



**TOWN OF WINTER PARK, CO**  
**SALES, LODGING, ACCOMMODATION AND TRANSIT/TRAILS TAX REPORT**

**February 2024 Sales**  
*(Collected: March 2024)*

**SUMMARY**

Sales tax revenue for the month of February 2024, increased by 6.6% (\$128K). The Lodging & Accommodation sector increased by 10.4% (\$69K). The Restaurant & Bar and Retail sectors both increased by approximately 4% (\$22K). The Winter Park Downtown area increased by 8.3% (\$76K) and the Old Town/Ski Area location increased by 6.3% (\$52K).

Year to date sales tax revenue increased by 3.3% (\$131K), mostly due to increases in the Lodging & Accommodation sector of 8.8% (\$120K). The Winter Park Downtown area increased by 5.0% (\$93K) and the Old Town/Ski Area location increased by 1.9% (\$30K).

**PRIOR YEAR COMPARISONS - MONTH**

Description	Feb-24	Feb-23	24 vs 23	Feb-22	24 vs 22	Feb-21	24 vs 21	Feb-20	24 vs 20	Feb-19	24vs 19
Sales Tax - Not Lodging (5%)	956,727	914,314	4.6%	868,502	10.2%	509,141	88%	653,650	46%	608,697	57%
Lodging/Accom Tax (5%)	519,704	470,589	10.4%	395,018	31.6%	240,996	116%	271,525	91%	210,054	147%
Sub Total	1,476,431	1,384,903	6.6%	1,263,520	16.9%	750,137	97%	925,175	60%	818,751	80%
Transit & Trails Tax (2%)	590,573	553,961	6.6%	505,408	16.9%	300,055	97%	370,070	60%	327,501	80%
<b>Total</b>	<b>2,067,004</b>	<b>1,938,864</b>	<b>6.6%</b>	<b>1,768,928</b>	<b>16.9%</b>	<b>1,050,192</b>	<b>97%</b>	<b>1,295,245</b>	<b>60%</b>	<b>1,146,252</b>	<b>80%</b>

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

Description	Feb-24	Feb-23	24 vs 23	Feb-22	24 vs 22	Feb-21	24 vs 21	Feb-20	24 vs 20	Feb-19	24vs 19
Sales Tax - Not Lodging (5%)	1,833,497	1,825,549	0.4%	1,651,663	11.0%	1,076,785	70%	1,322,610	39%	1,223,836	50%
Lodging/Accom Tax (5%)	1,056,862	971,487	8.8%	810,270	30.4%	485,984	117%	498,849	112%	433,917	144%
Sub Total	2,890,359	2,797,036	3.3%	2,461,933	17.4%	1,562,769	85%	1,821,459	59%	1,657,753	74%
Transit & Trails Tax (2%)	1,156,143	1,118,814	3.3%	984,773	17.4%	625,108	85%	728,583	59%	663,101	74%
<b>Total</b>	<b>4,046,502</b>	<b>3,915,850</b>	<b>3.3%</b>	<b>3,446,706</b>	<b>17.4%</b>	<b>2,187,877</b>	<b>85%</b>	<b>2,550,042</b>	<b>59%</b>	<b>2,320,854</b>	<b>74%</b>

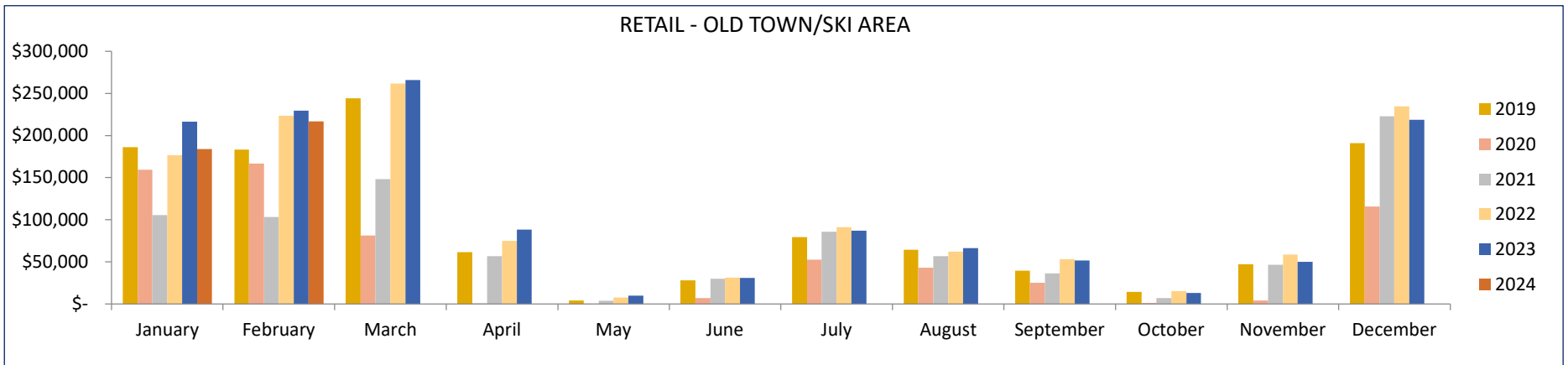
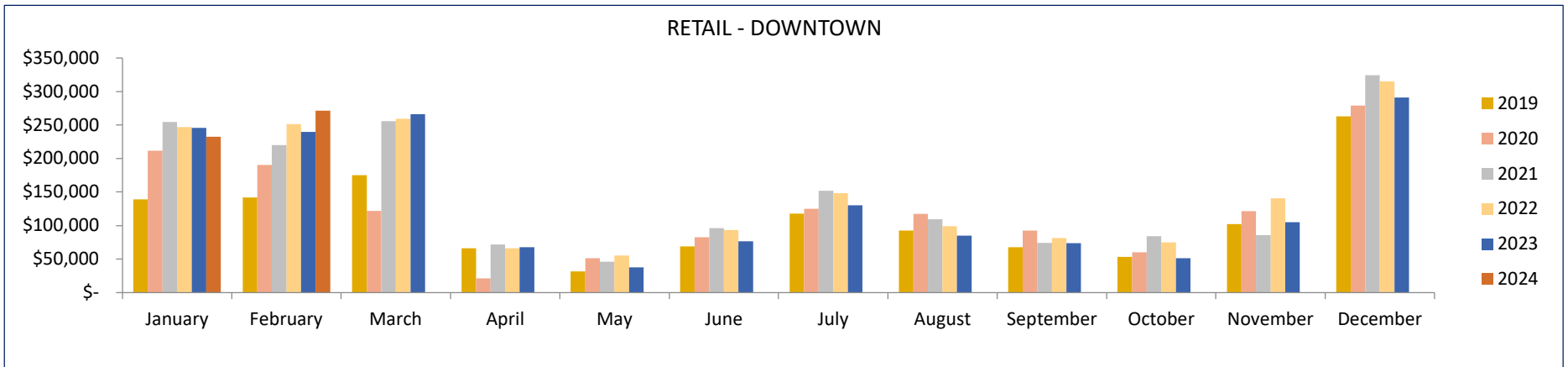
*Note: This report excludes information that could result in the disclosure of confidential taxpayer information.*

