



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

March 2024 Sales  
 (Collected: April 2024)

**SUMMARY**

For the month of March, 2024, there was a 3% (\$72K) decrease in total sales tax revenue, primarily due to a 19% (\$133K) decrease in the Retail sector which was partially offset by increases of 4% (\$25K) in the Restaurant & Bar sector and 3% (\$25K) in the Lodging & Accommodation sector.

On a YTD basis, total sales tax revenue increased by 1% (\$59K) due to an increase in the Lodging & Accommodation sector of 7% (\$145K), in addition to increases in the Restaurant & Bar sector of 2% (\$38K) and Service/Other sector of 23% (\$33K). These increases were offset by a decrease in the Retail sector 8% (\$147K).

**PRIOR YEAR COMPARISONS - MONTH**

Description	Mar-24	Mar-23	24 vs 23	Mar-22	24 vs 22	Mar-21	24 vs 21	Mar-20	24 vs 20	Mar-19	24 vs 19
Sales Tax - Not Lodging (5%)	985,993	1,055,259	-6.6%	992,309	-0.6%	657,448	50%	406,415	143%	745,265	32%
Lodging/Accom Tax (5%)	578,230	560,239	3.2%	584,997	-1.2%	365,125	58%	264,290	119%	429,299	35%
Sub Total	1,564,223	1,615,498	-3.2%	1,577,306	-0.8%	1,022,573	53%	670,705	133%	1,174,564	33%
Transit & Trails Tax (2%)	625,689	646,199	-3.2%	630,922	-0.8%	409,029	53%	268,282	133%	469,825	33%
<b>Total</b>	<b>2,189,912</b>	<b>2,261,697</b>	<b>-3.2%</b>	<b>2,208,228</b>	<b>-0.8%</b>	<b>1,431,602</b>	<b>53%</b>	<b>938,987</b>	<b>133%</b>	<b>1,644,389</b>	<b>33%</b>

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

Description	Mar-24	Mar-23	24 vs 23	Mar-22	24 vs 22	Mar-21	24 vs 21	Mar-20	24 vs 20	Mar-19	24 vs 19
Sales Tax - Not Lodging (5%)	2,819,490	2,880,808	-2.1%	2,643,971	6.6%	1,734,233	63%	1,729,025	63%	1,969,100	43%
Lodging/Accom Tax (5%)	1,635,092	1,531,726	6.7%	1,395,268	17.2%	851,110	92%	763,138	114%	863,216	89%
Sub Total	4,454,582	4,412,534	1.0%	4,039,239	10.3%	2,585,343	72%	2,492,163	79%	2,832,316	57%
Transit & Trails Tax (2%)	1,781,833	1,765,013	1.0%	1,615,696	10.3%	1,034,137	72%	996,865	79%	1,132,927	57%
<b>Total</b>	<b>6,236,414</b>	<b>6,177,547</b>	<b>1.0%</b>	<b>5,654,935</b>	<b>10.3%</b>	<b>3,619,480</b>	<b>72%</b>	<b>3,489,028</b>	<b>79%</b>	<b>3,965,243</b>	<b>57%</b>

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

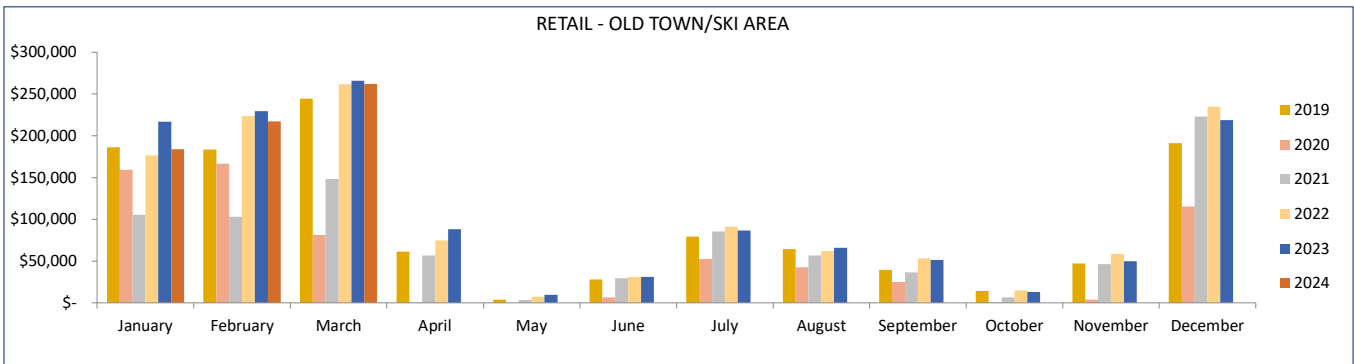
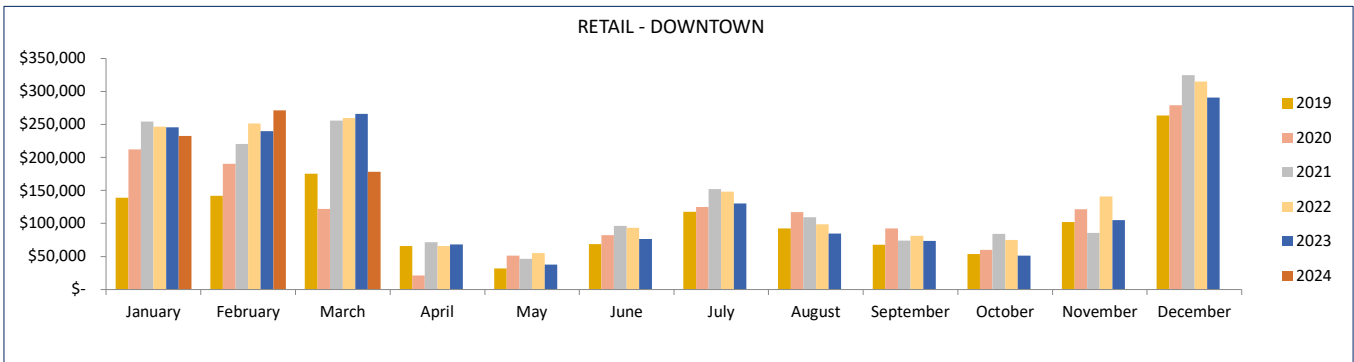
**COMPARISONS BY INDUSTRY AND BUSINESS LOCATION**

