



## FLAGLER COUNTY CY2021 TOURISM DASHBOARD

Tourism Overview	Statistic	Comment
Number of Visitors to Flagler County	963,500	+68% vs FY2020
Direct Spending by Visitors	\$553,460,200	Accom, Restaurants, Attractions, Shopping, etc.
Total Economic Impact of Visitors	\$824,655,698	Multiplier Effect (1.49)
Direct Tourism Jobs	4,384	17.46% of Total Jobs
Total Accommodation Sales	\$78,954,991.50	+51.69% Over CY2020
Total TDT	\$3,858,263	+52.91% Over CY2020
Occupancy Rate	60.7%	STR, AirDNA/ 33.3% FY2020
Average Daily Rate	\$203.04	STR, AirDNA/ \$128.31 FY2020
RevPar	\$123.25	Revenue Per Room-STR, AirDNA/ \$42.73

Spending in Flagler County	Dollar Amount	Percentage
Visitors	\$553,460,200	22%
Flagler County Locals	\$2,020,312,000	78%
Total Spending	\$2,573,772,200	100%

Taxes in Flagler County	Visitors	Residents	Total
Ad Valorem Taxes	\$19,703,600	\$60,411,200	\$80,114,800
State & Local Sales Tax	\$38,413,900	\$82,286,800	\$120,700,700
Other Taxes & Fees	\$994,900	\$6,781,700	\$7,776,600
Tourist Development Tax	\$3,858,263	\$0	\$3,858,263
Total	\$62,970,663	\$1,494,797,000	\$212,450,363
Percentage	30%	70%	100%

Cost of Servicing Visitors & Residents to Flagler County Government	Cost to Government	Percentage
Visitors to Flagler County	\$12,406,600	9%
Residents of Flagler County	\$124,936,500	91%
Total Cost	\$137,343,100	100%

Net Impact of Visitors on Flagler County	CY2021
County Government Revenues Generated by Visitors	\$22,563,900
Cost to County Government to Service Visitors	\$12,406,600
Net Positive Impact of Visitors to Flagler County Government	\$10,157,300

**VISITORS TO FLAGLER COUNTY SAVED RESIDENTS**

**\$512**

**IN TAXES PER HOUSEHOLD IN CY2021**

## METHODOLOGY

### ***Data Collection & Sources:***

Compiled using the Oct. 2019 –Sept. 2020 Economic Impact Report, CY2021 AirDNA Report, CY2021 STR reports, CY2021 TDT Collections, Flagler County Budget, Florida Department of Revenue, US Census, IMPLAN percentage of County budget costs based on use days of residents and visitors.

This report assumes that the following figures from Oct. 2019 –Sept. 2020 were the same in CY2021:

- Travel Party Size
- Length of Stay
- Ratio of visitors staying in paid accommodations, visiting friends and relatives, and day trippers
- Spending patterns (adjusted for inflation)

### ***Economic Impact:***

Total economic impact of tourism on Flagler County is a function of direct spending by visitors in Flagler County, as well as the indirect and induced effects of this spending, such as increased business and household spending generated by tourism dollars.

### ***Multiplier:***

Downs & St. Germain Research uses IMPLAN economic modeling to calculate the multiplier based on direct expenditure data collected from visitors to Flagler County. Agencies such as FEMA, EPA, Federal Reserve Bank, and the Bureau of Land Management use IMPLAN modeling. Flagler County's multiplier is 1.49.



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