**COMPARISONS BY INDUSTRY AND BUSINESS LOCATION**

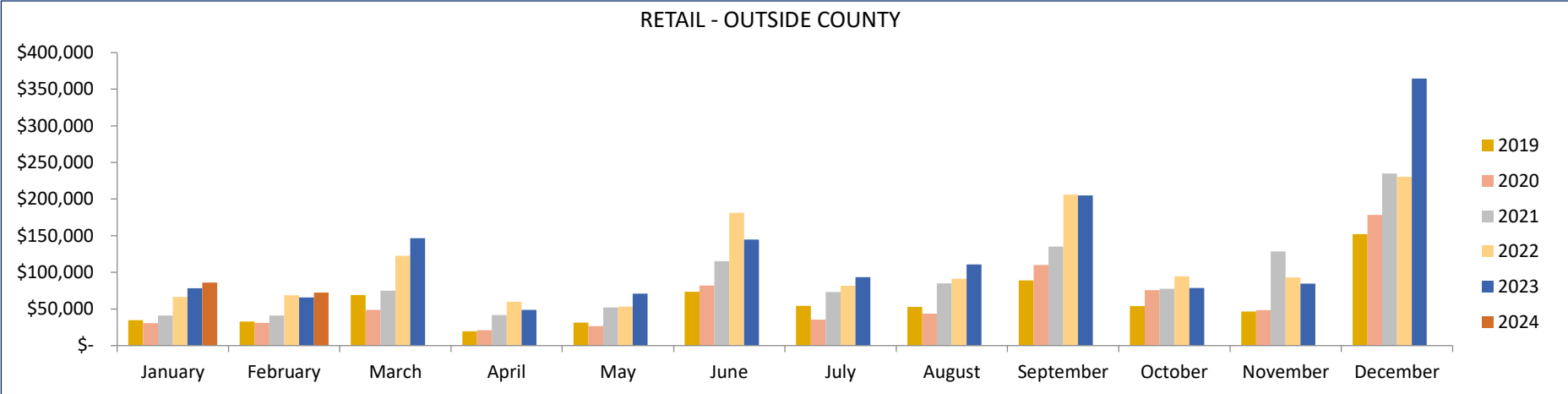
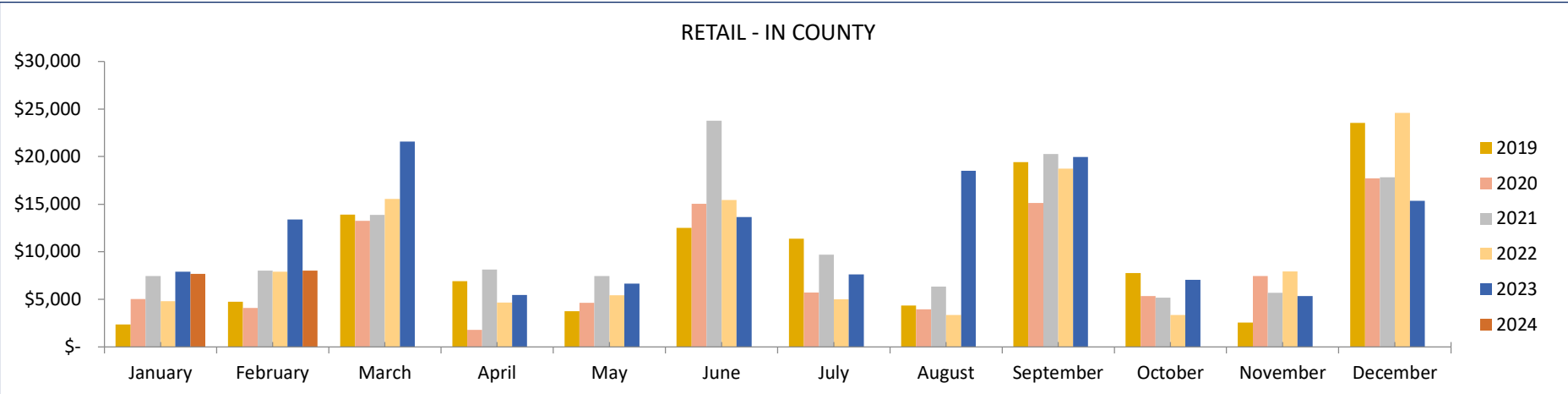
**RETAIL**

<b>MONTH</b>	<b>Feb-24</b>	<b>Feb-23</b>	<b>24 vs 23</b>	<b>Feb-22</b>	<b>24 vs 22</b>	<b>Feb-21</b>	<b>24 vs 21</b>	<b>Feb-20</b>	<b>24 vs 20</b>	<b>Feb-19</b>	<b>24vs 19</b>
Downtown	271,342	239,638	13.2%	251,258	8.0%	220,178	23.2%	190,455	42.5%	141,796	91.4%
Old Town/Ski Area	216,988	229,369	-5.4%	223,474	-2.9%	103,202	110.3%	166,520	30.3%	183,309	18.4%
In County	7,993	13,389	-40.3%	7,897	1.2%	8,022	-0.4%	4,083	95.8%	4,752	68.2%
Outside County	72,651	65,893	10.3%	68,887	5.5%	41,059	76.9%	31,018	134.2%	33,157	119.1%
	<b>568,974</b>	<b>548,289</b>	<b>3.8%</b>	<b>551,516</b>	<b>3.2%</b>	<b>372,461</b>	<b>52.8%</b>	<b>392,076</b>	<b>45.1%</b>	<b>363,014</b>	<b>56.7%</b>

<b>YEAR-TO-DATE</b>	<b>Feb-24</b>	<b>Feb-23</b>	<b>24 vs 23</b>	<b>Feb-22</b>	<b>24 vs 22</b>	<b>Feb-21</b>	<b>24 vs 21</b>	<b>Feb-20</b>	<b>24 vs 20</b>	<b>Feb-19</b>	<b>24vs 19</b>
Downtown	503,733	485,511	3.8%	497,929	1.2%	474,661	6.1%	402,323	25.2%	280,649	79.5%
Old Town/Ski Area	400,741	445,974	-10.1%	400,228	0.1%	208,563	92.1%	326,064	22.9%	369,543	8.4%
In County	15,670	21,301	-26.4%	12,709	23.3%	15,462	1.3%	9,111	72.0%	7,096	120.8%
Outside County	158,919	144,231	10.2%	135,431	17.3%	82,086	93.6%	61,611	157.9%	67,737	134.6%
	<b>1,079,064</b>	<b>1,097,017</b>	<b>-1.6%</b>	<b>1,046,297</b>	<b>3.1%</b>	<b>780,772</b>	<b>38.2%</b>	<b>799,109</b>	<b>35.0%</b>	<b>725,025</b>	<b>48.8%</b>