**RETAIL**

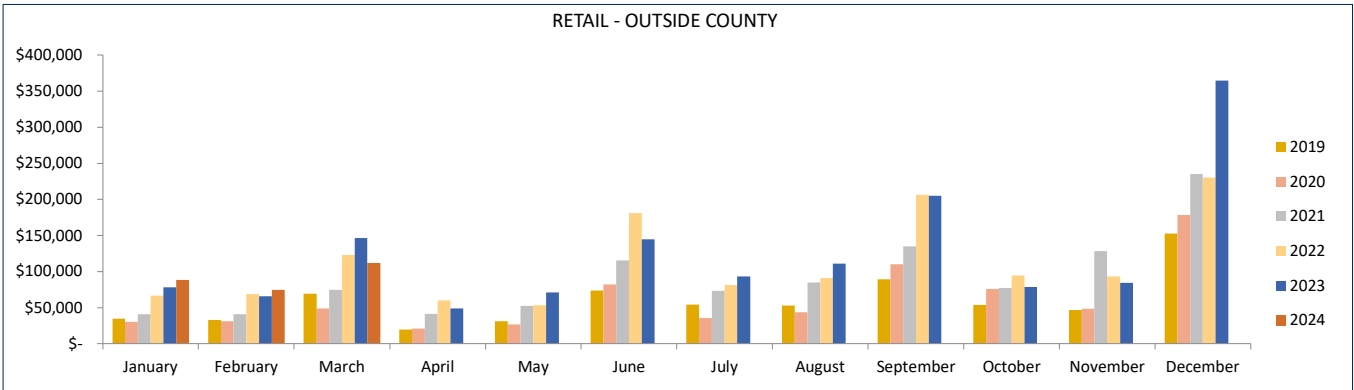
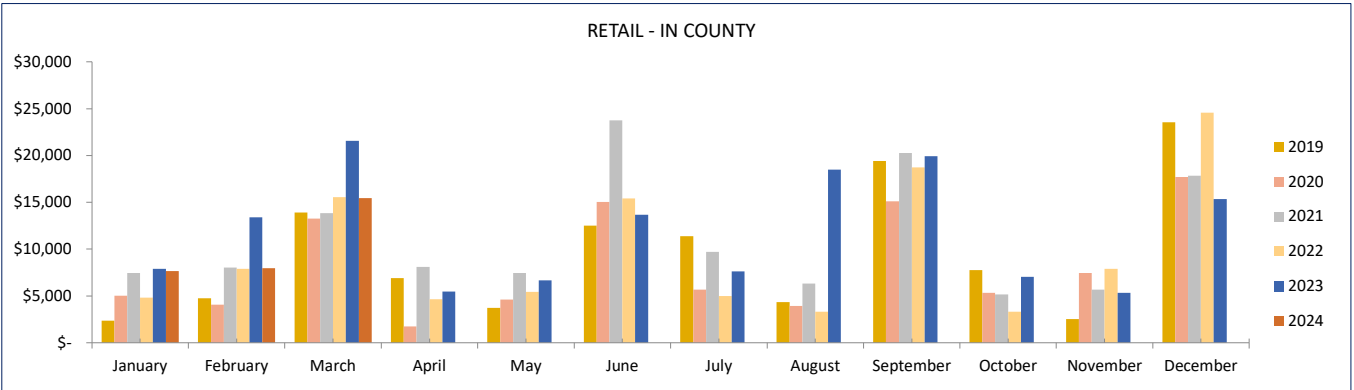
<u>MONTH</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
Downtown	178,282	266,173	-33.0%	259,599	-31.3%	255,778	-30.3%	121,937	46.2%	174,969	1.9%
Old Town/Ski Area	262,060	265,873	-1.4%	261,777	0.1%	148,170	76.9%	81,232	222.6%	244,187	7.3%
In County	15,465	21,574	-28.3%	15,561	-0.6%	13,859	11.6%	13,250	16.7%	13,907	11.2%
Outside County	111,779	146,548	-23.7%	122,875	-9.0%	74,854	49.3%	48,766	129.2%	69,241	61.4%
	<b>567,586</b>	<b>700,168</b>	<b>-18.9%</b>	<b>659,812</b>	<b>-14.0%</b>	<b>492,661</b>	<b>15.2%</b>	<b>265,185</b>	<b>114.0%</b>	<b>502,304</b>	<b>13.0%</b>

