

# True To The Spirit Of Miami Beach

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

**EDITORS' NOTE** As Complex Managing Director for Loews Hotels & Co, Mutluhan 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. Kucuk spearheaded the most recent \$55 million guestroom redesign at the property, completed in December 2025. 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



Mutluhan Kucuk

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. 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.

## What have been the keys to the strength and leadership of Loews Miami Beach Hotel?

The strength and leadership of Loews Miami Beach Hotel are driven by a culture that inspires excellence and purpose. At our core is a belief that genuine care and human connection create the most meaningful guest experiences. We empower our team members to lead with heart, innovate with confidence, and continuously seek improvement. This culture of authenticity and growth not only defines how we serve, but also how we evolve, ensuring that Loews Miami Beach remains a place where people feel inspired, valued and proud to belong.

## How do you describe the Loews Miami Beach Hotel experience?

The Loews Miami Beach Hotel experience is unique because it brings together the energy of a convention hotel with the warmth and relaxation of a family-friendly, oceanfront resort. We deliver both with the same commitment to genuine, approachable hospitality. For our group guests, that means an efficient and friendly arrival, well-designed meeting spaces, restaurant-quality food and beverage, as well as opportunities to connect and recharge. For our leisure guests, it's about effortless comfort – arriving to a beautifully redesigned room with ocean views, enjoying a day by the pool or beach, and feeling truly cared for at every step. No matter the purpose of the visit, our goal is to create experiences that feel personal, thoughtful and true to the spirit of Miami Beach.

## Will you highlight the recent redesign at the property?

The redesign of Loews Miami Beach Hotel represents much more than a renovation – it's a reimaging of what modern hospitality should feel like. We partnered with world-renowned design firm Meyer Davis to create spaces that reflect the evolving expectations of today's traveler while honoring the timeless spirit of Miami Beach. Every detail, from the soothing coastal palette to the custom furnishings and all-new bathrooms, was designed to evoke a sense of calm, connection and effortless sophistication. Our goal was to create a sanctuary that feels inspiring and familiar. A place where design elevates comfort and every room tells the story of where we are. This project reaffirms our commitment to



Loews Miami Beach Hotel



*Recently redesigned oceanfront king balcony suite*

evolving with our guests and leading the way in redefining coastal luxury for the next generation of travelers.

**What was the vision for launching Loews Miami Beach Hotel's two new culinary offerings?**

Our vision was to continue the momentum of our room redesign and elevate the guest experience across every touchpoint of the hotel. We wanted our culinary offerings to reflect the same sense of renewal and sophistication. That vision began with Bistro Collins, where American coastal cuisine meets the flavors of Latin America and the Caribbean – a true celebration of Miami's vibrant culinary scene. Additionally, we introduced The Sushi Bar, our new branded concept that showcases some of the best nigiri, sushi and sashimi in the city. What began as an addition to our main menu has evolved into a distinct, stand-alone venue – our sixth restaurant on property, designed to offer guests a refined yet approachable sushi experience.

While we enhanced our offerings for guests, we also focused on our most important asset, which is our team members. We reimagined our team member dining experience by transforming our cafeteria into a team member restaurant, a space that reflects the same care and attention we give our guests. This investment underscores our belief that exceptional hospitality starts with creating inspiring experiences for both our guests and our team.

**Will you discuss Loews Miami Beach Hotel's focus on health and wellness?**

Health and wellness are core priorities not only for Loews Miami Beach Hotel, but for Loews Hotels & Co as a whole. Our commitment extends far beyond amenities; it's embedded in how we source, serve and care for our guests. We've taken a leadership

role in evolving our food and beverage offerings to feature more natural, wholesome ingredients that are responsibly sourced, fully traceable, and free of hormones, steroids and artificial additives.

At Loews Miami Beach, we also champion local partnerships through our Freshly Rooted initiative, collaborating with area farmers and purveyors to bring guests food that's both nourishing and connected to our community. Our approach to wellness is holistic – balancing physical well-being,

mindful nourishment and authentic experiences that leave our guests feeling good all around.

**What do you look for when attracting talent to Loews Miami Beach Hotel?**

We are in the business of being friendly, so our focus is always going to be on personality. Hospitality is about people, and that innate warmth and genuine care can be felt instantly – in a smile, a tone of voice or a simple gesture. We look for individuals who embody that hospitality DNA, people who naturally connect with others and take pride in creating memorable experiences. Beyond personality, we value character and competency. Character ensures alignment with our culture of integrity, teamwork and care, while competency ensures the skill and confidence to perform at the highest level. In a market-leading hotel like Loews Miami Beach, it takes all three – personality, character and competency – working together to deliver the kind of authentic, world-class hospitality our guests have come to expect.

**What has made the hospitality industry so special to you?**

What makes the hospitality industry so special to me is its balance between people and performance. It's a business built on human connection where success is measured not only by financial results, but by how we make people feel. Every day offers the chance to create meaningful experiences for our guests while also leading a complex, fast-moving operation that requires creativity, discipline and vision. It's the perfect intersection of heart and strategy where people are at the center of everything we do. Strong leadership turns that passion into sustainable success. ●



*Redesigned king room with balcony*