

TRAVEL AND HOSPITALITY

## How The Breakers, Florida's grande dame of resorts, is installing safety measures as it reopens

May 22, 2020



*The Breakers in Palm Beach, Florida, reopened doors May 22, even as states such as New York and California continue to impose lockdowns on their businesses amid the COVID-19 coronavirus outbreak. Image credit: The Breakers*

By LUXURY DAILY NEWS SERVICE

While Ritz-Carlton owner Marriott International and Four Seasons Hotels and Resorts have put in place elaborate measures across their properties to handle customers and employees in the COVID-19 era, what are standalone hospitality brands doing?

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

**The Breakers Palm Beach**, grande dame of all Florida resorts and one of the most elegant properties in the United States, reopened its doors May 22. The same family has run the resort since 1896.

### Safe host

As it geared up for the occasion, the family-owned resort in tony Palm Beach, FL, instituted a series of measures to reassure guests and staff that it was taking all precautions to keep them safe from the COVID-19 coronavirus outbreak that has devastated businesses worldwide due to government-imposed lockdowns.

The resort claims all aspects of its operations have been reviewed, from front desk to back of the house, meeting government guidelines and industry recommendations. The measures will be modified as needed.



*The Breakers is located in Palm Beach, previously the haunt of Old Money in the United States and also home to President Donald J. Trump's Mar-a-Lago estate. Image credit: The Breakers*

**The Breakers** is the longest, continuously operating business in Florida, and one of only 1,100 family-owned business in the United States that is more than 100 years old and still under its original ownership.

All of The Breakers' measures have been outlined in a public document for dissemination to guests and staff, signed by CEO Paul N. Leone and executive vice president and general manager Tricia Taylor.

This document can serve as a template for many hospitality and public-facing businesses including restaurants and retail chains. Please click on the link below to read the best practices followed by The Breakers.

[Please click here to download a PDF of The Breakers' Health & Safety Precautions booklet](#)

[For Marriott International's measures, please click here](#)

[For Four Seasons Hotels and Resorts measures, please click here](#)

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.