<u>YEAR-TO-DATE</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
Downtown	682,015	751,684	-9.3%	757,529	-10.0%	730,439	-6.6%	524,259	30.1%	455,618	49.7%
Old Town/Ski Area	662,801	711,847	-6.9%	662,005	0.1%	356,733	85.8%	407,296	62.7%	613,730	8.0%
In County	31,135	42,876	-27.4%	28,269	10.1%	29,321	6.2%	22,361	39.2%	21,003	48.2%
Outside County	274,478	290,779	-5.6%	258,306	6.3%	156,940	74.9%	110,378	148.7%	136,978	100.4%
	<b>1,650,429</b>	<b>1,797,186</b>	<b>-8.2%</b>	<b>1,706,109</b>	<b>-3.3%</b>	<b>1,273,433</b>	<b>29.6%</b>	<b>1,064,294</b>	<b>55.1%</b>	<b>1,227,329</b>	<b>34.5%</b>



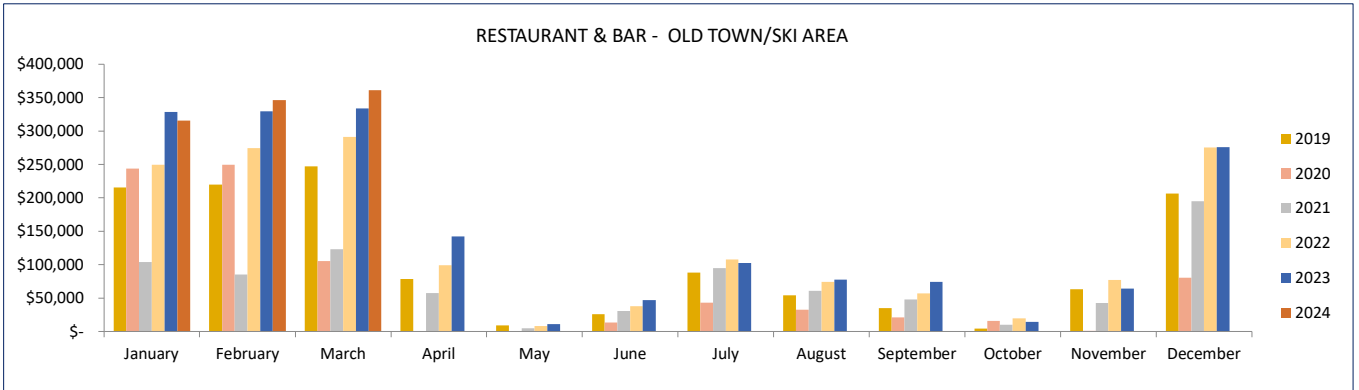
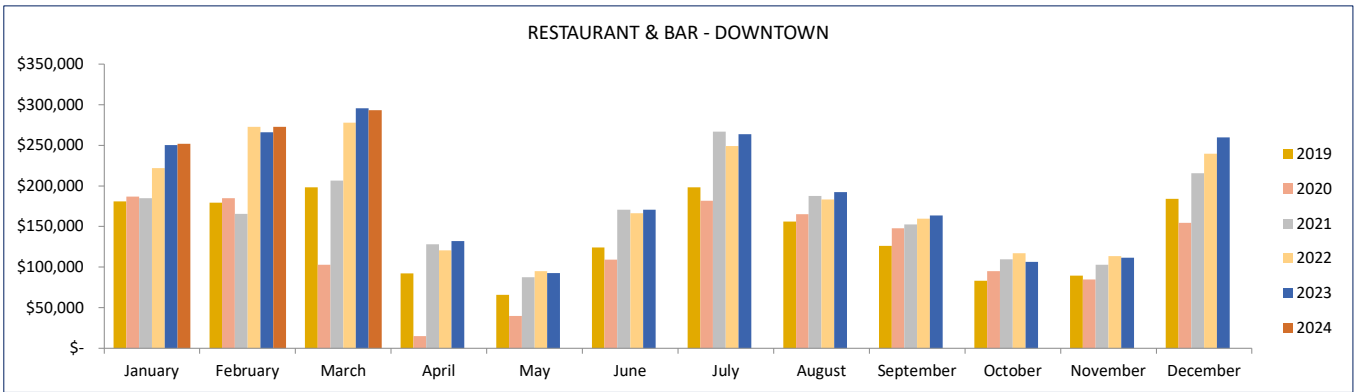
RETAIL - CONTINUED



