



**TOWN OF WINTER PARK, CO**  
**SALES, LODGING, ACCOMMODATION AND TRANSIT/TRAILS TAX REPORT**  
**December- 2023 Sales**  
*(Collected: Jan-2024)*

**SUMMARY**

For the **month of December 2023**, total sales tax revenue increased 5.5% (\$124K), primarily due to increases in the Retail sector of 10.1% (\$81K), Lodging & Accommodation sector of 8.4% (\$54K) and Restaurant/Bar sector of 3.6% (\$19K), offset by relatively smaller decreases in the Services/Other and Utilities sectors totaling \$29K.

For **fiscal year 2023**, total sales tax revenue increased by 5.8% (\$817k), primarily due to increases of 8.3% (\$314K) in the Restaurant/Bar sector, 9.1% (\$388K) in the Lodging & Accommodation sector and 10% (\$74K) in the Services/Other sector, along with relatively smaller increases in the Retail and Utilities sectors totaling \$41K.

**PRIOR YEAR COMPARISONS - MONTH**

<u>Description</u>	<u>Dec-23</u>	<u>Dec-22</u>	<u>23 vs 22</u>	<u>Dec-21</u>	<u>23 vs 21</u>	<u>Dec-20</u>	<u>23 vs 20</u>	<u>Dec-19</u>	<u>23 vs 19</u>	<u>Dec-18</u>	<u>23 vs 18</u>
Sales Tax - Not Lodging (5%)	1,206,375	1,155,864	4.4%	1,021,331	18.1%	701,500	72%	843,848	43%	805,569	50%
Lodging/Accomm Tax (5%)	498,480	460,093	8.3%	417,858	19.3%	307,252	62%	319,670	56%	299,341	67%
Sub Total	1,704,855	1,615,957	5.5%	1,439,189	18.5%	1,008,752	69%	1,163,518	47%	1,104,910	54%
Transit & Trails Tax (2%)	681,942	646,450	5.5%	575,675	18.5%	403,501	69%	465,247	47%	441,964	54%
<b>Total</b>	<b>2,386,797</b>	<b>2,262,407</b>	<b>5.5%</b>	<b>2,014,864</b>	<b>18.5%</b>	<b>1,412,253</b>	<b>69%</b>	<b>1,628,765</b>	<b>47%</b>	<b>1,546,874</b>	<b>54%</b>

**PRIOR YEAR COMPARISONS - YEAR-TO-DATE**

<u>Description</u>	<u>Dec-23</u>	<u>Dec-22</u>	<u>23 vs 22</u>	<u>Dec-21</u>	<u>23 vs 21</u>	<u>Dec-20</u>	<u>23 vs 20</u>	<u>Dec-19</u>	<u>23 vs 19</u>	<u>Dec-18</u>	<u>23 vs 18</u>
Sales Tax - Not Lodging (5%)	7,359,882	7,053,541	4.3%	5,644,341	30.4%	4,407,351	67%	5,163,069	43%	4,676,813	57%
Lodging/Accomm Tax (5%)	3,314,057	3,037,076	9.1%	2,468,369	34.3%	1,688,403	96%	1,748,257	90%	1,622,349	104%
Sub Total	10,673,938	10,090,617	5.8%	8,112,710	31.6%	6,095,754	75%	6,911,326	54%	6,299,162	69%
Transit & Trails Tax (2%)	4,269,575	4,036,315	5.8%	3,245,084	31.6%	2,438,302	75%	2,764,303	54%	2,519,665	69%
<b>Total</b>	<b>14,943,513</b>	<b>14,126,932</b>	<b>5.8%</b>	<b>11,357,794</b>	<b>31.6%</b>	<b>8,534,056</b>	<b>75%</b>	<b>9,675,629</b>	<b>54%</b>	<b>8,818,827</b>	<b>69%</b>

**COMPARISONS BY INDUSTRY AND BUSINESS LOCATION**

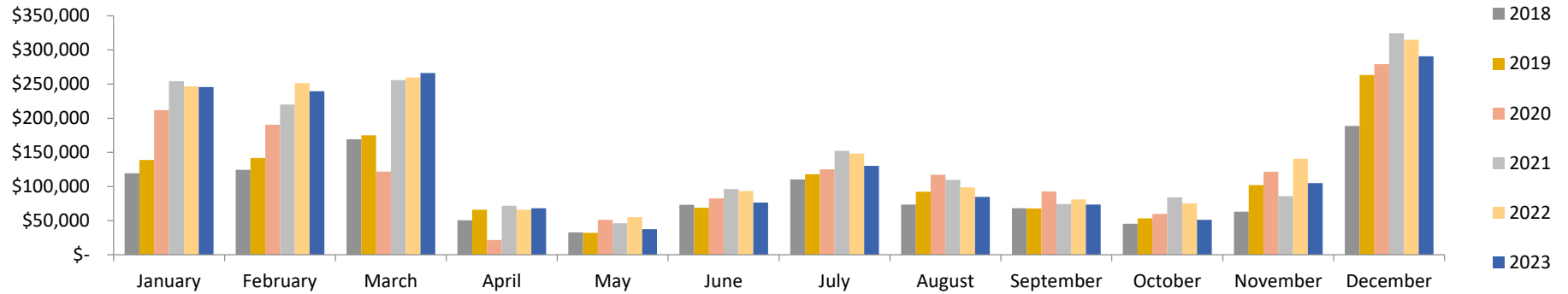
**RETAIL**

<b>MONTH</b>	<b>Dec-23</b>	<b>Dec-22</b>	<b>23 vs 22</b>	<b>Dec-21</b>	<b>23 vs 21</b>	<b>Dec-20</b>	<b>23 vs 20</b>	<b>Dec-19</b>	<b>23 vs 19</b>	<b>Dec-18</b>	<b>23 vs 18</b>
Downtown	290,737	314,900	-7.7%	324,480	-10.4%	279,027	4.2%	263,224	10.5%	188,553	54.2%
Old Town/Ski Area	218,649	234,613	-6.8%	222,938	-1.9%	115,449	89.4%	191,062	14.4%	211,662	3.3%
In County	15,358	24,603	-37.6%	17,832	-13.9%	17,710	-13.3%	23,532	-34.7%	28,766	-46.6%
Outside County	364,563	233,766	56.0%	234,989	55.1%	178,634	104.1%	152,448	139.1%	142,022	156.7%
	<b>889,307</b>	<b>807,882</b>	<b>10.1%</b>	<b>800,239</b>	<b>11.1%</b>	<b>590,820</b>	<b>50.5%</b>	<b>630,266</b>	<b>41.1%</b>	<b>571,003</b>	<b>55.7%</b>

