



TOWN OF WINTER PARK, CO
SALES, LODGING, ACCOMMODATION AND TRANSIT/TRAILS TAX REPORT
September 2024 Sales
(Collected: October 2024)

SUMMARY

Month: Total sales tax revenue for the Month of September, 2024 increased by 2.7% (\$25K) vs. the same period of the prior year. This increase was primarily due to increases in the Lodging & Accommodations sector of 22.7% (\$22K) and Utilities sector of 7.4% (\$3K).

YTD: On a year-to-date basis, total sales tax revenue increased by 1.57% (\$175K) vs. the same period of the prior year, primarily due to increases in the Lodging & Accommodations sector of 8.2% (\$286K). These increases were offset by a decrease in the Retail sector of 3.9% (\$129K).

PRIOR YEAR COMPARISONS - MONTH

Description	Sep-24	Sep-23	24 vs 23	Sep-22	24 vs 22	Sep-21	24 vs 21	Sep-20	24 vs 20	Sep-19	24 vs 19
Sales Tax - NOT LODGING	587,396	556,710	5.5%	515,883	7.9%	401,441	39%	363,944	53%	368,834	51%
Sales Tax - LODGING	142,432	165,550	-14.0%	149,567	10.7%	183,351	-10%	117,647	41%	73,716	125%
Sub Total	729,828	722,260	1.0%	665,450	8.5%	584,792	24%	481,591	50%	442,550	63%
Transit & Trails Tax (2%)	264,037	245,756	7.4%	266,180	-7.7%	233,917	5%	192,636	28%	177,020	39%
Total	993,865	968,015	2.7%	931,630	3.9%	818,709	18%	674,227	44%	619,570	56%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE

Description	Sep-24	Sep-23	24 vs 23	Sep-22	24 vs 22	Sep-21	24 vs 21	Sep-20	24 vs 20	Sep-19	24 vs 19
Sales Tax - Not Lodging (5%)	6,064,838	5,488,757	10.5%	5,324,390	3.1%	4,192,057	31%	3,388,583	62%	3,909,308	40%
Lodging/Accom Tax (5%)	2,029,579	2,480,287	-18.2%	2,137,631	16.0%	1,607,446	54%	1,094,993	127%	1,235,678	101%
Sub Total	8,094,417	7,969,044	1.57%	7,462,021	6.8%	5,799,503	37%	4,483,576	78%	5,144,986	55%
Transit & Trails Tax (2%)	3,237,767	3,187,618	1.57%	2,984,808	6.8%	2,319,801	37%	1,793,430	78%	2,057,994	55%
Total	11,332,184	11,156,661	1.57%	10,446,829	6.8%	8,119,304	37%	6,277,006	78%	7,202,980	55%

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

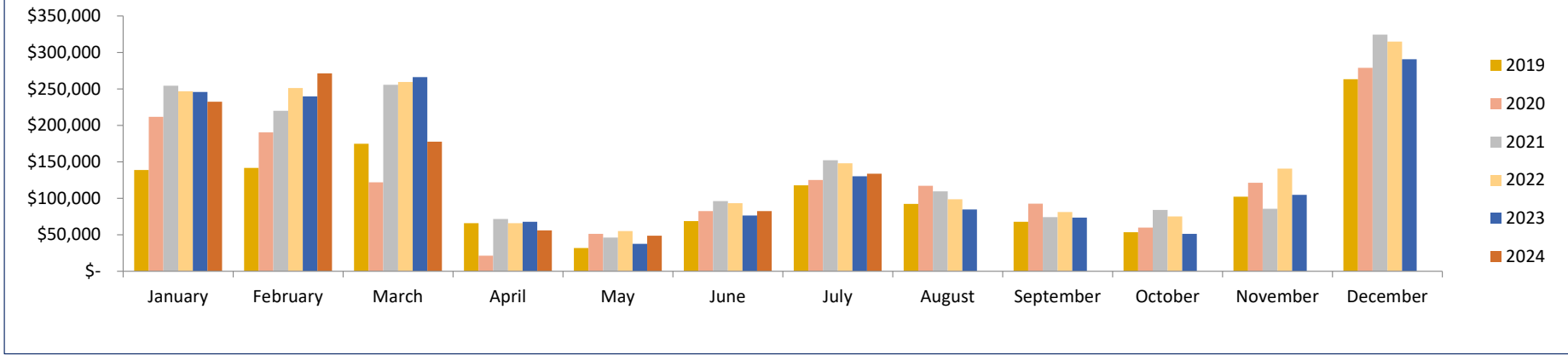
COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

