



# LOEBER

COMMUNICATIONS

A BOUTIQUE LUXURY  
HOSPITALITY PR AGENCY

## ABOUT STEPHANIE

Luxury Travel...We adore it. We live it. We tell its stories.  
We simply love what we do.

Stephanie Loeber has more than 20 years experience in the hospitality, tourism and spa industries at the operational, corporate and agency levels with specific focus on Public Relations, Social Media, Communications and Marketing.

She is a seasoned luxury travel, lifestyle and public relations expert and deeply passionate about the luxury travel and hospitality industry. In 2012 she launched Loeber Communications, a boutique PR firm based in Boston, Mass. specializing in creating and executing strategic public relations, media and social media campaigns for luxury boutique hotels and luxury hospitality-related clients.



[www.loebercommunications.com](http://www.loebercommunications.com)



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Over the past years she has worked with numerous clients overseeing their national public relations and, for some, their social media campaigns.

Clients include and have included The Point, an 11-room luxury Relais & Châteaux boutique hotel and former Great Camp of William Avery Rockefeller II located in the Adirondacks [Upstate New York]; The Hotel Telluride, a 59-room boutique hotel located in Telluride, Colo.; InterContinental Boston, a 429-room luxury hotel located on Boston's waterfront; Lake Kora, an ultra-exclusive 27-room luxury, historic and secluded Adirondack Great Camp formerly owned by the Vanderbilts and Edson Hill, a beautiful 22-room boutique Vermont inn located in Stowe.



Prior to opening her own boutique PR agency, Stephanie was the Director of Public Relations for the InterContinental Boston. There she oversaw the exposure of all aspects of the hotel, including SPA Inter Continental, RumBa, Sushi-Teq and Miel “Brasserie Provençale,” through local, national and international media relations and social networking. She also curated bi-annual in-house art exhibitions, organized special events, spearheaded community outreach and worked in tandem with marketing on crafting the hotel’s monthly newsletter and creating new hotel packages.

Prior to this role, Stephanie was Vice President at Kortenhaus Communications, a boutique public relations/marketing firm in Boston, specializing in luxury hotels, real estate, fashion, restaurants, design and health/beauty. There she oversaw the hotel, restaurant, real estate and design account teams garnering local, regional and national exposure for those clients.



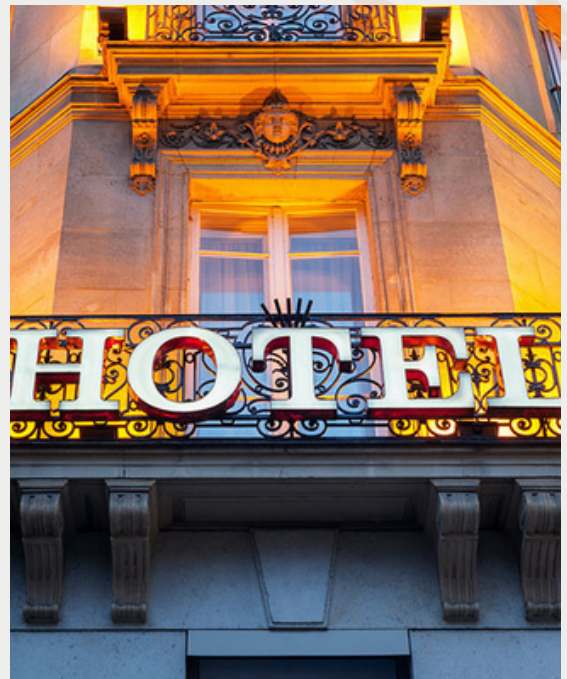
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Before moving to Boston, Stephanie was the Director of Communications for the former Independent Hotel Corporation (IndeCorp), based in Chicago, Ill. She developed and oversaw IndeCorp's corporate and luxury brand-level internal and external e-communications for Preferred Hotels & Resorts Worldwide, Summit Hotels & Resorts, and Sterling Hotels & Resorts.

She also headed the development of *The Preferred Way* magazine, oversaw a UK-based PR agency, US and UK media distribution, and directed public relations outreach at World Travel Mart and Luxury Travel Expo to increase the international visibility of the brands.

Previously, she served as the Director of Communications for Stonewater, a then leading day spa company based in New Haven, Conn., where she developed and oversaw the communications department and executed the company's national launch.



Stephanie also worked as senior account executive for Lou Hammond & Associates, a New York City-based marketing/public relations firm specializing in the luxury travel, tourism and cruising accounts. Her lead account was Norwegian Cruise Line for which she executed the national launch of their Freestyle Cruising™, oversaw the cruise industry's first-ever dual christening in addition to launching the cruise line's new itineraries.

Her other accounts included ResidenSea, a luxury ship which offers the only private residential community at sea with a continuous worldwide itinerary; Continental Waterways, the premiere barging company in France; the Montreal Museum of Fine Arts and the Massachusetts Office of Travel & Tourism.



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She also was the account manager at Leading Hotels of the Worlds' (LHW) corporate offices in New York City for Prima Hotels (LHW's former sister luxury boutique hotel company) where she served as the primary liaison between 170 Four- and Five-Star, and Four- and Five-Diamond boutique hotels.

There she educated and communicated with General Managers, Sales & Marketing Directors and/or Revenue Managers to ensure optimal utilization of Prima Hotels/LHW's reservation and sales and marketing services. She also represented Prima Hotels at numerous national industry trade shows.



Stephanie holds a BS, with a concentration in International Business Communication, from Cornell University's School of Hotel Administration. She is fluent in German and proficient in French and holds dual citizenship in the U.S. and the European Community (Germany).

Stephanie currently is a member of the Cornell Hotel Society, International Luxury Hotel Association, Public Relations Society of America, Boutique Lifestyle Leaders Association, and serves on the Board of Overseers for the Massachusetts Protection of Cruelty to Animals. She served on InterContinental Hotels & Resorts' National PR Task Force, co-chaired the Communication Committee of the Friends of Fort Point Channel in Boston, was a member of the International Spa Association, where she served on the Marketing and Alliances Committee, and was a member of the Hospitality Sales & Marketing Association International for years through which she has won numerous Adrian (and formerly Golden Bell) Awards.