**RESTAURANT & BAR**

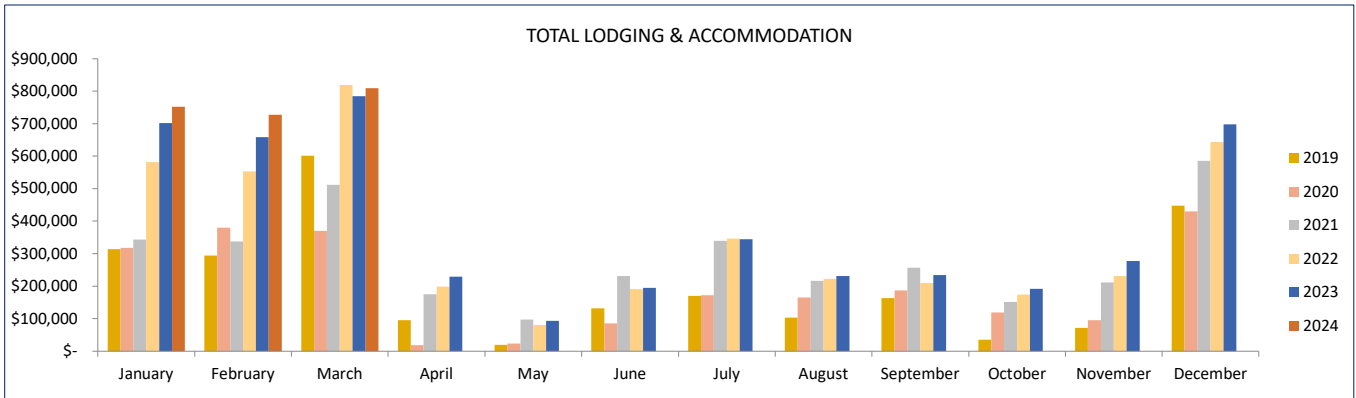
<u>MONTH</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
Downtown	293,608	295,708	-0.7%	277,918	5.6%	206,791	42%	102,861	185%	198,343	48%
Old Town/Ski Area	361,340	333,823	8.2%	291,026	24.2%	123,096	194%	105,581	242%	247,104	46%
	<b>654,947</b>	<b>629,531</b>	<b>4.0%</b>	<b>568,944</b>	<b>15.1%</b>	<b>329,887</b>	<b>98.5%</b>	<b>208,442</b>	<b>214.2%</b>	<b>445,447</b>	<b>47.0%</b>

<u>YEAR-TO-DATE</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
Downtown	818,521	812,006	0.8%	772,748	5.9%	557,447	47%	474,674	72%	558,791	46%
Old Town/Ski Area	1,023,142	991,936	3.1%	814,309	25.6%	312,342	228%	598,705	71%	682,319	50%
	<b>1,841,663</b>	<b>1,803,942</b>	<b>2.1%</b>	<b>1,587,057</b>	<b>16.0%</b>	<b>869,789</b>	<b>111.7%</b>	<b>1,073,379</b>	<b>71.6%</b>	<b>1,241,110</b>	<b>48.4%</b>



**LODGING & ACCOMMODATION**

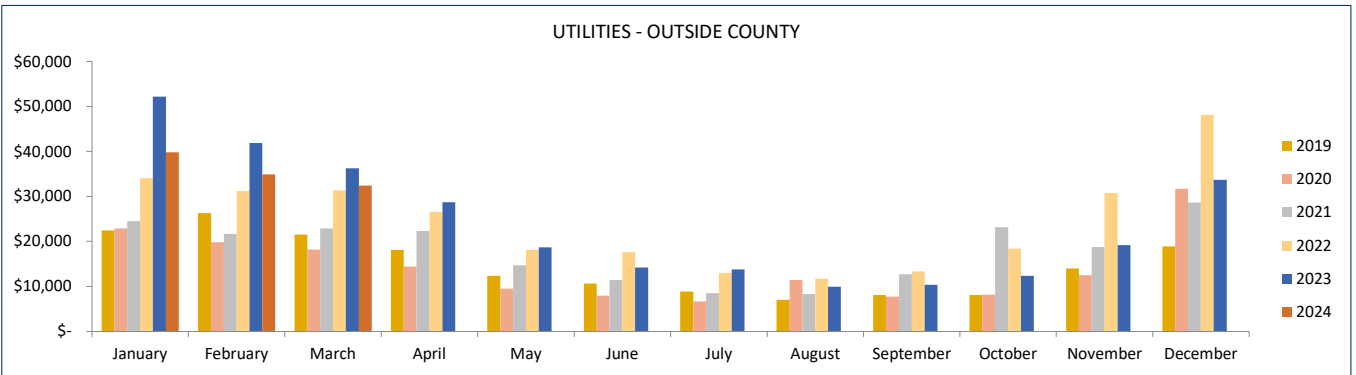
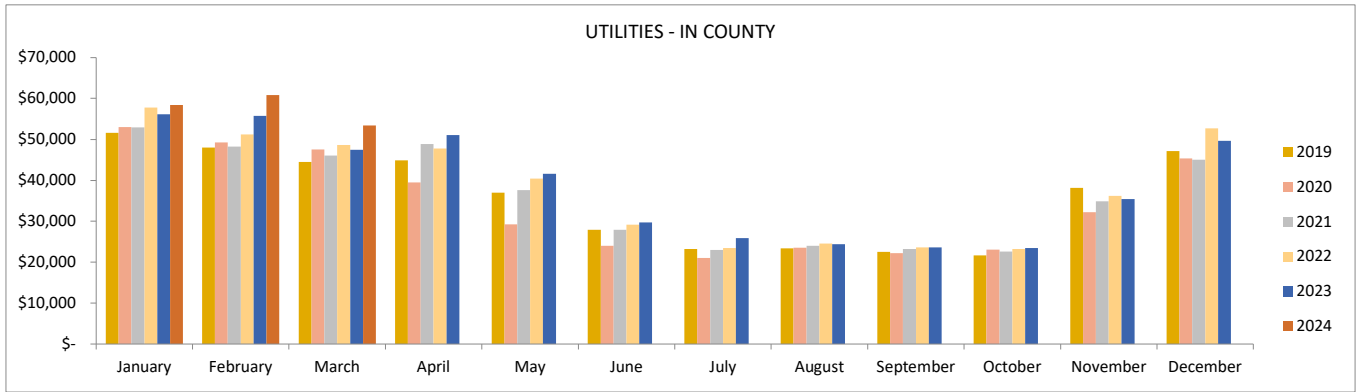
<u>MONTH</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
	809,522	784,334	3.2%	818,996	-1.2%	511,176	58%	370,005	119%	601,018	35%
<u>YEAR-TO-DATE</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
	2,289,128	2,144,416	6.7%	1,953,375	17.2%	1,191,554	92%	1,068,393	114%	1,208,502	89%



