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**LUXURY HOTELIER JAMES LIM APPOINTED SENIOR VICE PRESIDENT  
FOR SUNLAND RV RESORTS**

A leader in outdoor hospitality for almost 40 years,  
Sunland RV Resorts has united a dream team of hospitality executives  
to support the brand's continued growth in the skyrocketing luxury RV resort industry.



James Lim, Courtesy of Vincent Gotti Photography

LA JOLLA, Calif. – James Lim brings 25 years of senior leadership experience with world-class hotel brands, such as The Luxury Collection and Omni Hotels & Resorts, to his new role as senior vice president of operations for Sunland RV Resorts.

Prior to joining Sunland in July 2020, Lim served as the general manager for the Forbes-recommended Omni San Francisco Hotel. During his tenure with Omni, Lim was named “Outstanding General Manager of the Year” by the California Hotel & Lodging Association (CH&LA) in 2018.

**ELEVATING THE ART OF OUTDOOR HOSPITALITY SINCE 1987**

“It’s exciting to work with Sunland RV Resorts – a visionary brand that has been elevating the art of outdoor hospitality since 1987. Our seasoned executive team is raising the bar for RV resorts by providing the superior customer service, unrivaled amenities and safety standards usually associated with five-star hotels in the great outdoors,” explains Lim.

“We are dedicated to providing guests with transformative travel experiences in outdoor hospitality. Our job is to turn the trending popularity of the RV vacation into a beloved tradition,” he concludes.

#### **RV TRAVEL ESCALATES IN POPULARITY**

RV travel is recognized as the safest and most satisfying way to vacation during Covid-19. After months of shelter-in-place restrictions, people want to relax and revel in the America’s wide-open destinations, where social distancing is possible.

Eighty-five percent of people surveyed want to take a road trip this year and RVShare, a peer-to-peer RV rental service, has already shown a 650 percent jump in revenue.

#### **THE SUNLAND PROMISE**

The management team has introduced The Sunland Promise to ensure a clean and safe environment for employees and guests to thrive during the Covid-19 pandemic.

All practices and protocols are based on guidelines from the Centers for Disease Control and Prevention (CDC), the Occupational Safety and Health Administrations (OSHA) as well as state and local orders and use Environmental Protection Agency (EPA)-approved products.

#### **THE SUNLAND HEART**

The heart of Sunland’s mission is to make meaningful connections with guests. The brand has empowered employees to surprise and delight guests with experiences, gestures and simple gifts designed to make their time with Sunland even more memorable.

#### **A CONSUMER-CENTRIC APPROACH TO HOSPITALITY**

Sunland’s success is based on its consumer-centric approach to hospitality. For 30 years, the company has collected and aggregated consumer data to understand the behavior, sentiment and evolving needs of the RV traveler.

#### **THE SUNLAND LIFESTYLE**

This solid knowledge of the consumer – including his or her passion points – has driven the development of Sunland’s growing portfolio. These reimaged RV resorts offer a bevy of luxury lifestyle amenities – spas, pools, pickleball courts and other health and wellness facilities as well as lifestyle directors and welcoming clubhouses. Most resorts feature the opportunity to own customized villas, eco-cottages and Class-A motorcoach lots at the vibrant destinations.

The Sunland community offers uplifting living environments with rich and robust social interaction – both onsite and virtual. During a time in which large group gatherings are discouraged, the company is innovating engaging online events such as “R Virtual Disco” as well as art and cocktail contests for guests. For more information about Sunland RV Resorts, please visit [www.sunlandrvresorts.com](http://www.sunlandrvresorts.com) or call 1-888-RVSTAYS.

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**NOTE TO EDITORS:** Please click [here](#) to access high-resolution images of Sunland RV Resorts.