RETAIL

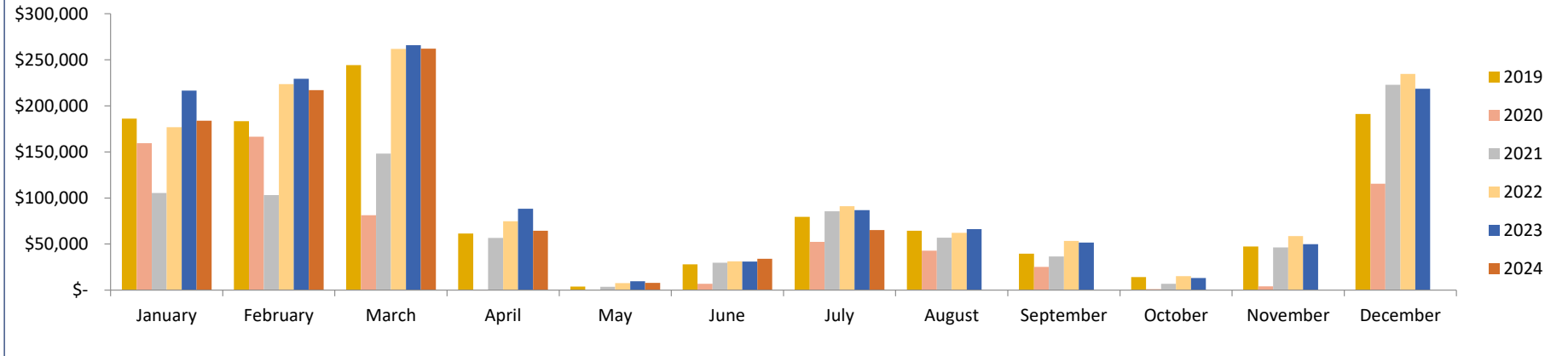
MONTH	Sep-24	Sep-23	24 vs 23	Sep-22	24 vs 22	Sep-21	24 vs 21	Sep-20	24 vs 20	Sep-19	24 vs 19
Downtown	77,831	73,467	5.9%	81,224	-9.6%	74,151	-0.9%	92,675	-20.7%	67,906	8.2%
Old Town/Ski Area	37,945	51,507	-26.3%	53,318	-3.4%	36,445	41.3%	25,250	104.0%	39,449	30.6%
In County	36,127	19,951	81.1%	18,729	6.5%	20,259	-1.5%	15,132	31.8%	19,423	2.7%
Outside County	199,468	204,899	-2.7%	206,142	-0.6%	135,096	51.7%	109,957	86.3%	89,290	129.5%
	351,372	349,823	0.4%	359,413	-2.7%	265,951	31.5%	243,014	44.0%	216,068	61.9%

YEAR-TO-DATE	Sep-24	Sep-23	24 vs 23	Sep-22	23 vs 22	Sep-21	23 vs 21	Sep-20	23 vs 20	Sep-19	23 vs 19
Downtown	1,176,803	1,221,956	-3.7%	1,300,170	-6.0%	1,280,147	-4.5%	1,014,273	20.5%	900,462	35.7%
Old Town/Ski Area	923,616	1,045,200	-11.6%	981,982	6.4%	625,525	67.1%	535,283	95.3%	890,441	17.4%
In County	91,750	114,717	-20.0%	80,837	41.9%	104,959	9.3%	68,576	67.3%	79,301	44.7%
Outside County	1,024,936	964,485	6.3%	931,512	3.5%	659,750	46.2%	429,359	124.6%	458,172	110.5%
	3,217,105	3,346,359	-3.9%	3,294,501	1.6%	2,670,381	25.3%	2,047,491	63.4%	2,328,376	43.7%