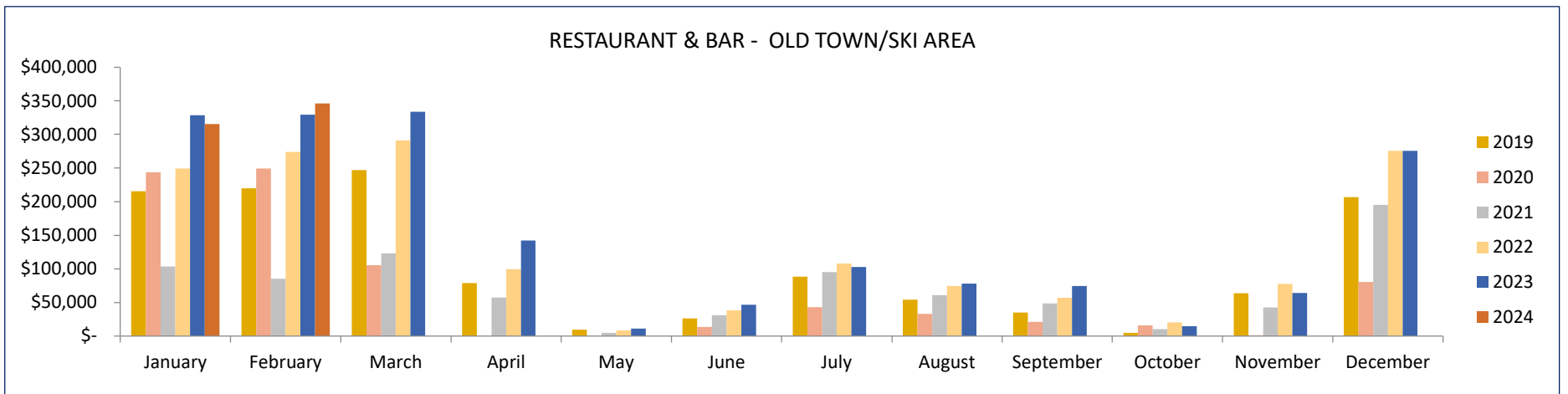
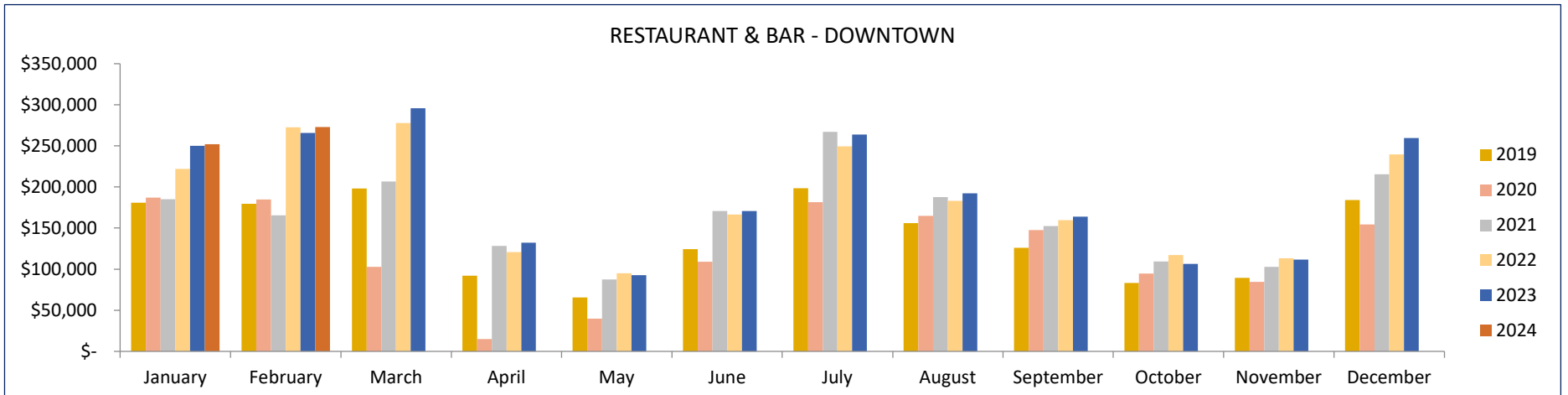
RETAIL - CONTINUED



**RESTAURANT & BAR**

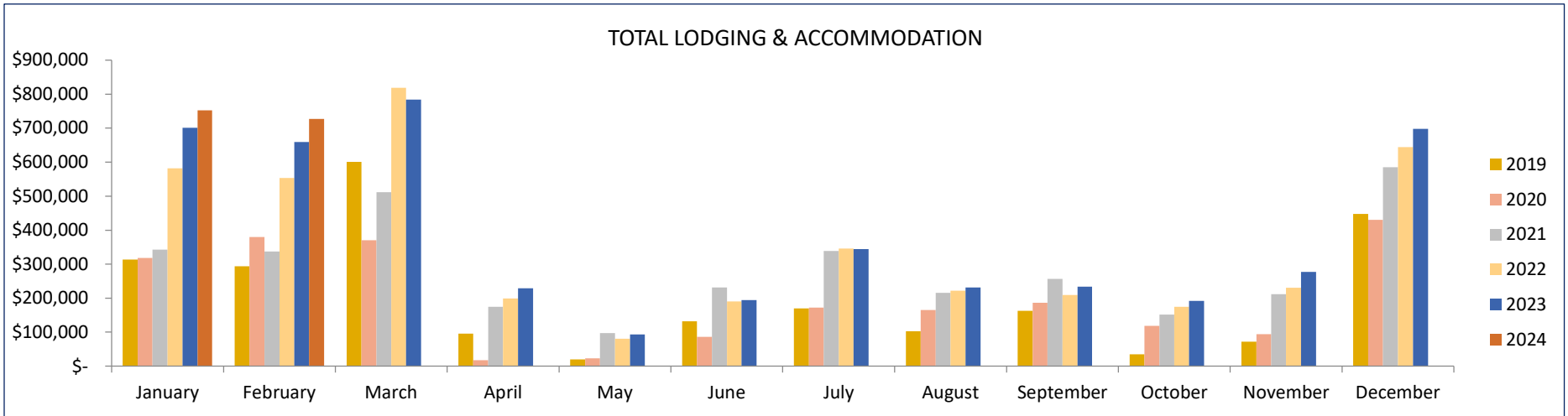
<b>MONTH</b>	<b>Feb-24</b>	<b>Feb-23</b>	<b>24 vs 23</b>	<b>Feb-22</b>	<b>24 vs 22</b>	<b>Feb-21</b>	<b>24 vs 21</b>	<b>Feb-20</b>	<b>24 vs 20</b>	<b>Feb-19</b>	<b>24vs 19</b>
Downtown	272,883	265,952	2.6%	272,758	0.0%	165,634	65%	184,805	48%	179,586	52%
Old Town/Ski Area	346,184	329,502	5.1%	274,049	26.3%	85,436	305%	249,227	39%	219,798	58%
	<b>619,067</b>	<b>595,454</b>	<b>4.0%</b>	<b>546,807</b>	<b>13.2%</b>	<b>251,070</b>	<b>146.6%</b>	<b>434,032</b>	<b>42.6%</b>	<b>399,384</b>	<b>55.0%</b>

