



FOR IMMEDIATE RELEASE
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Contact: David Carson, Public Affairs Director
(561) 655-2833 ext. 13 / publicaffairsdirector@flaglermuseum.us

Flagler Museum Announces 2024 Fall Exhibition

In the Golden Dreamland of Winter: Henry Flagler’s FEC Hotel Company

PALM BEACH, FL - The Flagler Museum’s 2024 - 2025 Season programming will begin with the opening of its Fall Exhibition, *In the Golden Dreamland of Winter: Henry Flagler’s FEC Hotel Company*. The exhibition will explore Henry Flagler’s transformative impact on Floridian economy through the development of his Florida East Coast Hotel Company. The exhibition will tell the story of Flagler’s pioneering spirit and his role in opening up Florida as a premier travel destination.

Henry Flagler essentially invented modern Florida as he embarked on a bold vision to reshape the State’s landscape and economy. This exhibition reveals his innovative venture to promote tourism, starting with the establishment of the Ponce de Leon Hotel in St. Augustine, expanding down the coastline, including the Hotel Royal Poinciana, the largest wooden structure in the world, the Palm Beach Inn, later renamed as The Breakers, and the Royal Palm in Miami. Flagler’s hotels were more than just lavish accommodations; they were a gateway to discovering an exotic and enchanting part of the country.

Flagler’s FEC Hotel Company was a demonstration of his belief in Florida’s great potential and future. Indeed, the tourism industry Flagler established in Florida remains one of the mainstays of the State’s thriving economy, which today is larger than that of the entire country of Mexico.

In the Golden Dreamland of Winter: Henry Flagler’s F.E.C. Hotel Company runs from Tuesday, October 15, to Sunday, December 29, 2024.

For more information, please contact David Carson at the Flagler Museum, by telephone or via e-mail.

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About the Flagler Museum

When it was completed in 1902, Whitehall, Henry Flagler’s Gilded Age estate in Palm Beach, was hailed by the New York Herald as “more wonderful than any palace in Europe, grander and more magnificent than any other private dwelling in the world.” Today, Whitehall is a National Historic Landmark and is open to the public as the Flagler Museum, featuring guided tours, changing exhibits, and special programs. The Museum is located at Coconut Row and Whitehall Way, Palm Beach.

The Flagler Museum is one of only four sites in the Nation to be awarded all three of the highest honors given to historic sites: designation as a National Historic Landmark, accreditation by the American Alliance of Museums, and presentation of the Ross Merrill Award for Outstanding Commitment to the Preservation and Care of Collections.

The Museum is open 10:00 am to 5:00 pm, Tuesday through Saturday, and noon until 5:00 pm on Sunday. Admission is \$28 for adults, \$14 for ages 6 - 12, and children under six are free.

The Flagler Museum is funded in part by the Palm Beach County Board of County Commissioners, the Tourist Development Council, the Cultural Council for Palm Beach County, the state of Florida, Department of State, Division of Arts and Culture.

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Flagler Museum 2024 Fall Exhibition

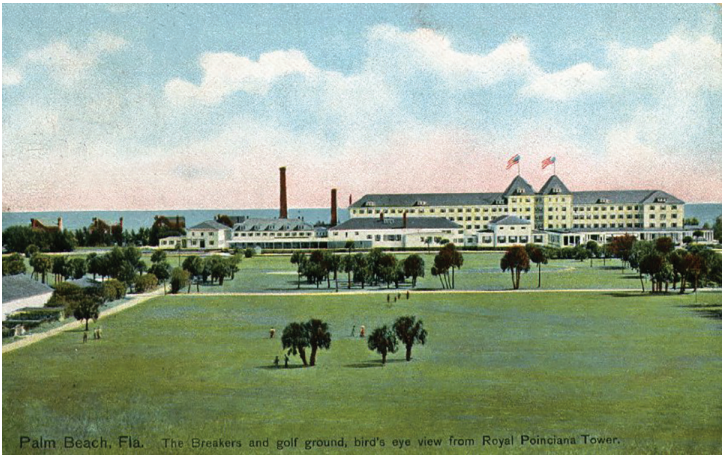
In the Golden Dreamland of Winter: Henry Flagler's F.E.C. Hotel Company



Hotel Ponce de Leon, St. Augustine.
Flagler Museum Archives



The Beach at Ormond.
Flagler Museum Archives



Postcard from The Breakers hotel, 1912.
Flagler Museum Archives



Dinner Menu from the Hotel Royal Poinciana,
Palm Beach.
Flagler Museum Archives



Florida East Coast Hotel Company advertisement
for the Continental Hotel, Atlantic Beach, FL,
ca. 1902. Flagler Museum Archives.