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Luxury Travel

The Insider's Guide to Palm Beach

CEOs, socialites, celebrities up their little black books on Florida's toniest town.

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A magnet for billionaires built by a billionaire (adjusting for inflation), Palm Beach is in full swing come springtime, when the weather is pitch-perfect and the social scene has given way to real R&R.

More than a century after Henry Flagler envisioned it as “a magnificent playground for the people of the nation,” and social arbiter Frank Crowninshield called it “merry, sumptuous, and expensive,” the Florida destination is welcoming a standard-raising clutch of cultural, hotel, and restaurant openings. At a gala celebrating the Norman Foster-led renovation of the Norton Museum of Art last month, Bill Koch went so far as to describe the new-and-improved Palm Beach as “Fantasy Island.”

Want to make the most of your next visit? Follow the leads of local insiders, who opened up their exclusive black books just for Bloomberg.

Tune Up

“The best facials on the planet are at Tammy Fender,” a “luxurious” full-service West Palm Beach spa with Fender’s own products, says Gubelmann. “There are these poufy feather beds on top of the treatment tables, so you’re in heaven just lying there, getting pampered. I literally have never ever had anything come close.”