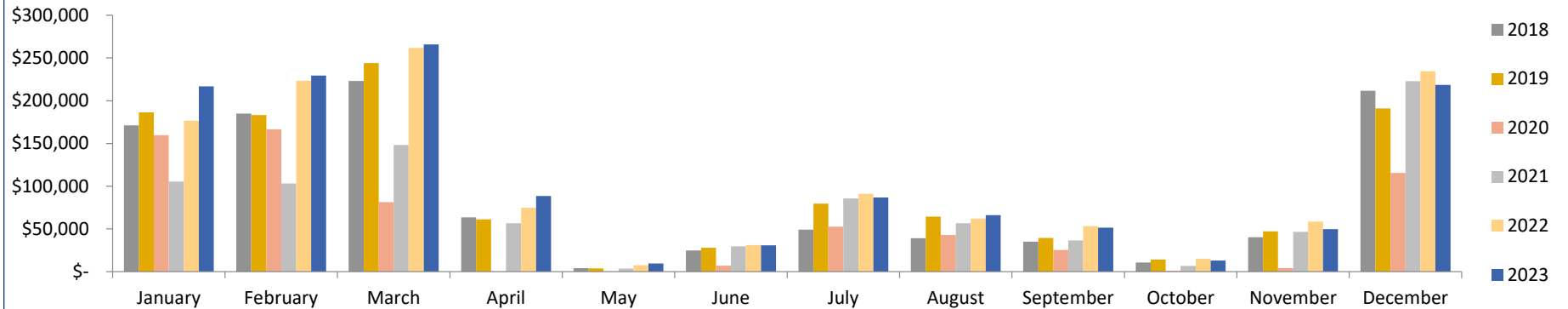
  

<b>YEAR-TO-DATE</b>	<b>Dec-23</b>	<b>Dec-22</b>	<b>23 vs 22</b>	<b>Dec-21</b>	<b>23 vs 21</b>	<b>Dec-20</b>	<b>23 vs 20</b>	<b>Dec-19</b>	<b>23 vs 19</b>	<b>Dec-18</b>	<b>23 vs 18</b>
Downtown	1,668,779	1,828,535	-8.7%	1,774,444	-6.0%	1,474,729	13.2%	1,319,217	26.5%	1,117,770	49.3%
Old Town/Ski Area	1,326,745	1,291,540	2.7%	901,757	47.1%	655,891	102.3%	1,142,971	16.1%	1,057,837	25.4%
In County	142,466	118,240	20.5%	133,619	6.6%	99,076	43.8%	113,128	25.9%	115,227	23.6%
Outside County	1,492,344	1,353,260	10.3%	1,100,740	35.6%	732,120	103.8%	711,163	109.8%	537,754	177.5%
	<b>4,630,335</b>	<b>4,591,575</b>	<b>0.8%</b>	<b>3,910,560</b>	<b>18.4%</b>	<b>2,961,816</b>	<b>56.3%</b>	<b>3,286,479</b>	<b>40.9%</b>	<b>2,828,588</b>	<b>63.7%</b>

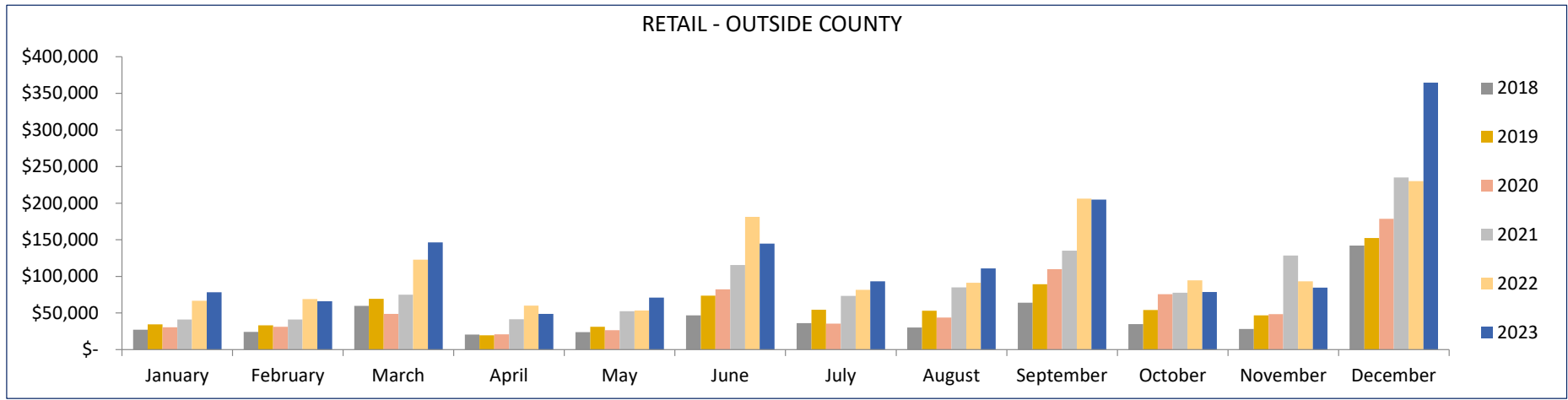
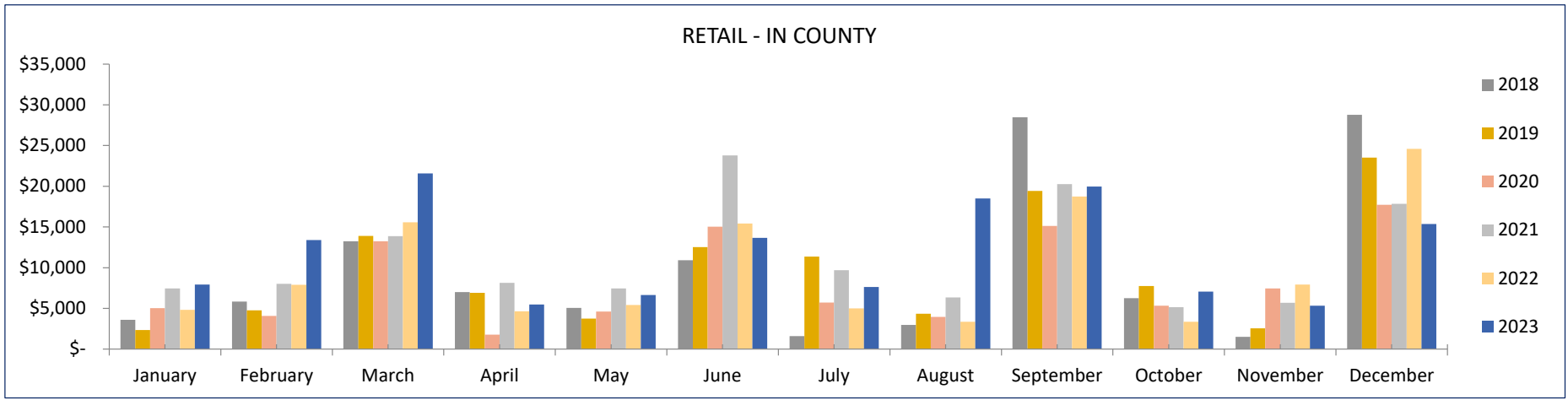
RETAIL - DOWNTOWN



