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Flagler County reaps the rewards of rolling out the welcome mat

**February 10, 2021** – Even during a year defined to a large degree by global pandemic restrictions, Flagler County’s economy benefitted from rolling out the welcome mat to tourists whose visits generated $454.6 million in economic impact.

Flagler’s tourism office – Palm Coast and the Flagler Beaches – contracted Downs & St. Germain Research before the COVID-19 outbreak to undertake a yearlong study of the habits and effect of those who come to wiggle their toes in the coquina sand for their vacations and family visits.

“We now fully understand the profile of our visitor and the economic impact that tourism brings to Flagler County,” said Tourism Development Director Amy Lukasik. “It’s important to note that one of the most important data points is that every Flagler County household saved more than $750 in taxes as a result of tourism. The visitor helps relieve some of that burden and puts money back into our community.”

Snapshot of tourism in Flagler County by the numbers for 2020

- It supported $149.9 million in wages and salaries
- Hotel stays and vacation rentals generated $2.38 million in Tourist Development Tax
- Visitors spent $309.3 million on accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping
- It supported 5,814 jobs, or
- Every 99 visitors support one Flagler County job
- $1 spent by Palm Coast and the Flagler Beaches on marketing equates to $402 visitor spending in Flagler County

“This yearlong visitor research project has been long overdue, and having this type of data helps our office make better strategic decisions when it comes to media and advertising and other projects,” Lukasik said. “We want to have the data and research to support and back-up everything we do.”

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