<b>YEAR-TO-DATE</b>	<b>Feb-24</b>	<b>Feb-23</b>	<b>24 vs 23</b>	<b>Feb-22</b>	<b>24 vs 22</b>	<b>Feb-21</b>	<b>24 vs 21</b>	<b>Feb-20</b>	<b>24 vs 20</b>	<b>Feb-19</b>	<b>24vs 19</b>
Downtown	524,914	516,298	1.7%	494,829	6.1%	350,656	50%	371,813	41%	360,448	46%
Old Town/Ski Area	661,802	658,113	0.6%	523,283	26.5%	189,246	250%	493,124	34%	435,215	52%
	<b>1,186,716</b>	<b>1,174,411</b>	<b>1.0%</b>	<b>1,018,112</b>	<b>16.6%</b>	<b>539,902</b>	<b>119.8%</b>	<b>864,937</b>	<b>37.2%</b>	<b>795,663</b>	<b>49.1%</b>



**LODGING & ACCOMMODATION**

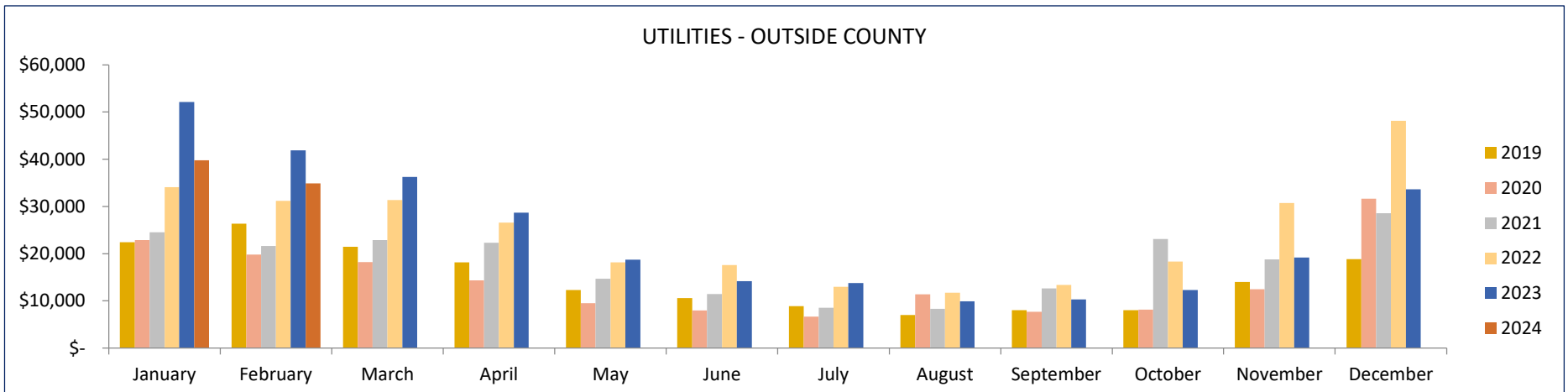
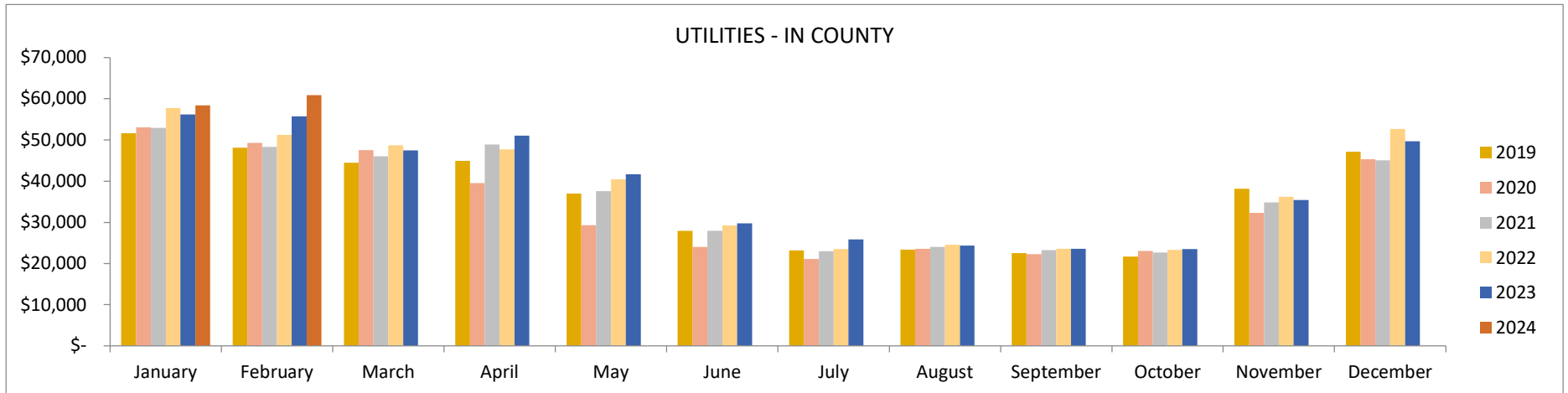
<u>MONTH</u>	<u>Feb-24</u>	<u>Feb-23</u>	<u>24 vs 23</u>	<u>Feb-22</u>	<u>24 vs 22</u>	<u>Feb-21</u>	<u>24 vs 21</u>	<u>Feb-20</u>	<u>24 vs 20</u>	<u>Feb-19</u>	<u>24vs 19</u>
	727,586	658,825	10.4%	553,026	31.6%	337,394	116%	380,134	91%	294,076	147%
<u>YEAR-TO-DATE</u>	<u>Feb-24</u>	<u>Feb-23</u>	<u>24 vs 23</u>	<u>Feb-22</u>	<u>24 vs 22</u>	<u>Feb-21</u>	<u>24 vs 21</u>	<u>Feb-20</u>	<u>24 vs 20</u>	<u>Feb-19</u>	<u>24vs 19</u>
	1,479,606	1,360,082	8.8%	1,134,379	30.4%	680,378	117%	698,388	112%	607,484	144%