RETAIL - OLD TOWN/SKI AREA



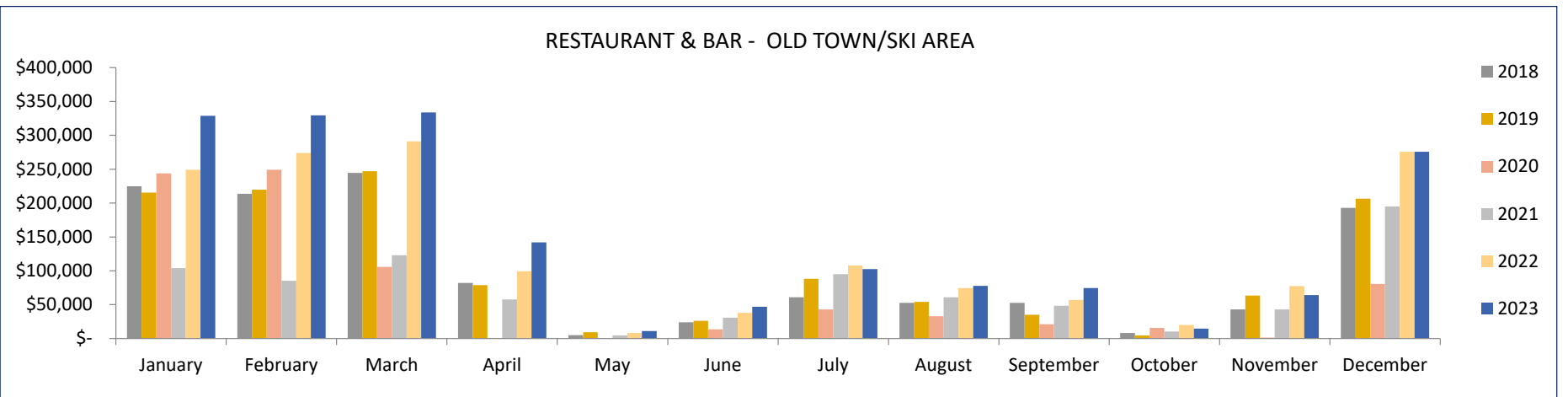
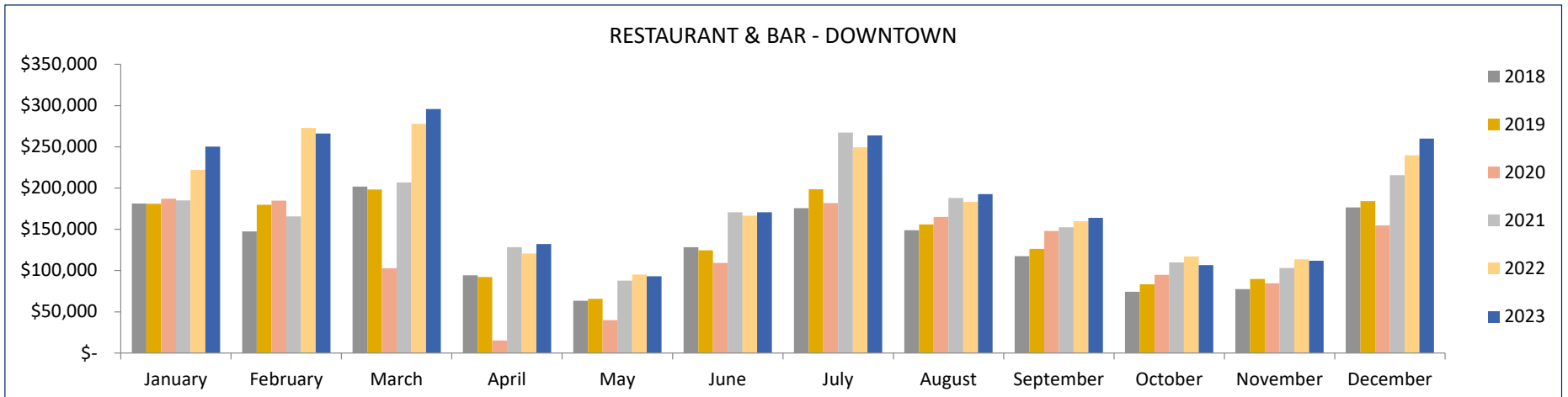
RETAIL - CONTINUED



**RESTAURANT & BAR**

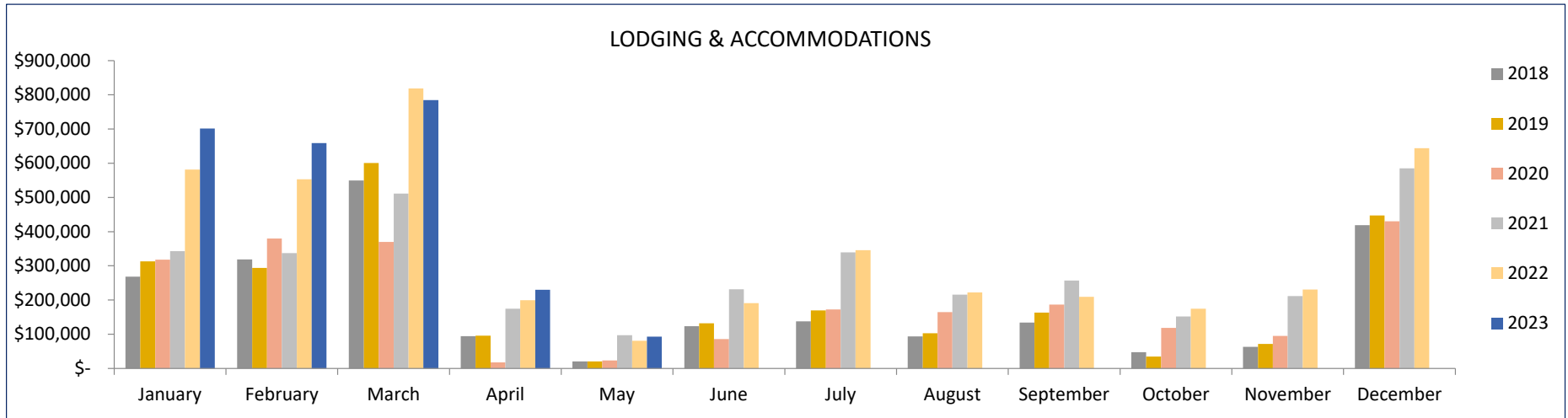
<b>MONTH</b>	<b>Dec-23</b>	<b>Dec-22</b>	<b>23 vs 22</b>	<b>Dec-21</b>	<b>23 vs 21</b>	<b>Dec-20</b>	<b>23 vs 20</b>	<b>Dec-19</b>	<b>23 vs 19</b>	<b>Dec-18</b>	<b>23 vs 18</b>
Downtown	259,780	240,366	8.1%	215,542	20.5%	154,613	68%	184,208	41%	176,463	47%
Old Town/Ski Area	275,765	276,507	-0.3%	195,109	41.3%	80,517	242%	206,548	34%	193,042	43%
	<b>535,545</b>	<b>516,873</b>	<b>3.6%</b>	<b>410,651</b>	<b>30.4%</b>	<b>235,130</b>	<b>127.8%</b>	<b>390,756</b>	<b>37.1%</b>	<b>369,505</b>	<b>44.9%</b>

