



JIM BERKLEY
General Manager

Jim joined Hilton Daytona Beach Oceanfront Resort in 2015, bringing more than 30 years of lifestyle, resort and urban hotel management experience to the team.

As General Manager, Jim supervises operations of the 744-room hotel, which includes 30 suites and 32 beachfront cabana suites, two resort-style pools, 60,000 square feet of meeting and special event space and seven food and beverage outlets.

Jim's role includes management and oversight of hotel profitability, market penetration, guest satisfaction, quality assurance and associate satisfaction outlets.

An experienced leader in all aspects of the hospitality industry, Jim is the recipient of multiple brand and company leadership awards.

Background and Experience

Prior to joining the Hilton Daytona Beach Oceanfront Resort team, Jim was general manager of two co-located hotels in Melbourne, Fla., the Hilton Oceanfront and DoubleTree Suites Oceanfront.

Additionally, Jim has held managerial positions for a variety of hotel portfolio operations, including the Marriott, Renaissance Hotels & Resorts, Hyatt Regency and Sheraton properties.

Rebranding

In 2017, the iconic resort completed a \$25 million renovation aimed at evolving its guest offerings. Focused on providing an elevated and modernized experience for guests, the project included extensive upgrades and enhancements of the resort's main entrance, lobby, dining and entertainment venues, pools and beachside cabanas, common areas, and meeting and special event spaces.

"The renovation is a transformative endeavor for our property and reflects our commitment to provide the best service and experiences for our guests. Our goal is to create a true resort environment where guests can unwind, and we look forward to showcasing our newly redesigned spaces and upscale amenities to locals and visitors alike."

"This is a period of rebirth for our property, and guests can expect an even higher level of comfort as a result of the renovation. We take pride in our rich Daytona Beach history, and these latest updates celebrate that, while allowing us to evolve the quintessential beachfront experience we offer all under one roof."

- Jim Berkley, General Manager
Hilton Daytona Beach Oceanfront Resort