

A True Sense Of Place

An Interview with Mutluban Kucuk, Complex Managing Director, Loews Miami Beach Hotel and Loews Coral Gables Hotel

EDITORS' NOTE As Complex Managing Director for Loews Hotels & Co, Mutluban Kucuk is responsible for the oversight and property management of the iconic Loews Miami Beach Hotel and the AAA Four Diamond Loews Coral Gables Hotel. Kucuk oversees all aspects of property management for Loews Miami Beach, the renowned 790-room, four-star, oceanfront resort located in the heart of South Beach. This includes daily hotel operations, financial performance, guest satisfaction and team member development. At Loews Coral Gables, Kucuk works closely with project partners Agave Holdings on hiring, space planning and process implementation for the 242-room property. A seasoned hospitality executive with extensive operations experience, Kucuk has been with Loews Hotels & Co for more than 20 years. He began his career at Loews Miami Beach, working in a variety of capacities in both rooms and food and beverage operations, which led to his 2013 Hotel Manager promotion. Kucuk played an integral role in the resort's \$50 million redesign, driving the reconceptualization of food and beverage offerings, managing key stakeholders, and implementing new operational programs as part of the hotel's relaunch. In 2018, he took on a new opportunity as Managing Director of Nobu Eden Roc Hotel before returning to Loews Miami Beach in 2019 as Managing Director. In 2021, Kucuk assumed the role of Complex Managing Director adding Loews Coral Gables to his oversight, the second Loews Hotel in South Florida. Now, in 2025, Kucuk will once again play a vital role in the next chapter of Loews Miami Beach, overseeing the resort's multi-million-dollar guestroom transformation. Over the course of his career, Kucuk has acquired a deep understanding of hotel operations and what it takes to create a winning culture. He has developed and mentored managers into executive roles both at the property level and within Loews Hotels as an organization. He is highly regarded within the industry and respected as a results-driven leader among his peers. Originally from Turkey, Kucuk holds a bachelor's degree in business administration and management from Hawaii Pacific University and an MBA from Nova Southeastern University.



Mutluban Kucuk

Will you provide an overview of Loews Miami Beach Hotel?

Loews Miami Beach Hotel is not only a flagship property within our brand, but also a cornerstone of the Miami Beach hospitality landscape. For over 26 years, we've proudly served as one of the pioneers in the market, playing a vital role in shaping South Beach into the global destination it is today. When we opened our doors in 1998, we helped set a new standard for luxury hospitality in Miami Beach. We've continued

to lead ever since. With 790 guest rooms and suites, 65,000 square feet of versatile indoor and outdoor event space, and an unmatched oceanfront location, we deliver an experience that blends elevated comfort, personalized service, and a true sense of place.

Guests choose Loews Miami Beach Hotel because they know what to expect – thoughtful attention to detail, genuine hospitality, and a seamless connection to the energy, culture, and spirit of the city. Whether it's a global

conference, a family vacation, or a special celebration, we deliver with consistency, care, and pride in the role we've played in the evolution of this iconic destination.

What have been the keys to Loews Miami Beach Hotel's strength and leadership in the market?

The cornerstone of our strength and leadership is our culture, and I do not say that lightly. Culture is the thread that runs through every part of our operation, from the way we welcome a first-time guest to how we support each other as team members. It's about creating a workplace where people feel seen, heard, and empowered. When our team feels valued, it translates directly to how we take care of our guests.

This strength of culture doesn't just happen – it's cultivated. It's reinforced daily through communication, recognition, and leadership presence. I believe guests can feel that energy from the moment they arrive. It's why so many guests return, and why our team remains passionate about what they do, even in a fast-paced, high-demand environment like



Loews Miami Beach Hotel

Miami Beach. Our culture is our differentiator and what keeps us strong, nimble, and ahead of the curve.

How valuable is it for Loews Miami Beach Hotel to have such a strong suite product?

Our suite product is incredibly valuable, especially in today's travel climate where guests prioritize space, privacy, and personalized experiences more than ever. With nearly 100 suites across the property, including two dual-story Presidential Suites and two Vice Presidential Suites, as well as a variety of oceanfront and corner suites, we're uniquely positioned to meet the needs of our most discerning guests. This breadth of suite offerings allows us to serve a wide range of travelers, from luxury leisure guests and multi-generational families to high-level executives and C-suite VIPs. These guests look for more than just elevated accommodations; they look for and expect an experience that feels tailored, thoughtful, and seamless. Our suites offering delivers that and is a key driver of our guest satisfaction, loyalty, and overall market differentiation.