<b>YEAR-TO-DATE</b>	<b>Dec-23</b>	<b>Dec-22</b>	<b>23 vs 22</b>	<b>Dec-21</b>	<b>23 vs 21</b>	<b>Dec-20</b>	<b>23 vs 20</b>	<b>Dec-19</b>	<b>23 vs 19</b>	<b>Dec-18</b>	<b>23 vs 18</b>
Downtown	2,305,985	2,219,897	3.9%	1,979,777	16.5%	1,467,864	57%	1,679,126	37%	1,586,575	45%
Old Town/Ski Area	1,801,211	1,573,302	14.5%	857,922	110.0%	807,889	123%	1,248,693	44%	1,205,414	49%
	<b>4,107,195</b>	<b>3,793,199</b>	<b>8.3%</b>	<b>2,837,699</b>	<b>44.7%</b>	<b>2,275,753</b>	<b>80.5%</b>	<b>2,927,819</b>	<b>40.3%</b>	<b>2,791,989</b>	<b>47.1%</b>



**LODGING & ACCOMMODATION**

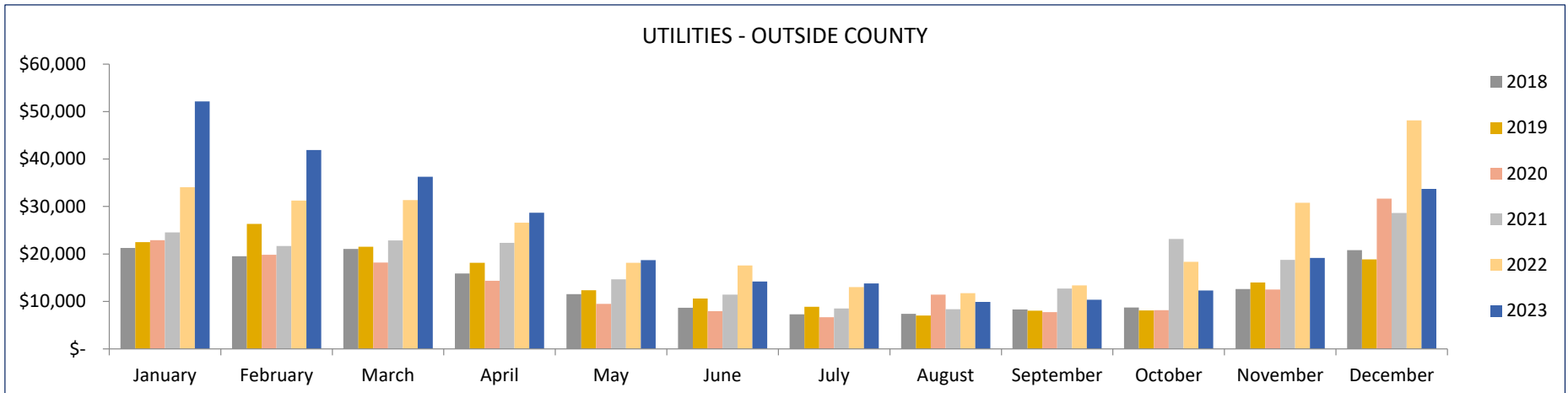
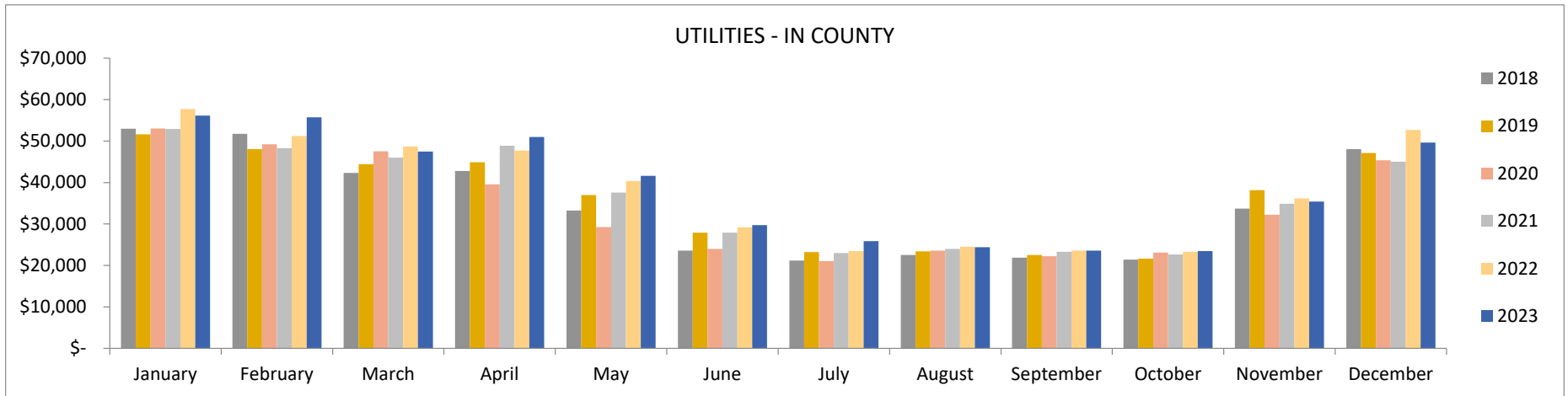
	<u>Dec-23</u>	<u>Dec-22</u>	<u>23 vs 22</u>	<u>Dec-21</u>	<u>23 vs 21</u>	<u>Dec-20</u>	<u>23 vs 20</u>	<u>Dec-19</u>	<u>23 vs 19</u>	<u>Dec-18</u>	<u>23 vs 18</u>
<b>MONTH</b>	697,872	643,962	8.4%	585,001	19.3%	430,153	62%	447,538	56%	419,077	67%
<b>YEAR-TO-DATE</b>	4,639,679	4,251,737	9.1%	3,455,717	34.3%	2,363,765	96%	2,447,559	90%	2,271,289	104%