**UTILITIES**

<u>MONTH</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
In County	53,426	47,452	12.6%	48,685	9.7%	46,031	16%	47,540	12%	44,448	20%
Outside County	32,452	36,293	-10.6%	31,371	3.4%	22,875	42%	18,182	78%	21,505	51%
	<b>85,878</b>	<b>83,745</b>	<b>2.5%</b>	<b>80,056</b>	<b>7.3%</b>	<b>68,906</b>	<b>25%</b>	<b>65,722</b>	<b>31%</b>	<b>65,953</b>	<b>30%</b>

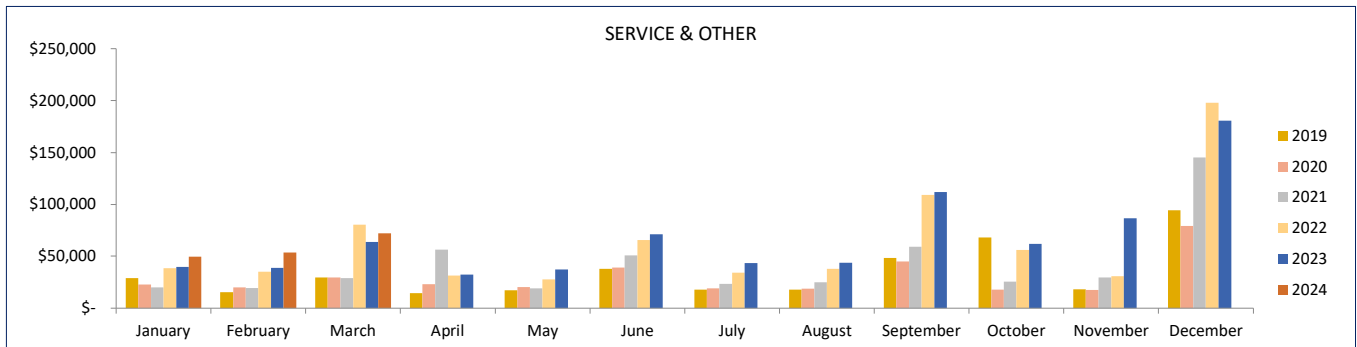
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In County	172,656	159,327	8.4%	157,637	9.5%	147,257	17%	149,793	15%	144,115	20%
Outside County	107,139	130,372	-17.8%	96,700	10.8%	69,081	55%	60,911	76%	70,324	52%
	<b>279,794</b>	<b>289,699</b>	<b>-3.4%</b>	<b>254,337</b>	<b>10.0%</b>	<b>216,338</b>	<b>29%</b>	<b>210,704</b>	<b>33%</b>	<b>214,439</b>	<b>30%</b>



**SERVICE & OTHER**

<u>MONTH</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
Downtown	10,081	2,633	282.9%	4,152	142.8%	987	921%	832	1112%	1,500	572%
Old Town/Ski Area	2,672	2,672	0.0%	2,672	0.0%	2,672	0%	2,672	0%	2,672	0%
In County	1,853	5,760	-67.8%	3,495	-47.0%	3,134	-41%	2,638	-30%	5,284	-65%
Outside County	57,374	52,853	8.6%	70,101	-18.2%	22,180	159%	23,491	144%	20,211	184%
<b>TOTAL</b>	<b>71,980</b>	<b>63,918</b>	<b>12.6%</b>	<b>80,420</b>	<b>-10.5%</b>	<b>28,973</b>	<b>148%</b>	<b>29,633</b>	<b>143%</b>	<b>29,667</b>	<b>143%</b>

<u>YEAR-TO-DATE</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
Downtown	17,133	2,741	525.1%	4,939	246.9%	1,322	1196%	3,781	353%	1,539	1013%
Old Town/Ski Area	19,712	8,015	145.9%	8,015	145.9%	8,015	146%	8,015	146%	8,015	146%
In County	4,237	10,924	-61.2%	5,110	-17.1%	4,677	-9%	5,689	-26%	5,796	-27%
Outside County	134,317	120,625	11.4%	135,993	-1.2%	54,353	147%	54,772	145%	58,513	130%
<b>TOTAL</b>	<b>175,399</b>	<b>142,305</b>	<b>23.3%</b>	<b>154,057</b>	<b>13.9%</b>	<b>68,367</b>	<b>157%</b>	<b>72,257</b>	<b>143%</b>	<b>73,863</b>	<b>137%</b>



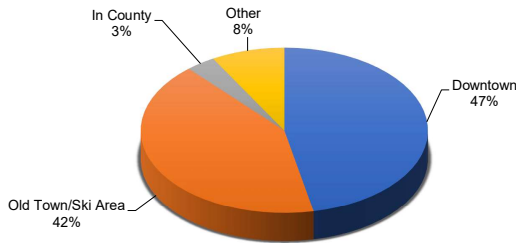
**TOTAL TAX BY BUSINESS LOCATION**

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.

