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The Breakers Palm Beach Invests Annual \$25 Million in Ongoing Revitalization, Persevering Through a Year of Extraordinary Change

PALM BEACH, FL – [The Breakers Palm Beach](#), one of America’s most iconic resort destinations, recognized for its gracious service, unparalleled seaside glamour and world-class amenities, fulfilled its commitment to ongoing revitalization throughout 2020 - 2021 with the debut of [Via Flagler by The Breakers](#), along with several enhancements to the 140-acre property’s vast array of amenities and spaces. Each year, the company invests an average of \$25 million to carefully balance preservation and modernization, while introducing new valued products and services. This unrivaled financial contribution to a single hotel ensures an exceptional guest experience. Over the past year, The Breakers successfully expanded its portfolio of businesses, while elevating its unwavering dedication to the [health & safety](#) of its team, guests and community.

With an entrepreneurial approach to business and a devoted family ownership (heirs of founder Henry M. Flagler, circa 1896), this independent hotel has endured and thrived for [125 years](#). It is one of only 1,000-plus, family-owned businesses in America that is over 100 years old and still in the hands of its original owners. The Breakers also remains one of the longest, continuously operating businesses in the state of Florida.

“We are incredibly blessed to have such dedicated owners, who operate with a long-term view,” said Paul Leone, Chief Executive Officer of The Breakers. “Thanks to their loyalty and passion, we have been able to sustain our annual investment in capital improvements. We are also grateful for our longstanding partnerships, as with [Tihany Design](#), our collaborator for almost 10 years, who has reimagined numerous facets of our resort, from our restaurants and poolside bungalows to our magnificent lobby.”

“Our guests are confident in our resilience and dependability; they know that each return visit will bring something new and unexpected,” Leone continued.

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Recent Enhancements & Developments

Via Flagler by The Breakers

The Breakers has expanded its off-site operations with the development of Via Flagler by The Breakers, a \$30 million venture located just a few minutes from the resort on Royal Poinciana Way, Palm Beach's original Main Street. With a phased opening approach, this al fresco plaza features a collection of boutiques, eateries and residences, including:

- [Henry's Palm Beach](#) (debuted in summer 2020) - the 10th restaurant (second off site) in The Breakers' dining collection - elevated American comfort food with character
- [SHAN](#) (opened in December 2020) - the resort's new destination for high-end resort wear and swimwear
- [Main Street by The Breakers](#) (revealed in January 2021) - an experience that blends a classic café with a contemporary boutique
- Additional Leasing Partners: [Lotus Hair Studio](#), [Contessa Gallery](#) and the [Frisbie Group](#) - private real estate investment firm
- More exciting venues coming soon

Note: The \$30 million allocation to Via Flagler by The Breakers is in addition to The Breakers' annual \$25 million investment in the property.

Poolside Bungalows

Showcasing a vibrant, beach-inspired look and even more added comfort, The Breakers' [25 poolside bungalows](#) have been redesigned by Tihany Design, who worked as design consultant to Peacock + Lewis Architects. These premium cabanas are the perfect oceanfront oasis for couples, families and friends, or even the ultimate "workcation." Available for day-time rental (for hotel guests and club members), each exclusive retreat includes a private, full bathroom with shower, an individual climate control system, a dedicated concierge and much more.

Ocean Fitness

Completing renovations this past fall to provide fresh new facilities for guests and club members, the resort's [Ocean Fitness](#) center installed ionization technology throughout the space's HVAC system (improving air quality and disinfection); new technogym cardiovascular equipment; and an artificial turf lawn on the terrace, allowing for expanded, outdoor fitness experiences.

Gulfstream Meeting Rooms

Reimagined by Tihany Design, who worked as design consultant to Peacock + Lewis Architects, the intimate [Gulfstream Meeting Rooms](#) offer breathtaking oceanfront views and versatile floor plans that are ideal for board meetings, breakouts, offices and dining. The sleek new interior design draws inspiration from Gulfstream private jets. Each space showcases a contemporary color palette; custom, compass-inspired carpets; geometric textured wallcoverings and more.

Additional Projects Completed in Late 2020:

- The North Tower guest rooms and suites - part of The Breakers' five-year cycle of room renovation, courtesy of Tihany Design
- Full refresh of the [Polo Ralph Lauren](#) boutique

Photo Links: *Photo credit may be attributed to The Breakers Palm Beach, unless otherwise specified in caption*

- [Via Flagler by The Breakers: Henry's Palm Beach](#) | [SHAN](#) | [Main Street by The Breakers](#)
- [Bungalows](#)
- [Ocean Fitness](#)
- [Gulfstream Meeting Rooms](#)
- [Polo Ralph Lauren](#)

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About The Breakers Palm Beach

Recognized as one of America's most iconic resorts, The Breakers is an Italian Renaissance-style hotel situated on 140 acres of oceanfront property in the heart of Palm Beach, Florida. Founded in 1896 by magnate Henry M. Flagler, and still in the hands of his heirs today, this legendary destination continues to thrive as an independent property. Each year, an investment averaging \$25 million in capital improvements and ongoing revitalization, balances preservation and modernization.

The Breakers features 538 guest rooms and suites, including the ultra-luxury Flagler Club, a boutique hotel nestled atop of the resort. The property offers ten restaurants ranging from casual beachfront to stylishly sophisticated and a world-class private beach club with four pools, five whirlpool spas, 25 poolside bungalows and a variety of on-site watersports. Additional amenities include: two championship golf courses, 10 Har-Tru tennis courts, a Forbes Five-Star spa, an indoor-outdoor oceanfront fitness center, 14 signature boutiques, and a Family Entertainment Center with an extensive program of activities for children.

Along with being recognized as a AAA Five Diamond property, The Breakers has earned numerous accolades for its social impact on the environment, the community and team member well-being. For reservations or more information, contact the resort at 888-BREAKERS (273-2537) or visit thebreakers.com.