## UTILITIES

<u>MONTH</u>	<u>Dec-23</u>	<u>Dec-22</u>	<u>23 vs 22</u>	<u>Dec-21</u>	<u>23 vs 21</u>	<u>Dec-20</u>	<u>23 vs 20</u>	<u>Dec-19</u>	<u>23 vs 19</u>	<u>Dec-18</u>	<u>23 vs 18</u>
In County	49,660	52,662	-5.7%	45,027	10.3%	45,337	10%	47,133	5%	48,078	3%
Outside County	33,691	48,164	-30.0%	28,627	17.7%	31,677	6%	18,887	78%	20,812	62%
	<b>83,351</b>	<b>100,826</b>	<b>-17.3%</b>	<b>73,654</b>	<b>13.2%</b>	<b>77,014</b>	<b>8%</b>	<b>66,020</b>	<b>26%</b>	<b>68,890</b>	<b>21%</b>

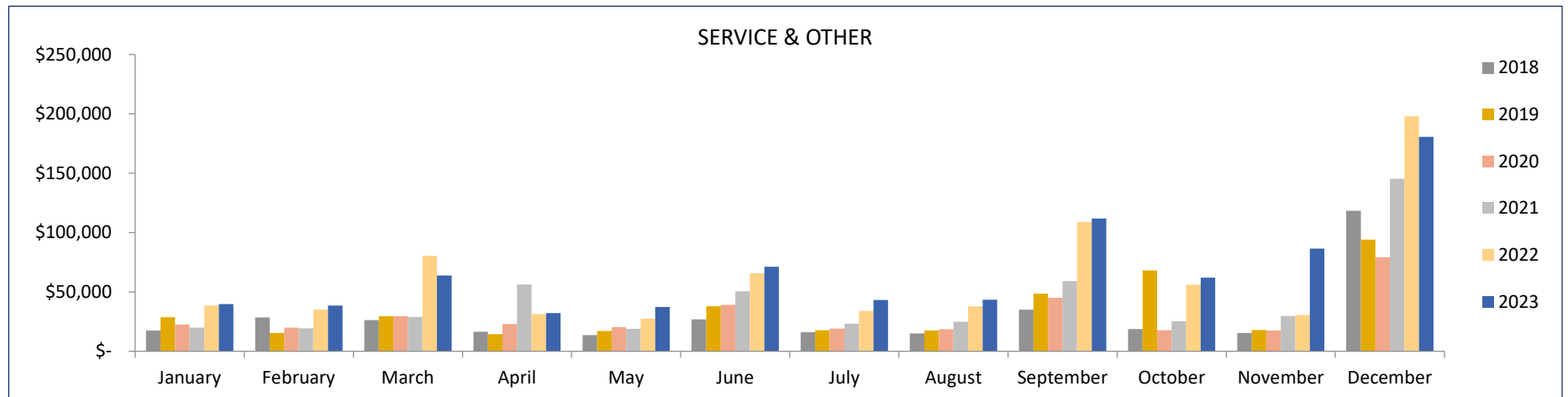
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In County	463,992	458,558	1.2%	434,418	6.8%	410,119	13%	429,894	8%	415,359	12%
Outside County	291,201	294,417	-1.1%	217,584	33.8%	170,901	70%	176,396	65%	163,079	79%
	<b>755,193</b>	<b>752,975</b>	<b>0.3%</b>	<b>652,002</b>	<b>15.8%</b>	<b>581,020</b>	<b>30%</b>	<b>606,290</b>	<b>25%</b>	<b>578,438</b>	<b>31%</b>



**SERVICE & OTHER**

<u>MONTH</u>	<u>Dec-23</u>	<u>Dec-22</u>	<u>23 vs 22</u>	<u>Dec-21</u>	<u>23 vs 21</u>	<u>Dec-20</u>	<u>23 vs 20</u>	<u>Dec-19</u>	<u>23 vs 19</u>	<u>Dec-18</u>	<u>23 vs 18</u>
Downtown	10,026	8,005	25.2%	15,320	-34.6%	7,816	28%	12,082	-17%	5,392	86%
Old Town/Ski Area	2,724	7,423	-63.3%	3,882	-29.8%	4,040	-33%	4,136	-34%	6,661	-59%
In County	6,785	11,710	-42.1%	7,931	-14.4%	6,793	0%	7,374	-8%	9,206	-26%
Outside County	161,187	165,726	-2.7%	118,186	36.4%	60,488	166%	70,593	128%	97,141	66%
	<b>180,722</b>	<b>192,864</b>	<b>-6.3%</b>	<b>145,319</b>	<b>24.4%</b>	<b>79,137</b>	<b>128%</b>	<b>94,185</b>	<b>92%</b>	<b>118,400</b>	<b>53%</b>

<u>YEAR-TO-DATE</u>	<u>Dec-23</u>	<u>Dec-22</u>	<u>23 vs 22</u>	<u>Dec-21</u>	<u>23 vs 21</u>	<u>Dec-20</u>	<u>23 vs 20</u>	<u>Dec-19</u>	<u>23 vs 19</u>	<u>Dec-18</u>	<u>23 vs 18</u>
Downtown	43,728	43,183	1.3%	21,649	102.0%	15,271	186%	31,316	40%	12,393	253%
Old Town/Ski Area	32,114	34,341	-6.5%	33,270	-3.5%	33,430	-4%	35,731	-10%	34,033	-6%
In County	49,793	37,456	32.9%	30,537	63.1%	24,681	102%	28,144	77%	20,236	146%
Outside County	685,476	622,467	10.1%	416,361	64.6%	278,321	146%	312,290	119%	281,862	143%
	<b>811,111</b>	<b>737,447</b>	<b>10.0%</b>	<b>501,817</b>	<b>61.6%</b>	<b>351,703</b>	<b>131%</b>	<b>407,481</b>	<b>99%</b>	<b>348,524</b>	<b>133%</b>