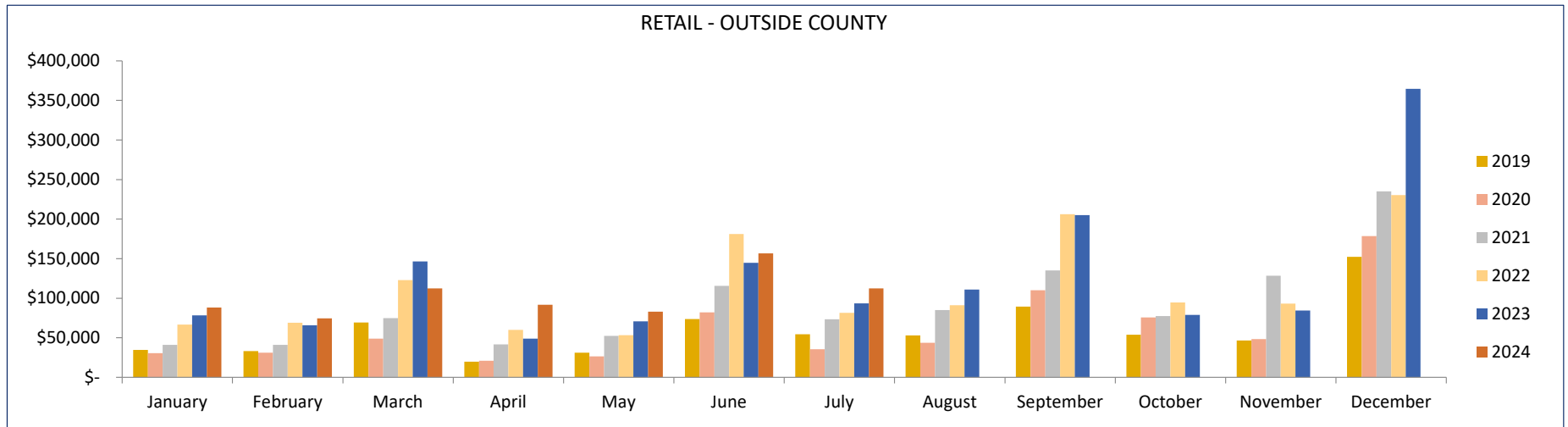
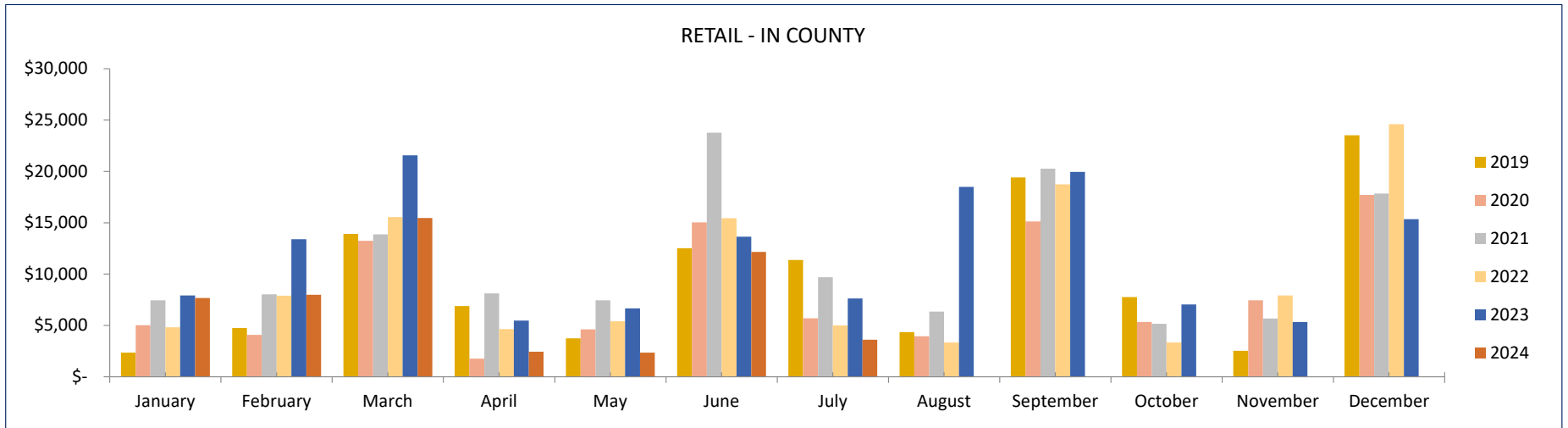
RETAIL - DOWNTOWN



RETAIL - OLD TOWN/SKI AREA



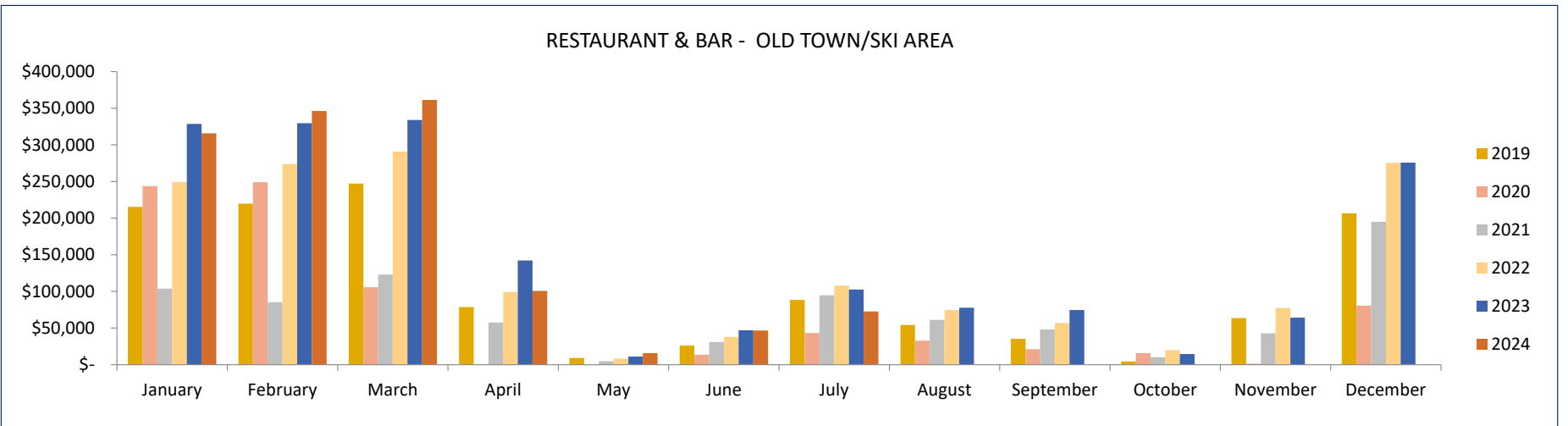
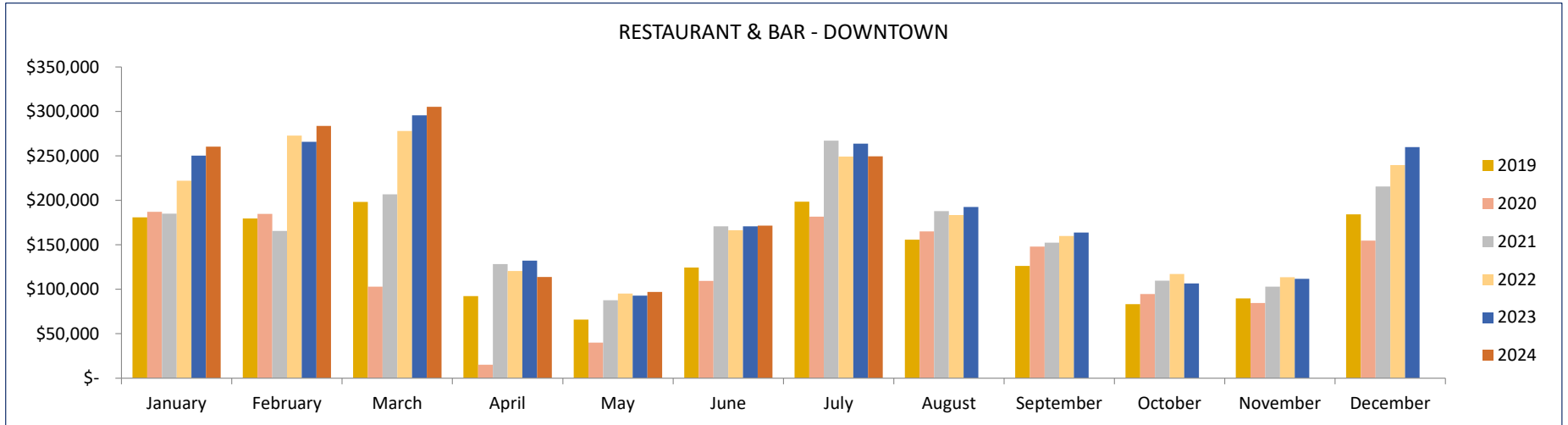
RETAIL - CONTINUED