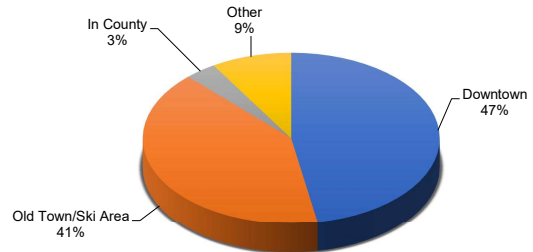
<u>MONTH</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
Downtown	947,661	1,039,611	-8.8%	1,019,600	-7.1%	760,832	25%	423,403	124%	659,660	44%
Old Town/Ski Area	969,902	911,606	6.4%	896,541	8.2%	487,801	99%	361,667	168%	810,132	20%
In County	70,744	74,787	-5.4%	67,741	4.4%	63,059	12%	63,477	11%	63,640	11%
Outside County	201,605	235,694	-14.5%	224,347	-10.1%	119,909	68%	90,439	123%	110,956	82%
	<b>2,189,912</b>	<b>2,261,698</b>	<b>-3.2%</b>	<b>2,208,229</b>	<b>-0.8%</b>	<b>1,431,601</b>	<b>53%</b>	<b>938,986</b>	<b>133%</b>	<b>1,644,388</b>	<b>33%</b>

<u>YEAR-TO-DATE</u>	<u>Mar-24</u>	<u>Mar-23</u>	<u>24 vs 23</u>	<u>Mar-22</u>	<u>24 vs 22</u>	<u>Mar-21</u>	<u>24 vs 21</u>	<u>Mar-20</u>	<u>24 vs 20</u>	<u>Mar-19</u>	<u>24 vs 19</u>
Downtown	2,914,404	2,912,930	0.1%	2,830,977	2.9%	2,069,241	41%	1,566,373	86%	1,579,972	84%
Old Town/Ski Area	2,598,048	2,509,703	3.5%	2,141,932	21.3%	1,088,550	139%	1,518,549	71%	1,948,541	33%
In County	208,028	213,140	-2.4%	191,026	8.9%	181,315	15%	178,045	17%	170,914	22%
Outside County	515,934	541,775	-4.8%	490,999	5.1%	280,375	84%	226,060	128%	265,815	94%
	<b>6,236,414</b>	<b>6,177,548</b>	<b>1.0%</b>	<b>5,654,934</b>	<b>10.3%</b>	<b>3,619,481</b>	<b>72%</b>	<b>3,489,027</b>	<b>79%</b>	<b>3,965,242</b>	<b>57%</b>

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



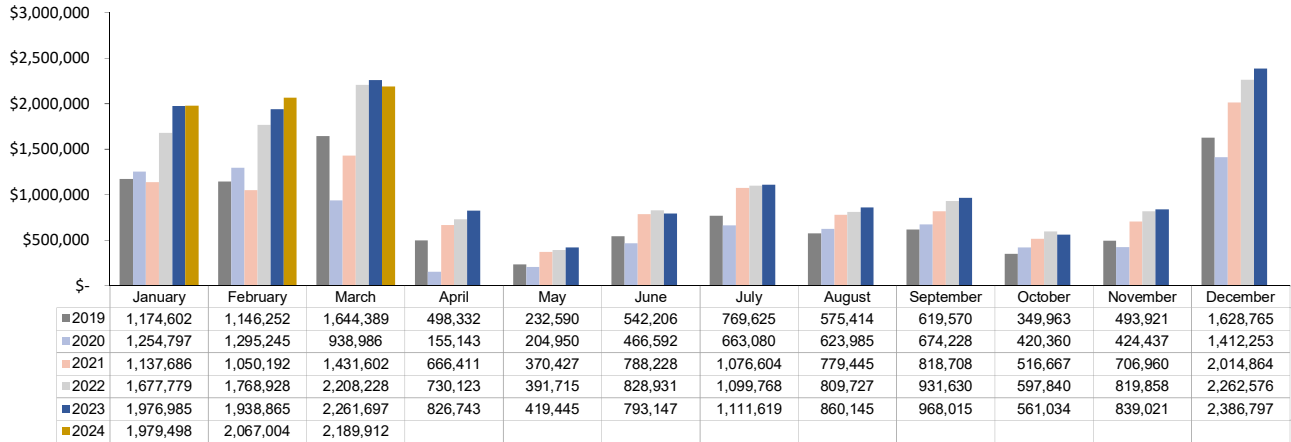
**2023 - TOTAL TAX REVENUE BY BUSINESS LOCATION**