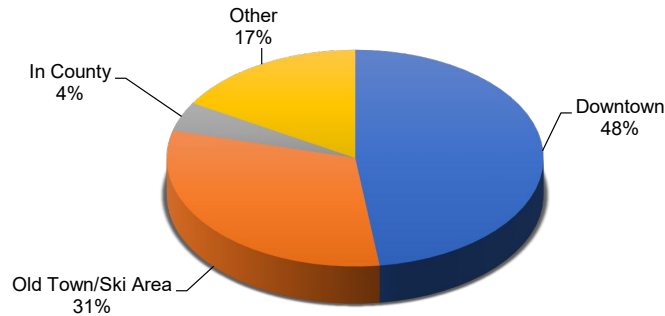
## COMPARISONS OF TOTAL TAX - BY BUSINESS LOCATION

The following tables and pie charts compare total tax revenues for the current month and YTD periods, by business location. For lodging properties managed by a property management company, the lodging/accommodation taxes are reported in the geographic area of the property management company offices.

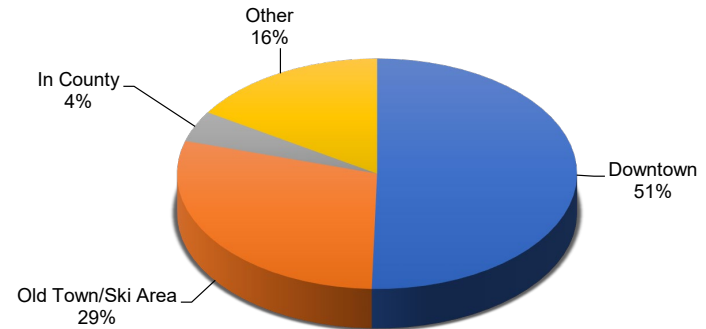
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Downtown	1,028,053	1,004,094	2.4%	936,377	9.8%	729,796	41%	700,922	47%	573,440	79%
Old Town/Ski Area	727,500	721,682	0.8%	625,866	16.2%	341,749	113%	607,833	20%	627,410	16%
In County	71,803	88,975	-19.3%	70,819	1.4%	69,909	3%	78,082	-8%	86,049	-17%
Outside County	559,441	447,656	25.0%	381,802	46.5%	270,799	107%	241,928	131%	259,975	115%
	<b>2,386,797</b>	<b>2,262,407</b>	<b>5.5%</b>	<b>2,014,864</b>	<b>18.5%</b>	<b>1,412,253</b>	<b>69%</b>	<b>1,628,765</b>	<b>47%</b>	<b>1,546,874</b>	<b>54%</b>

<b>YEAR-TO-DATE</b>	<b>Dec-23</b>	<b>Dec-22</b>	<b>23 vs 22</b>	<b>Dec-21</b>	<b>23 vs 21</b>	<b>Dec-20</b>	<b>23 vs 20</b>	<b>Dec-19</b>	<b>23 vs 19</b>	<b>Dec-18</b>	<b>23 vs 18</b>
Downtown	7,163,287	7,123,965	0.6%	6,279,451	14.1%	4,529,843	58%	4,249,438	69%	3,827,574	87%
Old Town/Ski Area	4,654,992	4,118,560	13.0%	2,744,801	69.6%	2,287,508	103%	3,654,532	27%	3,457,737	35%
In County	656,266	614,264	6.8%	598,851	9.6%	535,363	23%	571,356	15%	550,821	19%
Outside County	2,468,969	2,270,143	8.8%	1,734,691	42.3%	1,181,342	109%	1,200,303	106%	982,695	151%
	<b>14,943,514</b>	<b>14,126,932</b>	<b>5.8%</b>	<b>11,357,794</b>	<b>31.6%</b>	<b>8,534,056</b>	<b>75%</b>	<b>9,675,629</b>	<b>54%</b>	<b>8,818,827</b>	<b>69%</b>

**2023 TAX COLLECTION BY GEOGRAPHIC AREA**



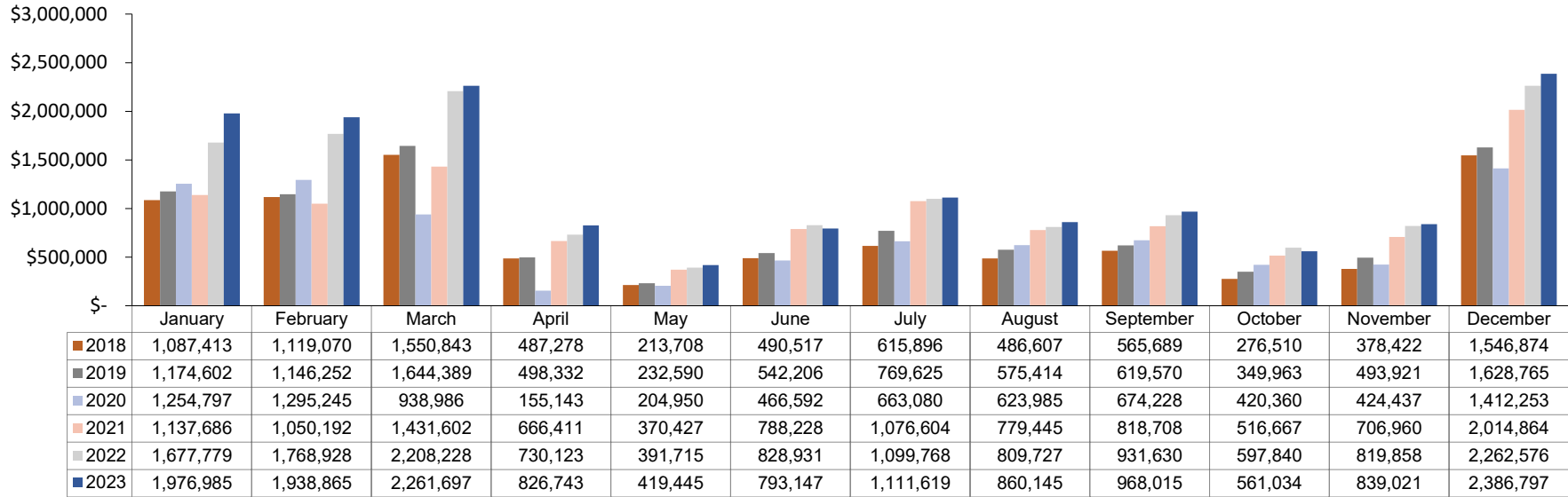
**2022 TAX COLLECTION BY GEOGRAPHIC AREA**