RESTAURANT & BAR

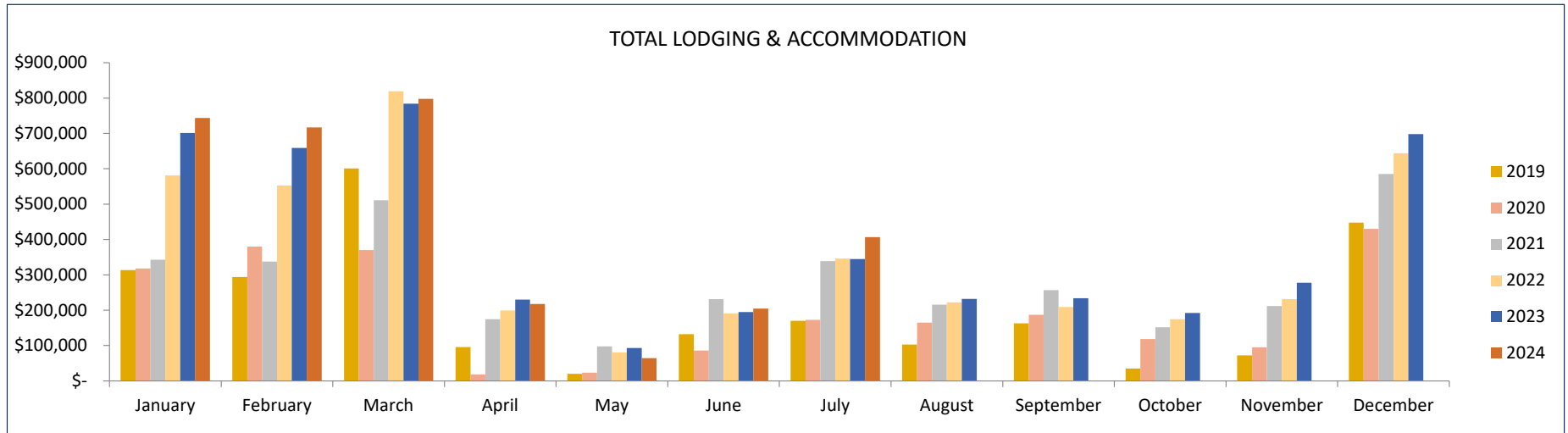
MONTH	Sep-24	Sep-23	24 vs 23	Sep-22	24 vs 22	Sep-21	24 vs 21	Sep-20	24 vs 20	Sep-19	24 vs 19
Downtown	159,845	163,855	-2.4%	159,834	2.5%	152,523	7%	147,898	11%	126,156	30%
Old Town/Ski Area	60,314	74,589	-19.1%	57,005	30.8%	48,300	54%	21,275	251%	35,216	112%
	220,159	238,444	-7.7%	216,839	10.0%	200,823	18.7%	169,173	40.9%	161,372	47.8%

