

Media Contact:

Courtnee Brokaw
Palm Coast and the Flagler Beaches
386.313.4230
cbrokaw@visitflagler.com



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Palm Coast and the Flagler Beaches Tourism Development Office Marks National Tourism and Travel Week

(Bunnell, Fla.)—Palm Coast and the Flagler Beaches Tourism Development Office will celebrate National Tourism and Travel Week (NTTW), the annual celebration of the contributions of the U.S. travel industry, May 4-10, 2025. The week shines a spotlight on the U.S. travel industry's essential role in driving economic growth, creating jobs and enhancing the nation's global competitiveness.

Travel and tourism significantly affect the economy of Flagler County. According to the Palm Coast and the Flagler Beaches 2024 Economic Impact Report conducted by Downs and St. Germain Research, tourism in Flagler County supported more than 9,700 jobs, generated over 890 million in total economic impact, and brought in over \$4.3 million in bed tax revenue in 2024.

"Tourism is the lifeline of our local economy and it's important to keep in mind that there is an additional economic impact from visitors beyond their direct spending. Businesses that serve visitors recirculate visitors' spending by buying goods and services to run their business along with employees spending their wages in the community," said Amy Lukasik, Executive Director for Palm Coast and the Flagler Beaches. "Flagler County's economic health would diminish by 22% without our visitors so it is imperative that we continue to promote and invest in responsible tourism."

Flagler County welcomed more than 940,000 visitors in 2024. Those visitors generated more than \$617,703,400 in direct spending. The number accounts for sales in accommodations, restaurants, groceries, transportation, attractions, entertainment, and shopping in Flagler County.

"Travel drives economic opportunity and strengthens our community," said Lukasik. "This National Travel and Tourism Week, we celebrate travel's undeniable impact and reaffirm its importance in shaping our local economy and quality of life."

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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.