Point, California** – With its stunning location perched on the Laguna Cliffs, the surrounding 32 acres of lush landscaping and pools, and its generous guest rooms with views of the Pacific, the Laguna Cliffs Resort & Spa already offers a compelling package. And as the resort’s new General Manager, Jim Samuels is focused on one thing more than anything else: bringing the luxurious experience of Five Star Five Diamond service to Laguna Cliffs.

“I feel really passionate about providing excellent service for our guests and making each and every person who comes here feel welcome,” says Samuels. “I want to create a sense of arrival for Laguna, giving people the sensation that when they’re here, they’ve truly arrived.”

A native of Orange County, California, Samuels worked at both the Ritz-Carlton Laguna Niquel and the Ritz-Carlton Rancho Mirage as Director of Marketing & Sales, smoothly transitioned to the Four Seasons in Newport Beach, and then opened the Four Seasons Resort Aviara in north San Diego, heading up the company’s most financially successful resort opening ever.

After significantly improving each resort’s business and service levels at every stop as Director of Marketing & Sales, Samuels rose to General Manager at the prestigious Mansion on Turtle Creek in Dallas. Through all his experience working at Five Star Five Diamond destinations, Samuels has acquired a real understanding of what it takes to run the most celebrated resorts in the world.

With significant experience in hospitality training, Samuels also served as a regional trainer for Ritz-Carlton during their quest for the prestigious Malcolm Baldrige Award and traveled the US as a corporate trainer for Four Seasons Hotels & Resorts in Sales, Catering and Reservations.

The Laguna Cliffs management company and ownership has renewed its commitment to offer luxury level service at this resort and, given this new direction, Samuels is the perfect fit for this continuing project. "I can't wait to apply everything I've learned over the years to continue to make Laguna Cliffs a premier destination on the West Coast and throughout the world."

A graduate of the University of California, Irvine, Samuels spent a number of years on the Board of Directors at the UCI Alumni Association.

Perched on the cliffs high above Dana Point Harbor, the luxurious Laguna Cliffs Resort & Spa caters to both business and leisure travelers, offering 376 beautifully appointed rooms and over 55,000 square feet of versatile indoor and outdoor function space. The hip new scene-by-the-sea, the resort's premiere restaurant VUE perfects forward-thinking California coastal cuisine. Additional resort amenities include The Spa at Laguna Cliffs, a serene oasis pampering guests with a wide array of services; a complimentary health club with a lighted tennis court; two pools with breathtaking ocean views; Commodore's Lounge & View Deck; Fidalgo Bay Coffee Boutique off the resort lobby; 40 acres of lushly landscaped parklands; and a 10-mile stretch of white sand beach. LAGUNA CLIFFS RESORT & SPA, 25135 Park Lantern, Dana Point, CA 92629, 949.661.5000; [www.lagunacliffs.com](http://www.lagunacliffs.com).

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