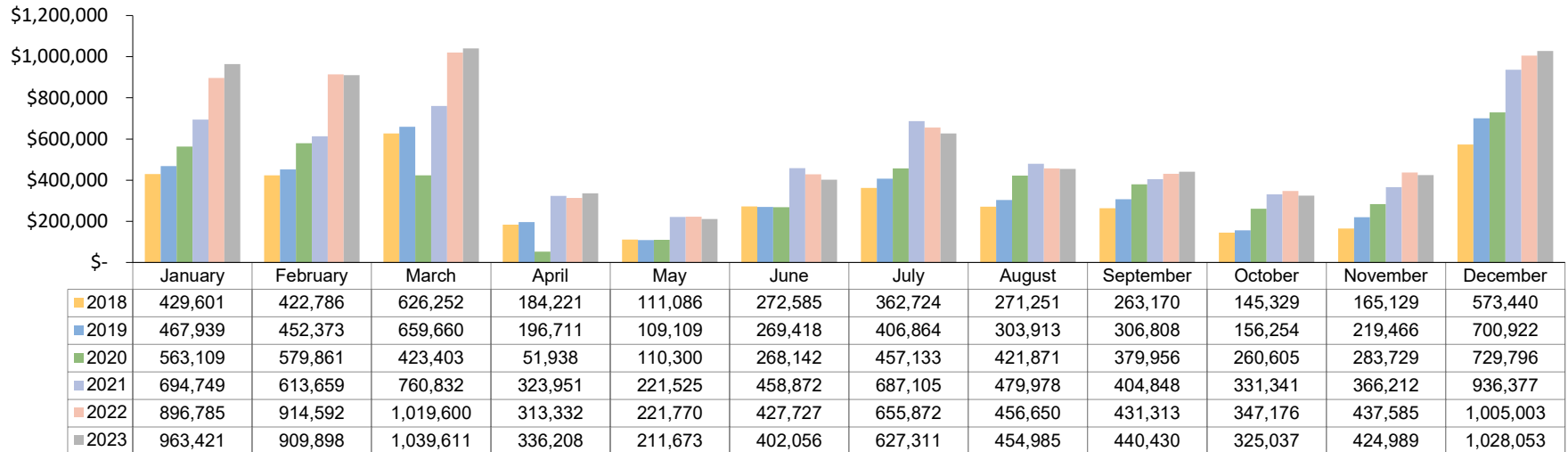


**SALES, LODGING AND ACCOMMODATIONS TAX - HISTORICAL AMOUNTS**

TOTAL - SALES, LODGING & TRANSIT/TRAILS TAX

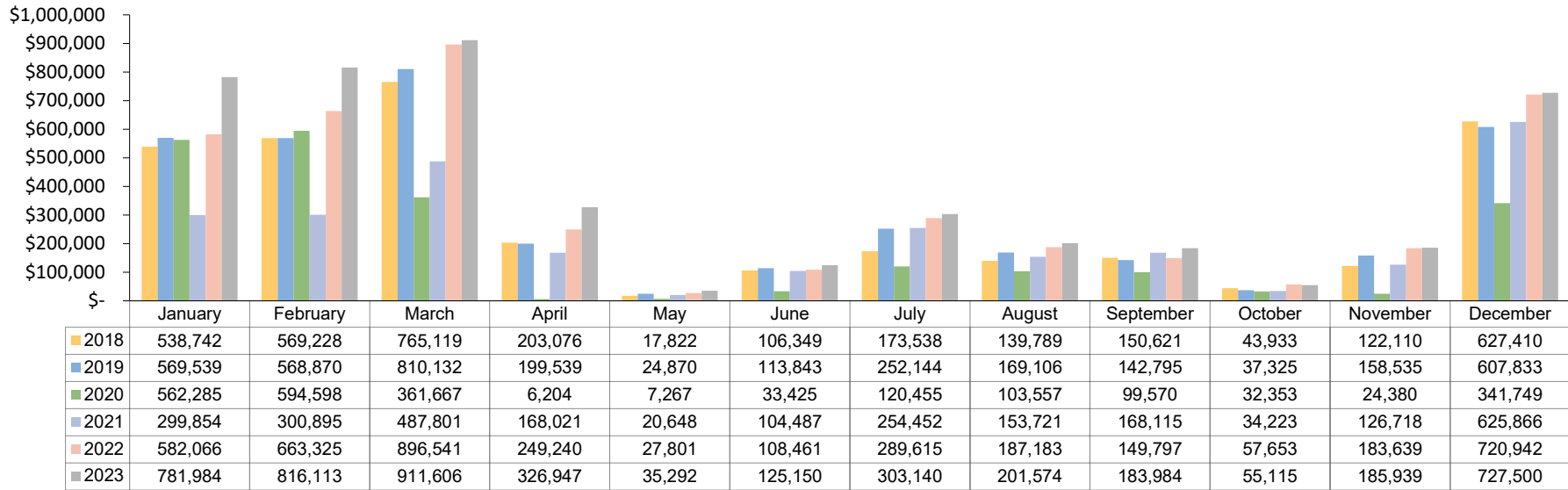


SALES, LODGING & TRANSIT/TRAILS TAX - DOWNTOWN

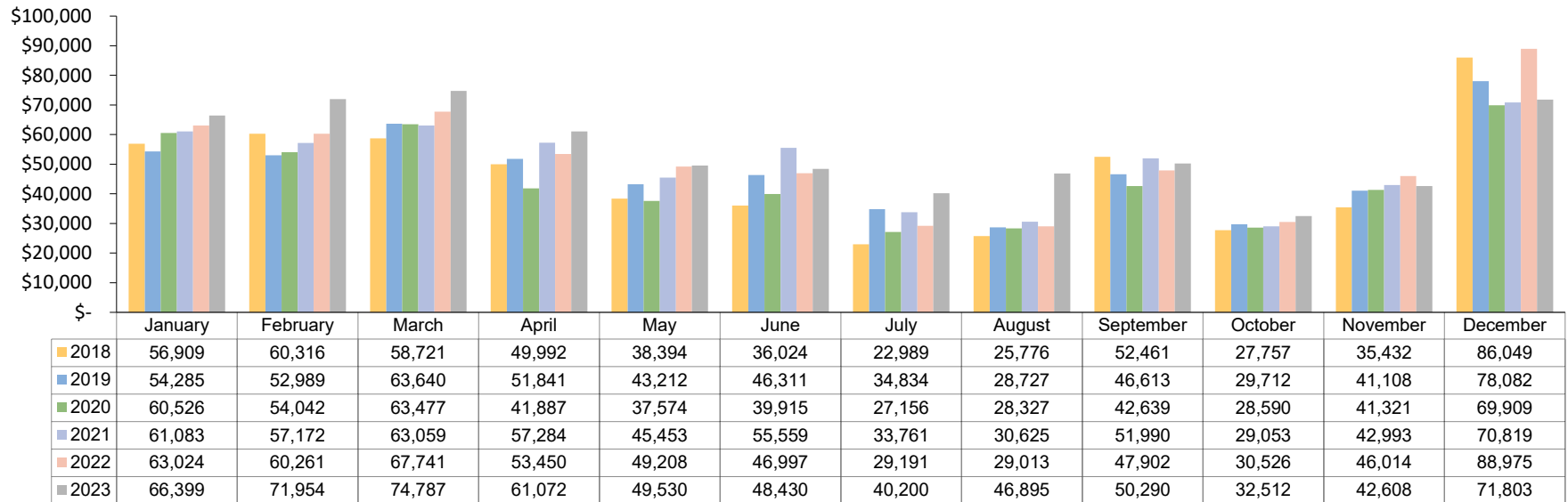


**SALES, LODGING AND ACCOMMODATIONS TAX - HISTORICAL AMOUNTS (continued)**

**SALES, LODGING & TRANSIT/TRAILS TAX - OLD TOWN/SKI AREA**

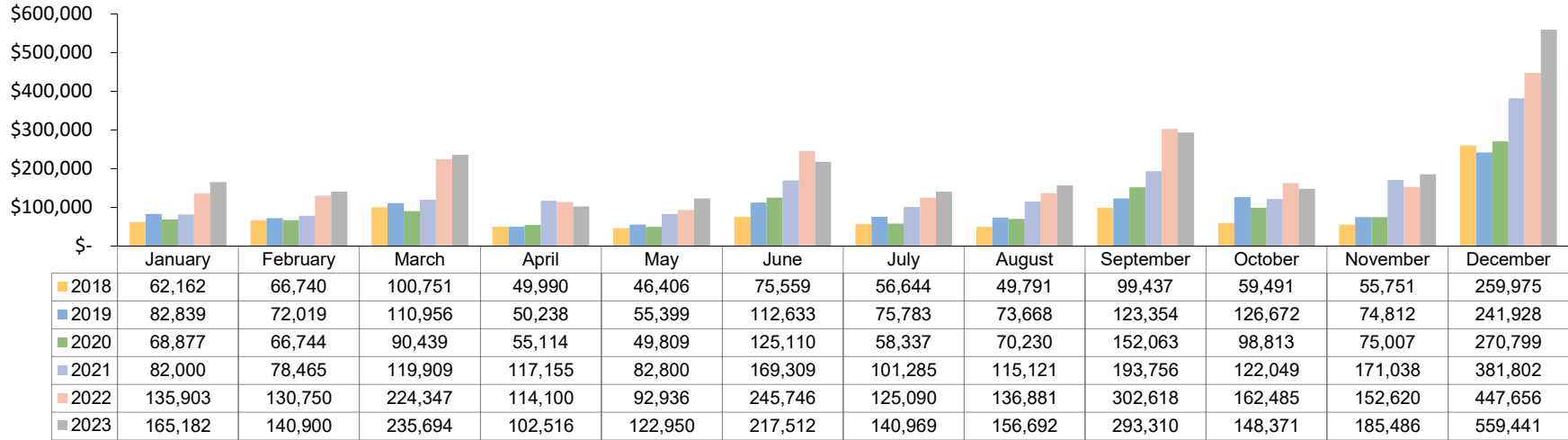