YEAR-TO-DATE	Sep-24	Sep-23	24 vs 23	Sep-22	23 vs 22	Sep-21	23 vs 21	Sep-20	23 vs 20	Sep-19	23 vs 19
Downtown	1,843,526	1,827,945	0.9%	1,747,515	4.6%	1,551,678	18%	1,133,831	61%	1,321,962	38%
Old Town/Ski Area	1,387,548	1,446,623	-4.1%	1,199,425	20.6%	609,655	137%	710,205	104%	974,104	49%
	3,231,074	3,274,567	-1.3%	2,946,940	11.1%	2,161,333	51.5%	1,844,036	77.6%	2,296,066	42.6%



LODGING & ACCOMMODATION

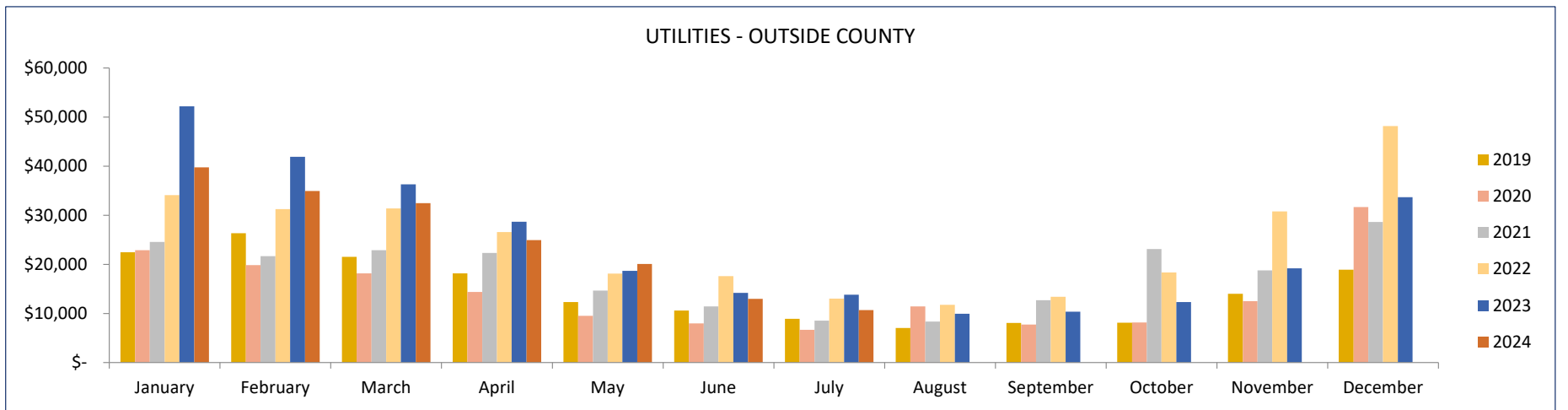
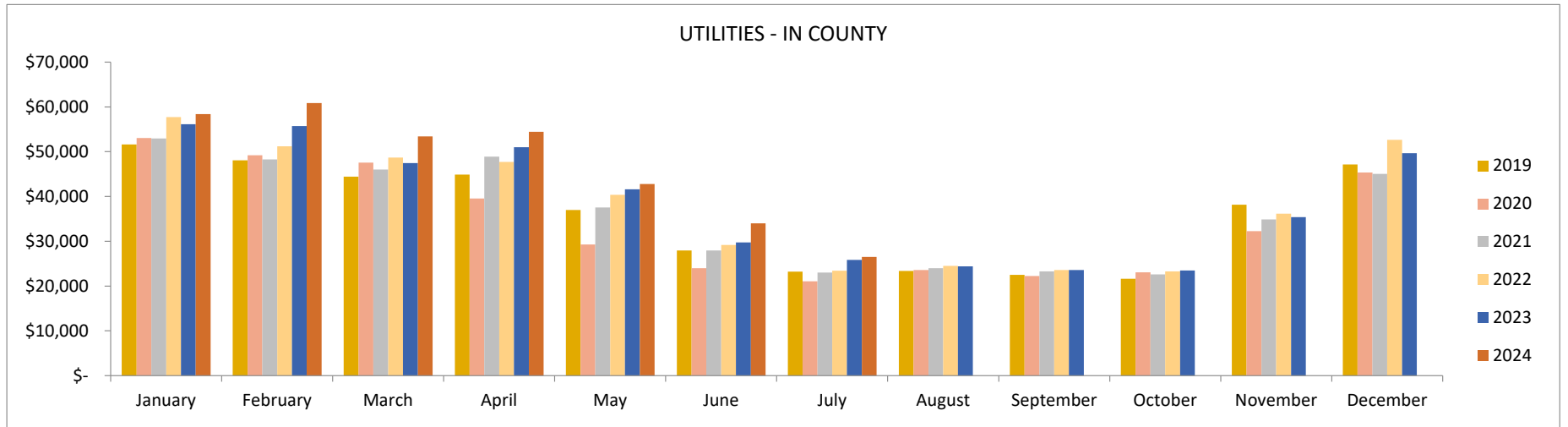
	<u>Sep-24</u>	<u>Sep-23</u>	<u>24 vs 23</u>	<u>Sep-22</u>	<u>24 vs 22</u>	<u>Sep-21</u>	<u>24 vs 21</u>	<u>Sep-20</u>	<u>24 vs 20</u>	<u>Sep-19</u>	<u>24 vs 19</u>
MONTH	287,075	234,001	22.7%	209,394	11.8%	256,691	-9%	187,053	25%	163,026	44%
YEAR-TO-DATE	3,758,180	3,472,402	8.2%	3,202,077	8.4%	2,507,115	39%	1,720,043	102%	1,892,975	83%