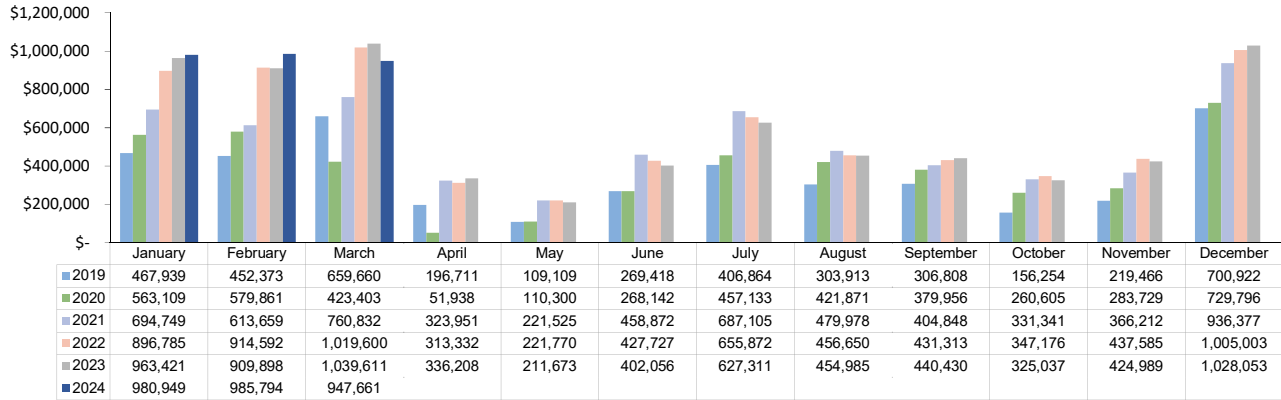


**SUPPLEMENTAL INFORMATION**

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

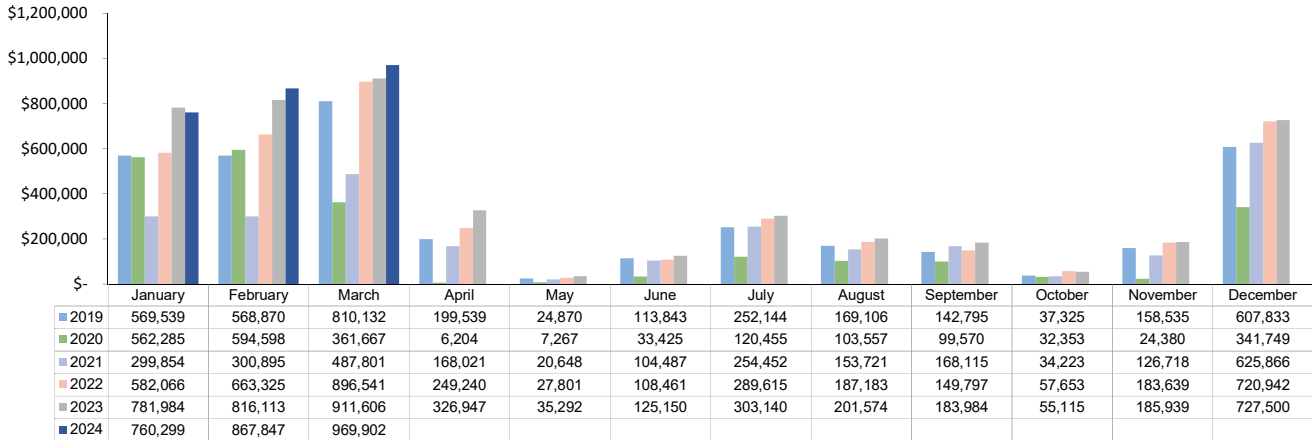


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN**

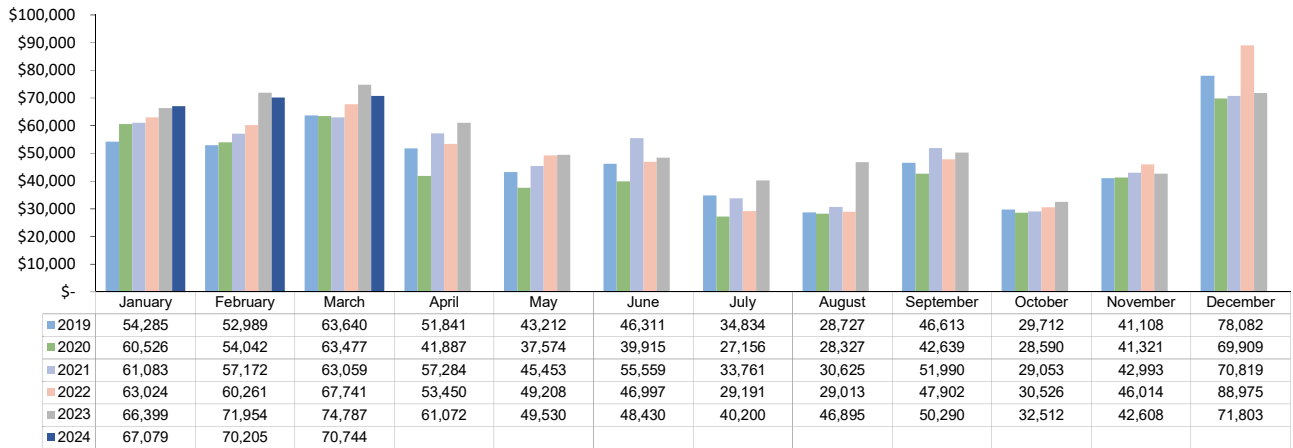


**SUPPLEMENTAL INFORMATION - CONTINUED**

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

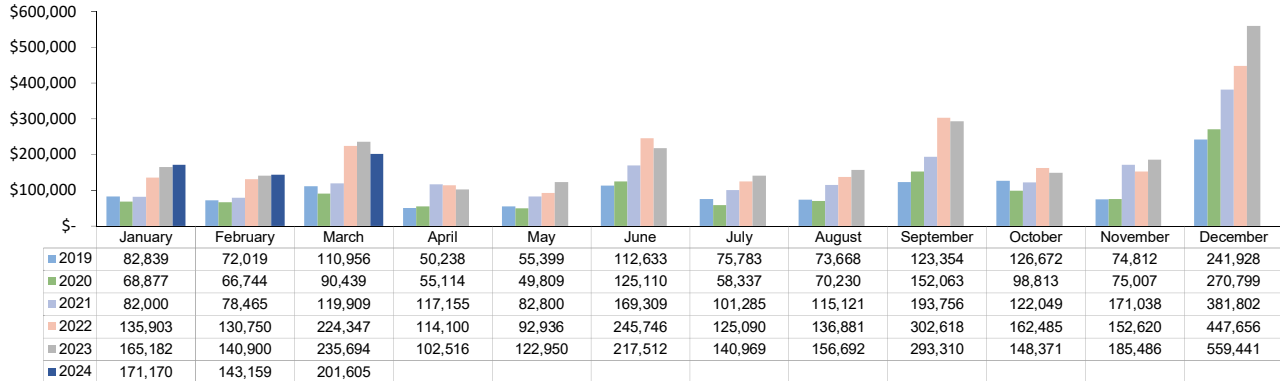