**UTILITIES**

<u>MONTH</u>	<u>Feb-24</u>	<u>Feb-23</u>	<u>24 vs 23</u>	<u>Feb-22</u>	<u>24 vs 22</u>	<u>Feb-21</u>	<u>24 vs 21</u>	<u>Feb-20</u>	<u>24 vs 20</u>	<u>Feb-19</u>	<u>24vs 19</u>
In County	60,852	55,735	9.2%	51,220	18.8%	48,279	26%	49,216	24%	48,059	27%
Outside County	34,923	41,907	-16.7%	31,237	11.8%	21,659	61%	19,842	76%	26,339	33%
	<b>95,775</b>	<b>97,642</b>	<b>-1.9%</b>	<b>82,457</b>	<b>16.2%</b>	<b>69,938</b>	<b>37%</b>	<b>69,058</b>	<b>39%</b>	<b>74,398</b>	<b>29%</b>

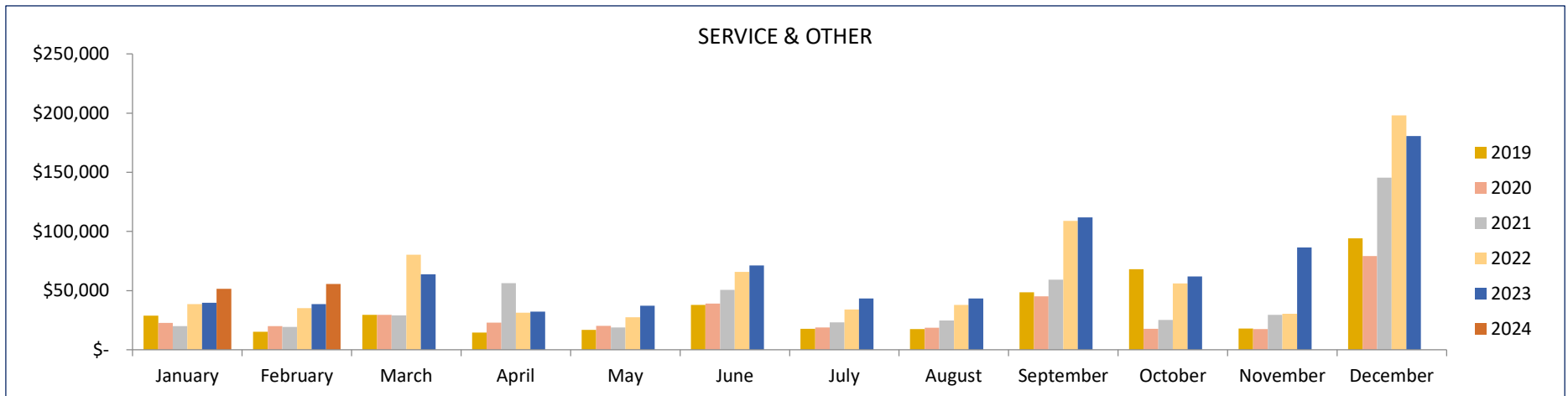
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In County	119,230	111,875	6.6%	108,951	9.4%	101,226	18%	102,253	17%	99,667	20%
Outside County	74,687	94,079	-20.6%	65,330	14.3%	46,207	62%	42,728	75%	48,819	53%
	<b>193,917</b>	<b>205,954</b>	<b>-5.8%</b>	<b>174,281</b>	<b>11.3%</b>	<b>147,433</b>	<b>32%</b>	<b>144,981</b>	<b>34%</b>	<b>148,486</b>	<b>31%</b>



**SERVICE & OTHER**

<u>MONTH</u>	<u>Feb-24</u>	<u>Feb-23</u>	<u>24 vs 23</u>	<u>Feb-22</u>	<u>24 vs 22</u>	<u>Feb-21</u>	<u>24 vs 21</u>	<u>Feb-20</u>	<u>24 vs 20</u>	<u>Feb-19</u>	<u>24vs 19</u>
Downtown	4,290	54	7844.1%	690	521.7%	48	8837%	731	487%	7	61183%
Old Town/Ski Area	14,368	2,672	437.7%	2,672	437.7%	2,672	438%	2,672	438%	2,672	438%
In County	1,359	2,830	-52.0%	1,136	19.6%	863	57%	656	107%	177	668%
Outside County	35,585	33,099	7.5%	30,626	16.2%	15,748	126%	15,885	124%	12,523	184%
	<b>55,602</b>	<b>38,655</b>	<b>43.8%</b>	<b>35,124</b>	<b>58.3%</b>	<b>19,331</b>	<b>188%</b>	<b>19,944</b>	<b>179%</b>	<b>15,379</b>	<b>262%</b>

<u>YEAR-TO-DATE</u>	<u>Feb-24</u>	<u>Feb-23</u>	<u>24 vs 23</u>	<u>Feb-22</u>	<u>24 vs 22</u>	<u>Feb-21</u>	<u>24 vs 21</u>	<u>Feb-20</u>	<u>24 vs 20</u>	<u>Feb-19</u>	<u>24vs 19</u>
Downtown	7,052	108	6430.0%	787	796.1%	335	2005%	2,949	139%	39	17983%
Old Town/Ski Area	17,040	5,343	218.9%	5,343	218.9%	5,343	219%	5,343	219%	5,343	219%
In County	2,384	5,163	-53.8%	1,615	47.6%	1,543	55%	3,051	-22%	512	366%
Outside County	80,723	67,772	19.1%	65,892	22.5%	32,172	151%	31,281	158%	38,302	111%
	<b>107,199</b>	<b>78,386</b>	<b>36.8%</b>	<b>73,637</b>	<b>45.6%</b>	<b>39,393</b>	<b>172%</b>	<b>42,624</b>	<b>151%</b>	<b>44,196</b>	<b>143%</b>



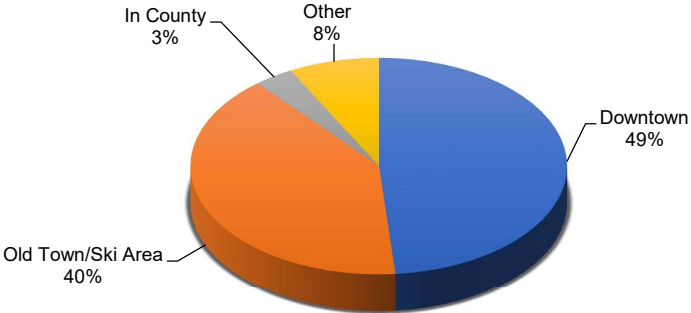
**TOTAL TAX BY BUSINESS LOCATION**

The following tables compare total sales 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 location.

