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**VESPERA RESORT ON PISMO BEACH NAMES NEW SALES DIRECTOR**

***Jaclyn Dawson Named Director of Sales***

PISMO BEACH, Calif. (January 6, 2022) – [Vespera Resort on Pismo Beach](#) has named Jaclyn Dawson – a sales industry leader most recently with Pacifica Hotels – as its new director of sales. In her new role, Dawson will take charge of developing, overseeing and coordinating all sales initiatives for Vespera, a boutique oceanfront resort in Pismo Beach, Calif.

According to David Morneau, general manager for the 124-room resort, Dawson is now a key member of Vespera Resort’s sales and marketing team. “Jaclyn is a dynamic and valuable addition to our team,” Morneau said. “With a full breadth of industry experience, she will be instrumental as we work to drive revenue while furthering Vespera Resort’s reputation as the premier central coast destination.”

With more than 10 years of industry experience, Dawson joins Vespera Resort with a strong background in hospitality sales. She was most recently a regional sales leader for San Luis Obispo-based Pacifica Hotels, where she was responsible for multiple properties along California’s coastline – consistently exceeding sales goals. She was also director of sales for Springhill Suites by Marriott in Atascadero and launched her career as sales coordinator for the Embassy Suites in San Luis Obispo.

Located along Pismo Beach’s famous stretch of surf and sand on the city’s iconic boardwalk, Vespera Resort on Pismo Beach celebrates the best of classic California beach culture – including stylish accommodations and a casual yet polished aesthetic. The hotel is within easy walking distance of downtown Pismo Beach, providing a hub for adventure and relaxation and the ideal home base for active travelers. Embodying upscale beach house-inspired design, Vespera Resort offers a unique blend of East Coast charm and West Coast sensibilities, with luxe amenities including a swank lobby lounge; a pool, deck and hot tub overlooking the ocean; an outdoor bar and lawn with fire pits; and a high-tech business center.

More information is available at [vesperapismo.com](http://vesperapismo.com) or (805) 773-1011.

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**About Vespera Resort on Pismo Beach**

Vespera Resort on Pismo Beach, opened in late 2019, is an upscale beachfront resort on California’s Central Coast located in Pismo Beach along the city’s boardwalk and within walking distance to downtown Pismo Beach. The oceanfront resort offers 124 appointed guestrooms, most with private balconies overlooking the Pacific Ocean, and the hotel’s signature restaurant, Somerset Grill, serves breakfast, lunch and dinner. Vespera Resort can accommodate

events including business meetings and weddings, and the resort has a state-of-the-art fitness facility, onsite pool and lawn with firepits overlooking the Pacific Ocean. More information can be found at [www.vesperapismobeach.com](http://www.vesperapismobeach.com), [Instagram](#), and [Facebook](#).

### **About KSL Resorts**

KSL Resorts invests in and manages world-class destination resorts, hotels and clubs, many with a wide array of outstanding recreational amenities including spa, golf, tennis, and beach locations. KSL Resorts Portfolio experience includes Camelback Resort and Blue Mountain Resort – both in the Pocono Mountains, PA; Vespera Resort on Pismo Beach, CA; Fairmont Grand Del Mar (San Diego, CA); Renaissance Esmeralda Resort & Spa (Indian Wells, CA); Outrigger Resorts (Hawaii and worldwide) and Sheraton San Diego Hotel & Marina. In addition, KSL Resorts provides expertise in asset management services, oversight, and consulting support for some of the most important hotel companies and global brands. More information may be found at [www.kslresorts.com](http://www.kslresorts.com).