

Media Contact:

Amy Lukasik  
Palm Coast and the Flagler Beaches  
386.313.4230  
alukasik@visitflagler.com



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## Palm Coast and the Flagler Beaches' Morgan Earns Travel Marketing Professional Certification

**(Palm Coast, Fla.)**—Debra Morgan, Destination Development and Community Engagement Manager for Palm Coast and the Flagler Beaches, Flagler County's official tourism organization, recently earned the Travel Marketing Professional Certification (TMP) from Southeast Tourism Society (STS) Marketing College. STS is a not-for-profit membership association dedicated to the development of travel and tourism professionals and organizations within the southeast region.

The STS Marketing College provides a unique continuing education program for the travel and tourism industry. The curriculum covers various aspects of tourism marketing, including destination branding, social media strategy, public relations, and crisis communication. The program takes place over three years, with one-week sessions held each summer. Upon completion of the three-year program, students receive TMP certification.

Morgan is one of 99 tourism professionals who received the certification in September 2025. As part of the certification process, students are required to submit an applicable real-world project. Morgan developed a Tourism Master Plan Scope of Service Request for Proposal, which incorporated stakeholder engagement strategies, sustainability principles, and inclusive community input.

"We are so proud of Debra and her continued dedication to her profession," Palm Coast and the Flagler Beaches Executive Director Amy Lukasik said. "For over 13 years, Debra has served as an integral member of our tourism development team. Her dedication to thoughtful, community-focused tourism planning is reflected in the thoroughness and quality of her final project."

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**About Palm Coast and the Flagler Beaches**

Located on Florida's northeast coast, Palm Coast and the Flagler Beaches is a quirky coastal escape that features unspoiled natural beauty, a spectacular independent foodie scene, and plenty of arts and cultural activities. Attractions include 19 miles of cinnamon-colored beaches, numerous state and local parks and preserves, miles of canopied trails, and bucket-list activities like dolphin interactions and horseback rides along the shore. The area is anchored by the iconic Flagler Beach Municipal Pier, a retro-style A-Frame that opened in 1928. Area accommodations range from branded hotels to a luxury resort and vacation rentals.

For more information, please visit <https://www.visitflagler.com/> or call 386.313.4320. Get to know us by following our social channels: <https://www.facebook.com/PalmCoastandtheFlaglerBeaches/> or Visit Flagler on Twitter and Instagram.

**About Southeast Tourism Society:**

About Southeast Tourism Society Southeast Tourism Society (STS) is a not-for-profit membership association dedicated to the development of travel and tourism professionals and organizations within the southeast region. The association's mission is to empower a diverse network of tourism professionals through Education, Advocacy, Recognition, and Networking. Member states include Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia, and the District of Columbia.