UTILITIES

MONTH	<u>Sep-24</u>	<u>Sep-23</u>	<u>24 vs 23</u>	<u>Sep-22</u>	<u>24 vs 22</u>	<u>Sep-21</u>	<u>24 vs 21</u>	<u>Sep-20</u>	<u>24 vs 20</u>	<u>Sep-19</u>	<u>24 vs 19</u>
In County	26,574	23,588	12.7%	23,592	0.0%	23,264	1%	22,224	6%	22,506	5%
Outside County	9,861	10,342	-4.7%	13,388	-22.7%	12,700	-19%	7,728	34%	8,076	28%
	36,435	33,931	7.4%	36,980	-8.2%	35,964	-6%	29,952	13%	30,582	11%

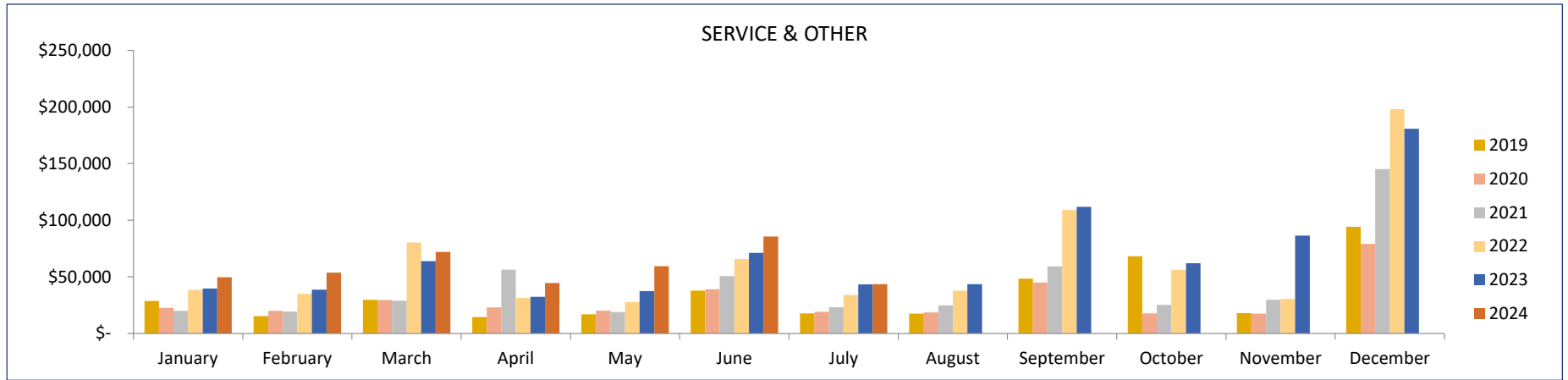
YEAR-TO-DATE	<u>Sep-24</u>	<u>Sep-23</u>	<u>24 vs 23</u>	<u>Sep-22</u>	<u>23 vs 22</u>	<u>Sep-21</u>	<u>23 vs 21</u>	<u>Sep-20</u>	<u>23 vs 20</u>	<u>Sep-19</u>	<u>23 vs 19</u>
In County	384,409	355,467	8.1%	346,467	2.6%	331,906	7%	309,471	15%	322,977	10%
Outside County	194,842	226,008	-13.8%	197,127	14.7%	147,072	54%	118,574	91%	135,428	67%
	579,251	581,475	-0.4%	543,594	7.0%	478,978	21%	428,045	36%	458,405	27%



SERVICE & OTHER

<u>MONTH</u>	<u>Sep-24</u>	<u>Sep-23</u>	<u>24 vs 23</u>	<u>Sep-22</u>	<u>24 vs 22</u>	<u>Sep-21</u>	<u>24 vs 21</u>	<u>Sep-20</u>	<u>24 vs 20</u>	<u>Sep-19</u>	<u>24 vs 19</u>
Downtown	9,419	24,497	-61.5%	17,462	40.3%	2,241	993%	2,729	798%	15,144	62%
Old Town/Ski Area	2,821	2,672	5.6%	2,874	-7.0%	2,672	0%	2,672	0%	2,706	-1%
In County	13,364	6,578	103.1%	5,581	17.9%	8,408	-22%	5,258	25%	4,684	40%
Outside County	73,221	78,069	-6.2%	83,088	-6.0%	45,959	70%	34,377	127%	25,988	200%
98,825	111,817	-11.6%	109,005	2.6%	59,280	89%	45,036	148%	48,522	130%	