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY**

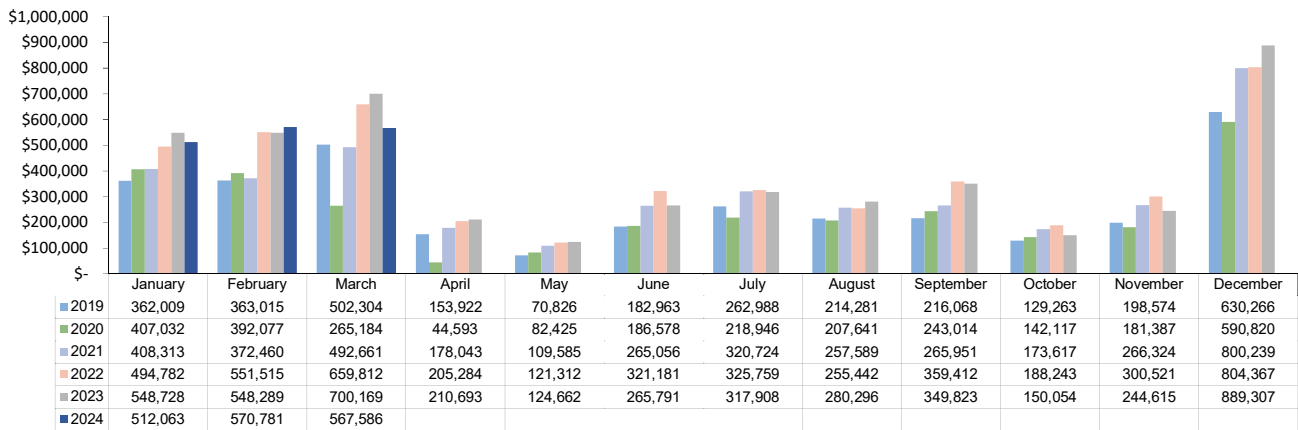


**SUPPLEMENTAL INFORMATION - CONTINUED**

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

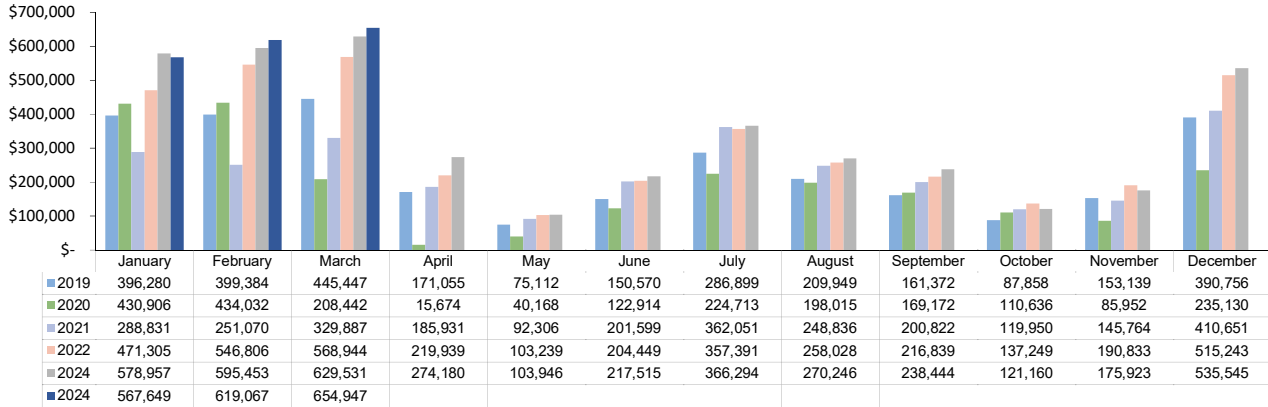


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL**



**SUPPLEMENTAL INFORMATION - CONTINUED**

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



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