How has Loews Miami Beach Hotel approached its culinary offerings and what are the keys to being successful in this part of the business?

For us, food and beverage is more than just a service, it's a core part of the guest experience and an extension of our hotel's identity. We're located in one of the most culturally vibrant cities in the world, and our culinary approach reflects that. It's about flavor, freshness, and offering something that feels both elevated and approachable. Success in F&B starts with understanding our guests – what they want, what surprises them, and what keeps them coming back. From a business breakfast to a poolside lunch or a family dinner at Preston's Market, every touchpoint matters. We focus on thoughtful menus, quality ingredients, great service, and consistent execution. But more than anything, we stay flexible. Tastes evolve and we listen, be it through guest feedback, team insights, or what's happening in the culinary world around us.

In order to keep our offerings fresh and elevated, we recently added Rao's to our culinary arsenal as our signature restaurant. The legendary Rao's brand brings with it a rich legacy, timeless flavors, and an iconic reputation which perfectly complements our vision for delivering memorable, high-quality dining experiences.

We don't aim to be trendy for the sake of it. We aim to be relevant, memorable, and consistently good. That's what makes the difference.

Will you highlight Loews Miami Beach Hotel's strength in meetings and events?

Meetings and events are a major part of who we are, and an area where we truly excel. With more than 65,000 square feet of flexible indoor and outdoor space, from oceanfront terraces to sprawling ballrooms, we're able to accommodate everything from large conferences and brand activations to intimate executive retreats and social celebrations. But what really sets us apart is our best-in-class sales



Loews Miami Beach Hotel Vice Presidential Ocean Front Suite living room

and operations teams. They're the heart of our group business, bringing deep expertise, attention to detail, and a highly personalized approach to every program. They make the planning process seamless for our clients, while ensuring a memorable experience for attendees. From initial inquiry to the final toast, our teams work as true partners who anticipate needs, offer creative solutions, and deliver with consistency and care. That combination of a stunning setting, flexible venues, and a team that's deeply invested in execution is what makes Loews Miami Beach Hotel a top choice for planners and groups from around the world.

Loews Miami Beach Hotel will undertake a major renovation this year. What can guests expect from the renovation?

We are embarking on a full guestroom and suite transformation that aligns with our long-term vision for the property, while also reinforcing our position as a market leader in luxury hospitality. This transformation is not cosmetic – it's strategic. It's about creating an elevated experience that meets the evolving needs of today's traveler while future-proofing our product for years to come.

For this project, we've partnered with Meyer Davis, a world-class design firm renowned for creating refined, immersive spaces that feel luxurious and authentic. Their vision brings a fresh, contemporary take on coastal design, balancing clean lines, warm textures, and smart functionality. Guests can expect beautifully redesigned rooms and suites featuring sophisticated finishes, enhanced lighting, intuitive technology, and a color palette inspired by the natural elements of Miami Beach. Every detail is curated to enhance comfort, style, and a sense of place. This investment strengthens our competitive edge, deepens guest loyalty, and sets a new standard for Miami Beach.

How do you define the role of a general manager and how do you approach the role?

The role of a general manager is to set the vision for hotel operation, drive execution, and create the conditions for people to succeed. It's about delivering operational excellence while cultivating a culture that supports performance, accountability, and pride in the work we do every day. My approach is rooted in clarity, consistency, authenticity, and trust. I believe in building strong teams, empowering leaders at every level, and ensuring everyone understands not just what we're doing, but why. Success comes from alignment, and that starts with clear communication and a shared sense of purpose. At the end of the day, my responsibility is to lead a hotel that delivers results, not only through service and financial performance, but through culture. When the team is focused, motivated, and supported, the guest experience becomes an organic outcome of the environment we've created.

What advice do you offer to young people interested in pursuing a career in the hospitality industry?

My advice is to be curious, resilient, and patient. Learn every step of the way, and understand that a career in hospitality is a marathon, not a sprint. The most meaningful growth often happens gradually, through experience, consistency, and a willingness to embrace every opportunity, no matter how small it may seem. As you progress, stay humble and loyal to those who helped you get there. This is a people-driven business and relationships matter, with your mentors, your team, and your guests. Hospitality will challenge you, but it will also reward you if you lead with integrity, listen more than you speak, and never stop learning. ●