<u>YEAR-TO-DATE</u>	<u>Sep-24</u>	<u>Sep-23</u>	<u>24 vs 23</u>	<u>Sep-22</u>	<u>23 vs 22</u>	<u>Sep-21</u>	<u>23 vs 21</u>	<u>Sep-20</u>	<u>23 vs 20</u>	<u>Sep-19</u>	<u>23 vs 19</u>
Downtown	30,740	33,438	-8.1%	36,264	-7.8%	5,554	502%	7,422	351%	17,968	86%
Old Town/Ski Area	35,891	24,045	49.3%	24,247	-0.8%	24,045	0%	24,046	0%	26,252	-8%
In County	34,973	39,144	-10.7%	19,474	101.0%	18,924	107%	17,133	128%	20,101	95%
Outside County	444,973	385,231	15.5%	379,732	1.4%	252,974	52%	188,790	104%	162,837	137%
546,577	481,858	13.4%	459,717	4.8%	301,497	60%	237,391	103%	227,158	112%	



TOTAL TAX BY BUSINESS LOCATION

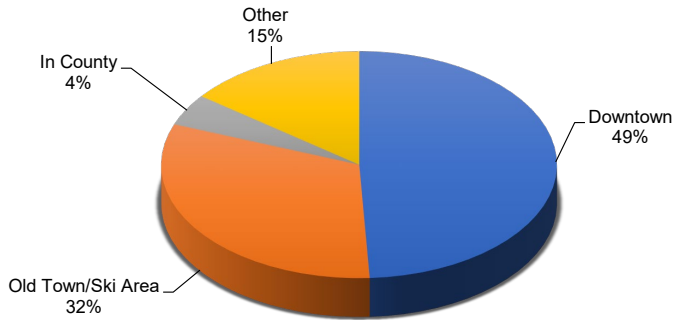
The following tables compare total sales tax revenues for the current month and YTD periods, by business location. For lodging properties managed by a property management company, the lodging/accommodation taxes are reported in the geographic area of the property management company location.

MONTH	Sep-24	Sep-23	24 vs 23	Sep-22	24 vs 22	Sep-21	24 vs 21	Sep-20	24 vs 20	Sep-19	24 vs 19
Downtown	485,554	440,430	10.2%	431,313	2.1%	404,848	9%	379,956	16%	306,808	44%
Old Town/Ski Area	149,696	183,984	-18.6%	149,797	22.8%	168,115	9%	99,570	85%	142,795	29%
In County	76,065	50,290	51.3%	47,902	5.0%	51,990	-3%	42,639	18%	46,613	8%
Outside County	282,550	293,310	-3.7%	302,618	-3.1%	193,756	51%	152,063	93%	123,354	138%
	993,865	968,015	2.7%	931,630	3.9%	818,709	18%	674,228	44%	619,570	56%

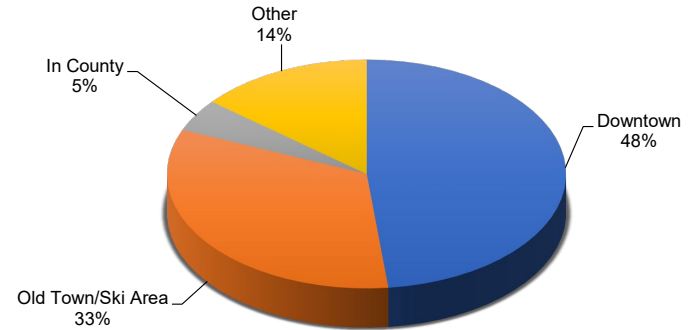
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YEAR-TO-DATE	Sep-24	Sep-23	24 vs 23	Sep-22	24 vs 22	Sep-21	24 vs 21	Sep-20	24 vs 20	Sep-19	24 vs 19
Downtown	5,570,595	5,385,592	3.4%	5,337,642	0.9%	4,645,521	16%	3,255,713	65%	3,172,795	70%
Old Town/Ski Area	3,585,707	3,685,790	-2.7%	3,154,029	16.9%	1,957,994	88%	1,889,026	95%	2,850,839	29%
In County	511,131	509,556	0.3%	446,788	14.0%	455,987	12%	395,543	29%	422,456	21%
Outside County	1,664,751	1,575,724	5.6%	1,508,370	4.5%	1,059,801	49%	736,724	114%	756,890	108%
	11,332,185	11,156,661	1.6%	10,446,829	6.8%	8,119,303	37%	6,277,006	78%	7,202,980	55%