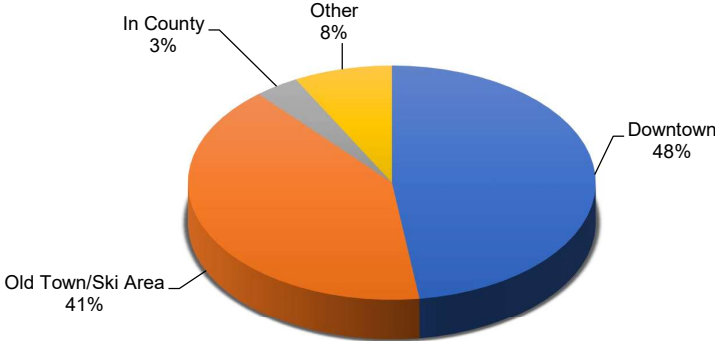
<u>MONTH</u>	<u>Feb-24</u>	<u>Feb-23</u>	<u>24 vs 23</u>	<u>Feb-22</u>	<u>24 vs 22</u>	<u>Feb-21</u>	<u>24 vs 21</u>	<u>Feb-20</u>	<u>24 vs 20</u>	<u>Feb-19</u>	<u>24vs 19</u>
Downtown	985,794	909,898	8.3%	914,592	7.8%	613,659	61%	579,861	70%	452,373	118%
Old Town/Ski Area	867,847	816,113	6.3%	663,325	30.8%	300,895	188%	594,598	46%	568,870	53%
In County	70,205	71,954	-2.4%	60,261	16.5%	57,172	23%	54,042	30%	52,989	32%
Outside County	143,159	140,900	1.6%	130,750	9.5%	78,465	82%	66,744	114%	72,019	99%
	<b>2,067,004</b>	<b>1,938,865</b>	<b>6.6%</b>	<b>1,768,928</b>	<b>16.9%</b>	<b>1,050,191</b>	<b>97%</b>	<b>1,295,245</b>	<b>60%</b>	<b>1,146,251</b>	<b>80%</b>

<u>YEAR-TO-DATE</u>	<u>Feb-24</u>	<u>Feb-23</u>	<u>24 vs 23</u>	<u>Feb-22</u>	<u>24 vs 22</u>	<u>Feb-21</u>	<u>24 vs 21</u>	<u>Feb-20</u>	<u>24 vs 20</u>	<u>Feb-19</u>	<u>24vs 19</u>
Downtown	1,966,743	1,873,319	5.0%	1,811,377	8.6%	1,308,408	50%	1,142,970	72%	920,312	114%
Old Town/Ski Area	1,628,146	1,598,097	1.9%	1,245,391	30.7%	600,749	171%	1,156,883	41%	1,138,409	43%
In County	137,284	138,353	-0.8%	123,285	11.4%	118,255	16%	114,568	20%	107,274	28%
Outside County	314,329	306,081	2.7%	266,652	17.9%	160,465	96%	135,621	132%	154,858	103%
	<b>4,046,502</b>	<b>3,915,850</b>	<b>3.3%</b>	<b>3,446,705</b>	<b>17.4%</b>	<b>2,187,877</b>	<b>85%</b>	<b>2,550,042</b>	<b>59%</b>	<b>2,320,853</b>	<b>74%</b>

**2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION**



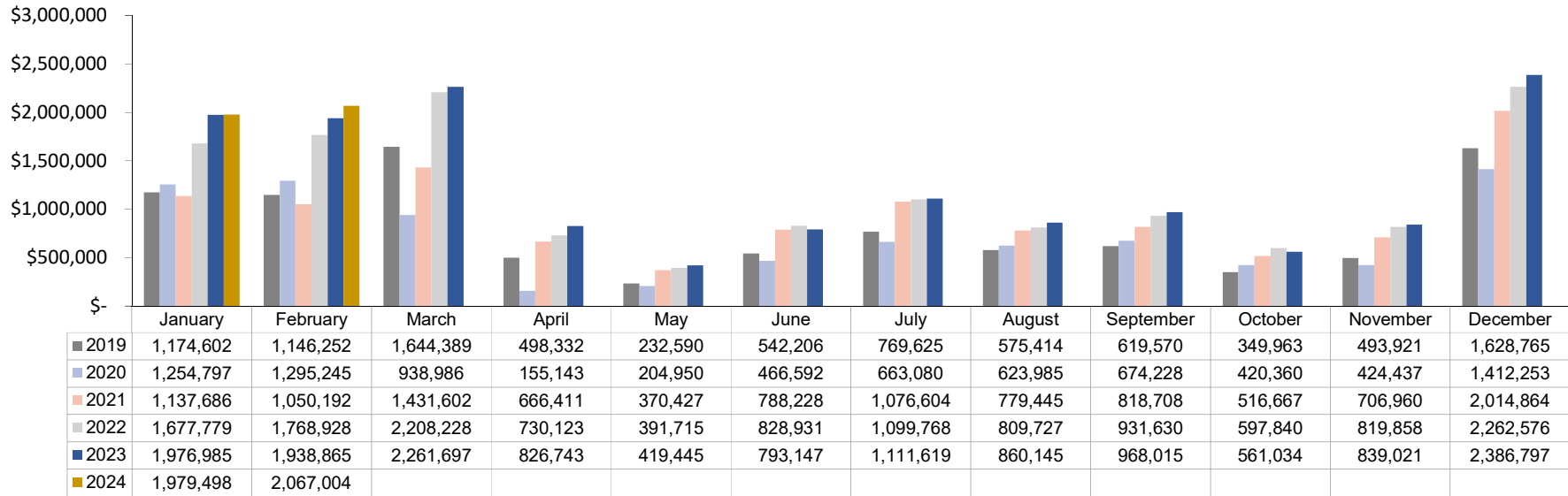
**2023 - TOTAL TAX REVENUE BY BUSINESS LOCATION**



