



Said Haykal | on Keeping Faena Miami Beach at the Heart of Culture and Luxury



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General Manager of Faena District Miami Beach

A Cultural Epicentre in Miami

When Faena Miami Beach opened its doors in 2015, it didn't just add another five-star luxury hotel to the city's skyline; it created an entire cultural district. With 169 rooms, a striking design vision, and a lifestyle concept unlike anything else in the United States, Faena quickly established itself as one of Miami's most happening destinations. Today, Faena is known globally for its bold integration of art, culture, wellness, and world-class hospitality, offering guests more than a stay; it provides a stage where every moment feels alive.

At the heart of this vibrant district is Said Haykal, General Manager of Faena Miami Beach, who played a key role in Faena's opening and now guides its next chapter with vision and purpose.

Staying True to the Faena Identity

For Said, the magic of Faena lies in its distinctive balance of luxury and lifestyle. Guests receive the impeccable service they expect from a five-star hotel, but what keeps them coming back is the energy and creativity woven into every experience. "Every one of our venues is a stage," Said explains, from original productions at Faena Theatre to live music in The Living Room and holistic healing at Tierra Santa Healing House.

Unlike others chasing the latest trends, Faena focuses on creating meaningful, lasting moments. This intentionality is what allows the property to evolve while never losing sight of its identity.

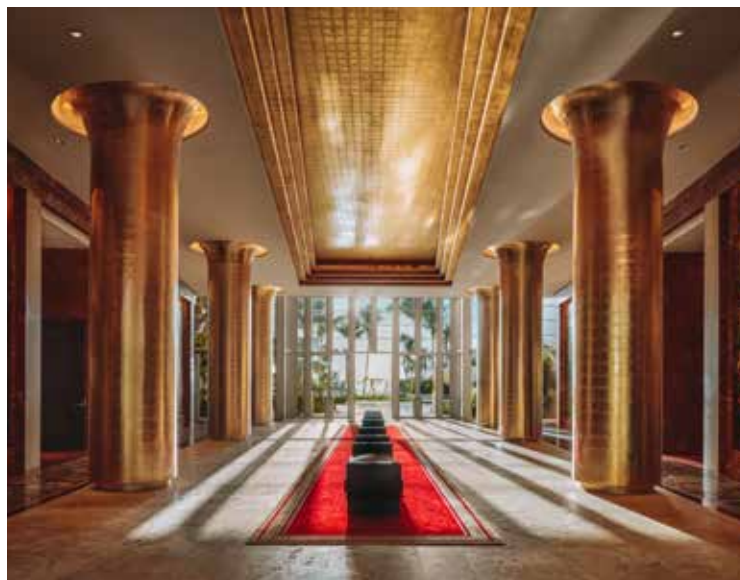
From Opening Day to Global Recognition

Looking back to 2015, Said describes the opening of Faena Miami Beach as "incredibly special." Bringing a new brand to the United States was bold and visionary, and one symbolic highlight was when the City of Miami Beach officially named the neighbourhood the Faena District. That moment was more than just a celebration; it was a statement of intent.

Nearly a decade later, the district has become a cultural hub, hosting unforgettable Art Week moments, thought-provoking conversations, and performances that draw international guests and locals alike. As Faena prepares to mark its tenth anniversary this December, Said reflects on how the brand has grown into a global name while remaining deeply rooted in community and creativity.

Thriving in Miami's Competitive Market

Miami is one of the world's most dynamic hospitality markets, where luxury hotels compete fiercely for attention. For Said, the strategy is simple: authenticity and storytelling. "We're not just a hotel, we're a cultural epicentre," he says. By curating unique programming, live music, art, and wellness rituals that resonate with both locals and international travellers, Faena has secured its place as a top destination. Constant evolution, paired with a clear vision, keeps Faena relevant and inspiring.



Lessons in Leadership

Leading a diverse and creative team at Faena District has taught Said one key lesson: passion and purpose are the foundation of great leadership. “Do what you love” isn’t just a saying at Faena, it’s a guiding principle. His role is to nurture that passion, empowering his team to bring their most authentic selves to work. When the team feels inspired, it translates directly into extraordinary guest experiences.

Said believes leadership today requires presence and availability. Hospitality has evolved guests seek unique, personalized experiences, and team members want growth and meaning in their work. His approach is to listen, guide, and develop his people, because “when our people flourish, so does the guest experience.”

A Legacy of Hospitality

For Said, hospitality is not just a career; it’s a legacy. With over 70 years of family history in the industry, he initially explored other paths, sales, advertising, retail, and even entrepreneurship, before realizing that each experience was preparing him for hospitality. These diverse perspectives have shaped the way he leads today, blending creativity, business acumen, and human connection.

One of his proudest decisions was choosing to remain in operations rather than pursuing his passion for sales and marketing too early. This allowed him to develop a deeper understanding of the industry and ultimately brought him to where he is today.

Inspiring the Next Generation

When asked about advice for aspiring hospitality professionals, Said keeps it simple yet powerful: “Do what you love and approach each day with a mindset of continuous learning.”

It’s a philosophy that not only defines his own leadership but also reflects the spirit of Faena Miami Beach, a place where passion, creativity, and authenticity create experiences that are anything but ordinary.