**SALES, LODGING & TRANSIT/TRAILS TAX - IN COUNTY**

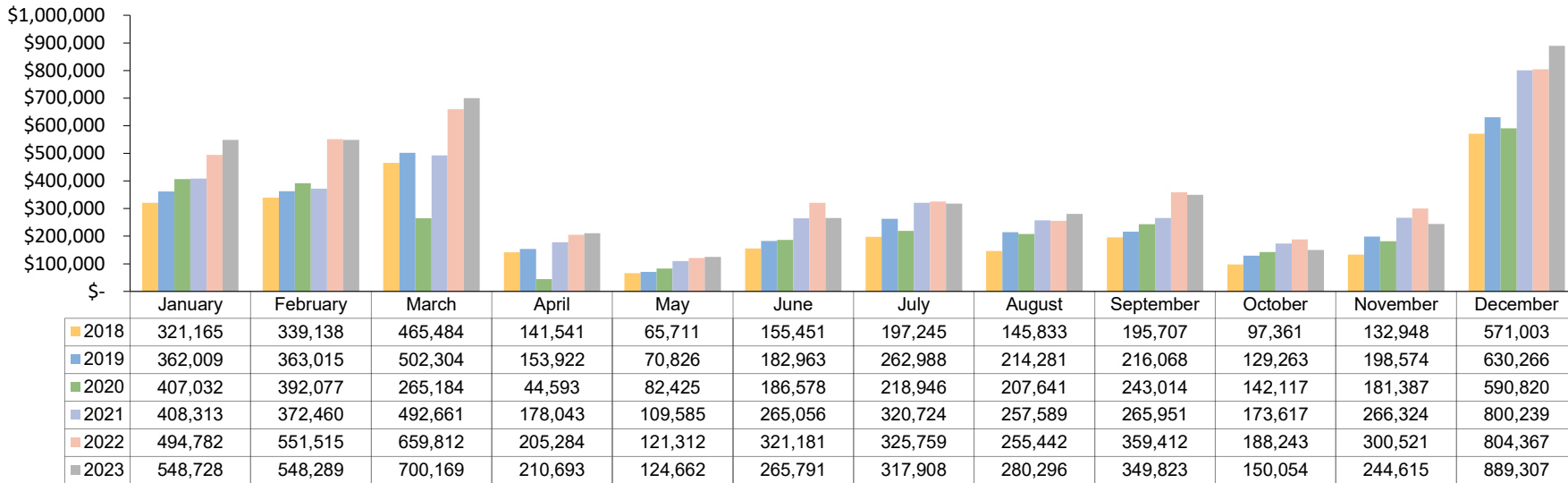


**SALES, LODGING AND ACCOMMODATIONS TAX - HISTORICAL AMOUNTS (continued)**

**SALES, LODGING & TRANSIT/TRAILS - OUTSIDE COUNTY**



**SALES, LODGING & TRANSIT/TRAILS TAX - RETAIL**



**SALES, LODGING AND ACCOMMODATIONS TAX - HISTORICAL AMOUNTS (continued)**

SALES, LODGING & TRANSIT/TRAILS TAX - RESTAURANT & BAR