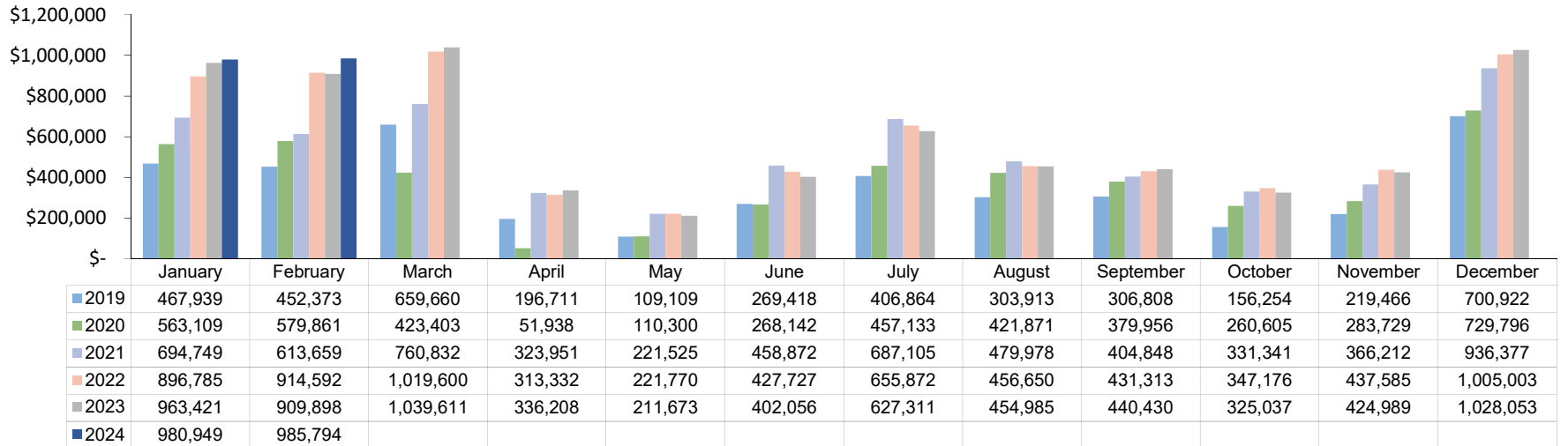


**SUPPLEMENTAL INFORMATION**

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

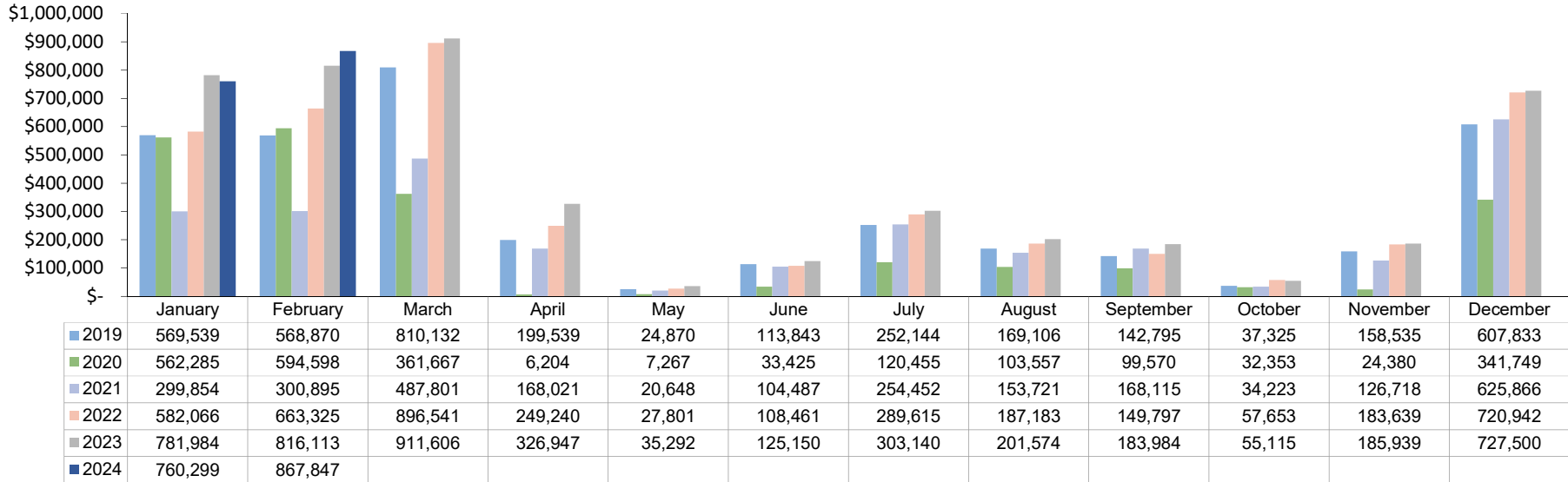


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN**

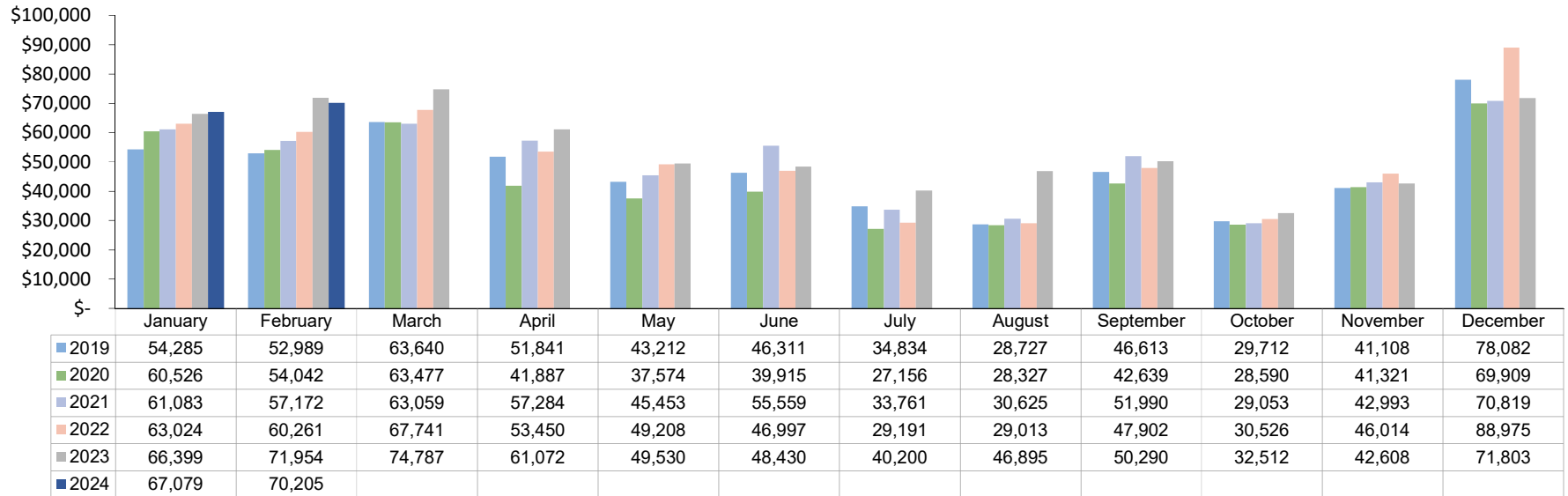


**SUPPLEMENTAL INFORMATION - CONTINUED**

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

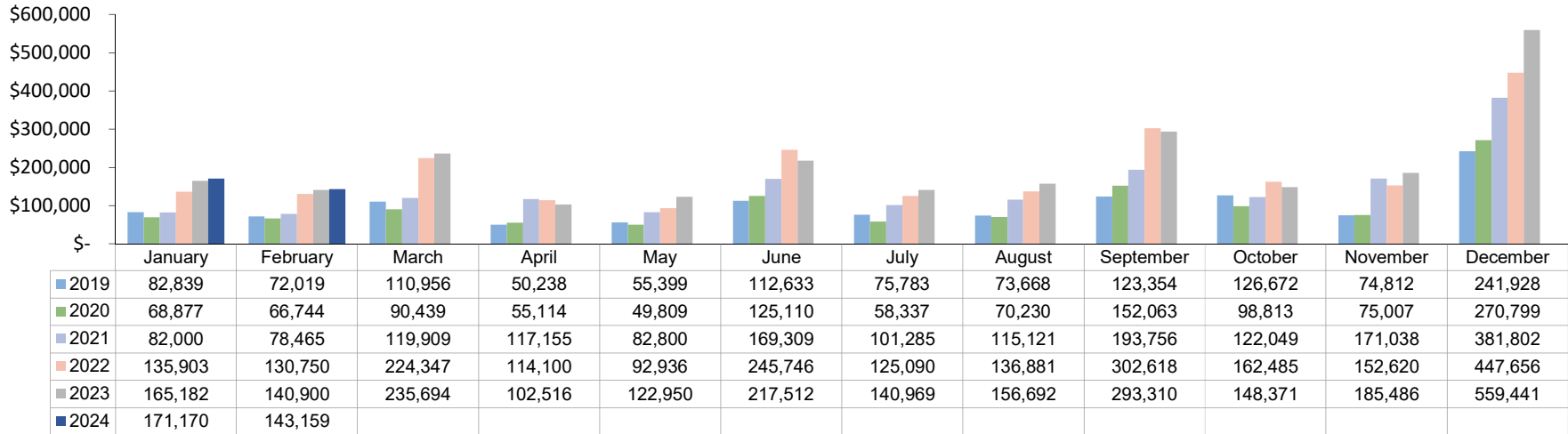


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY**

