



## Stephanie Happ Named DOS for Playa Largo Resort & Spa Under Development in FL Keys to Open Mid-2015

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*Stephanie Happ*

**KEY LARGO, FL - May 12, 2014** - Playa Largo Resort & Spa, Marriott International's newest Autograph property to break ground, is proud to announce the appointment of Stephanie Happ as director of sales for the resort, which is set to open in summer 2015.

Prime Hospitality Group (PHG), a recognized developer in Florida, and Shaner Hotels, one of the foremost owner-operator companies in the hospitality industry, have come together to bring a new level of luxury accommodations to Key Largo, which marks the first new resort to be built on the island in 20 years.

In her new role, Happ will oversee the development and implementation of sales strategies, lead staff marketing and communications activities, and maximize revenue generation for the new resort. A Key West native, Happ brings a familiarity with the Keys and its culture having previously worked at the Ocean Key Resort and Spa, Key West.

"I'm so excited to be back in the Florida Keys where I have a strong affinity for the people and lifestyle that make this area so inviting," said Happ. "I'm looking forward to not only introducing Playa Largo to the community and guests alike, but also leading what will be a dynamic sales team."

Happ joins the Playa Largo Resort & Spa after five years with Noble House Hotels & Resorts, of which the most recent two were spent as director of sales and marketing at River Terrace Inn in Napa, California.

"Happ has proven to be a seasoned veteran in sales and new business development in the hospitality industry and her proficiency for revenue growth and management expertise will be instrumental to Playa Largo Resort & Spa's success," said Larry Abbo, chief executive officer of Prime Group.

Happ received her Bachelor of Science degree in Communications from John Carroll University in Cleveland, Ohio.