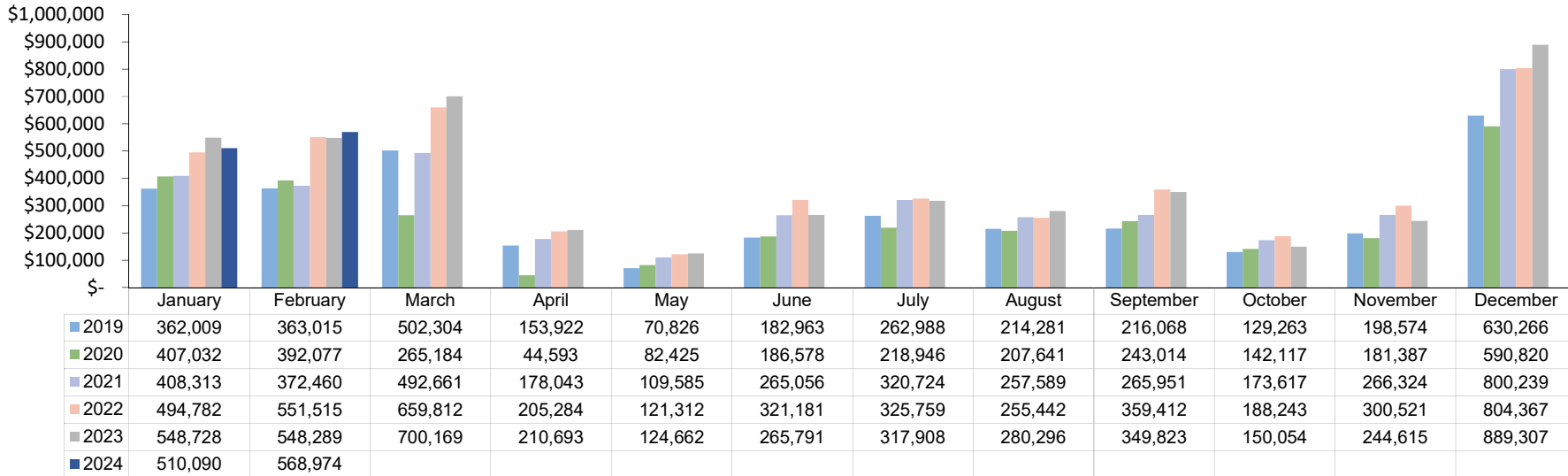


**SUPPLEMENTAL INFORMATION - CONTINUED**

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

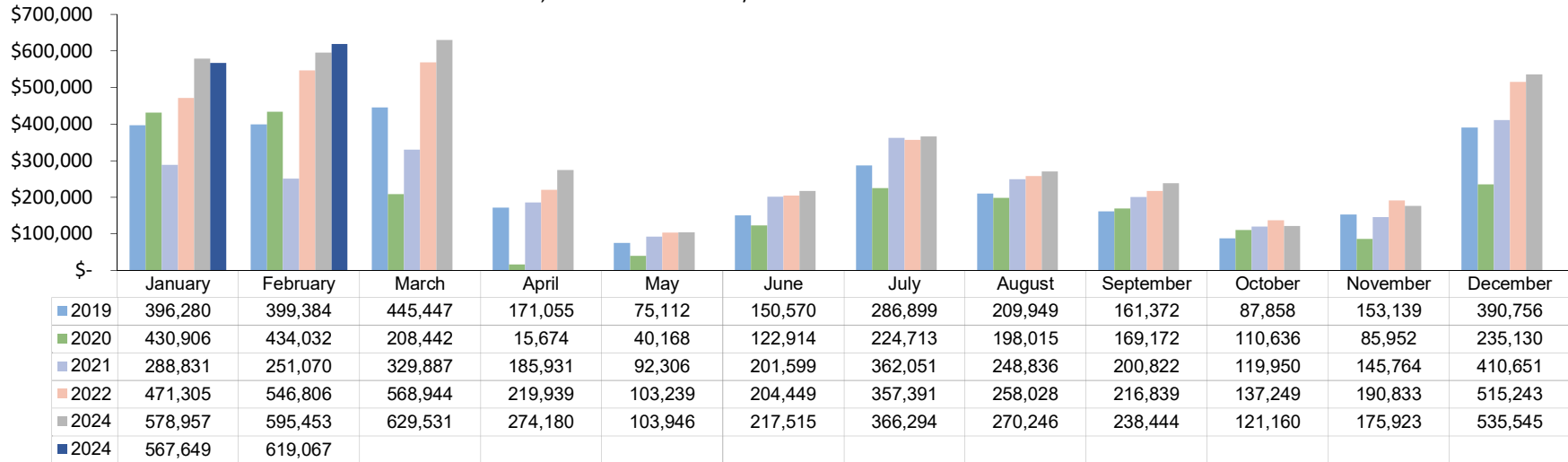


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL**



**SUPPLEMENTAL INFORMATION - CONTINUED**

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



**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL LODGING & ACCOMMODATION**