2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION

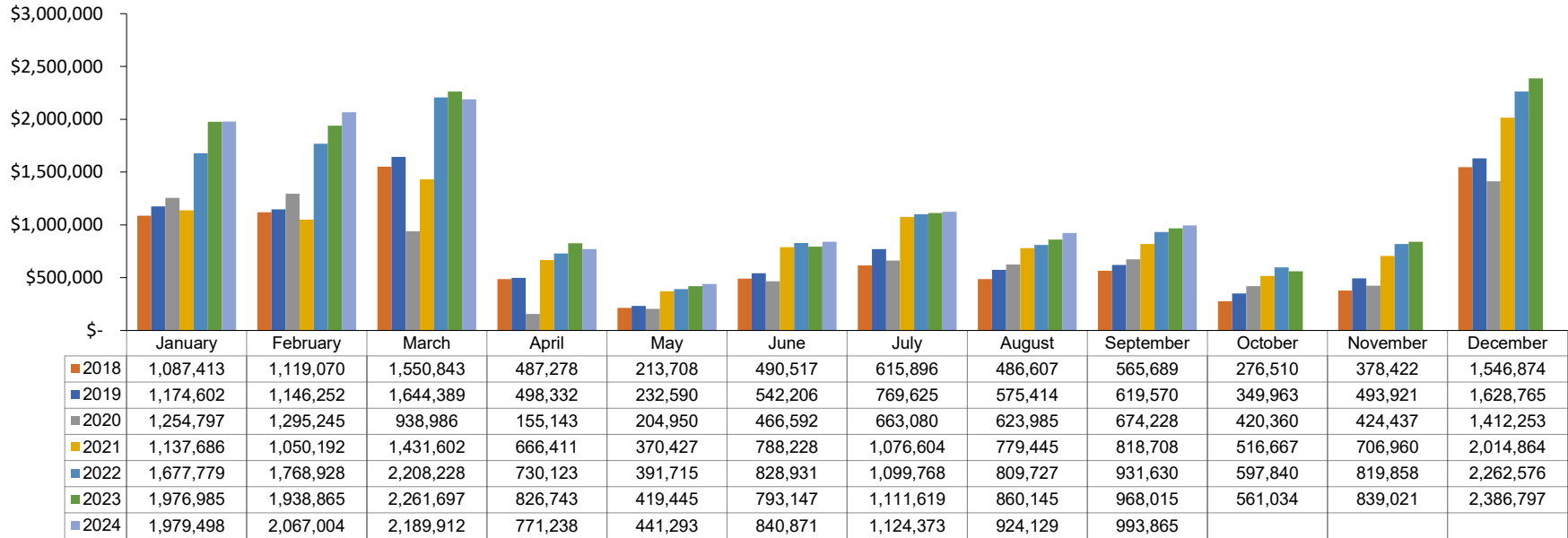


2023 - TOTAL TAX REVENUE BY BUSINESS LOCATION

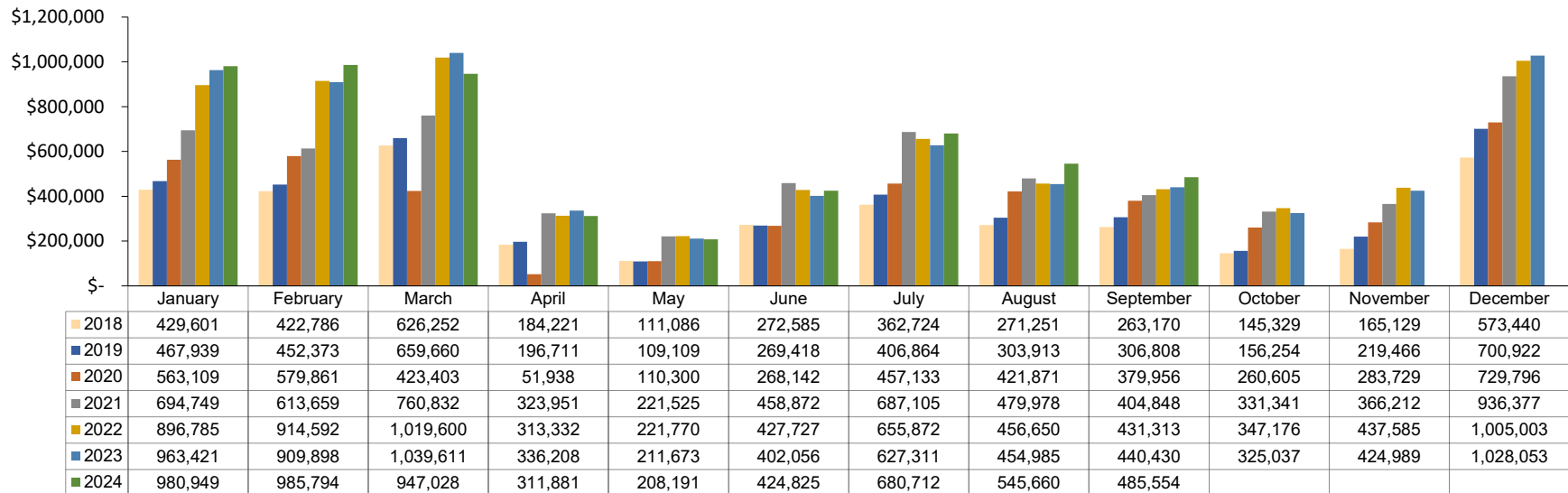


SUPPLEMENTAL INFORMATION

TOTAL - SALES, LODGING & TRANSIT/TRAILS TAX

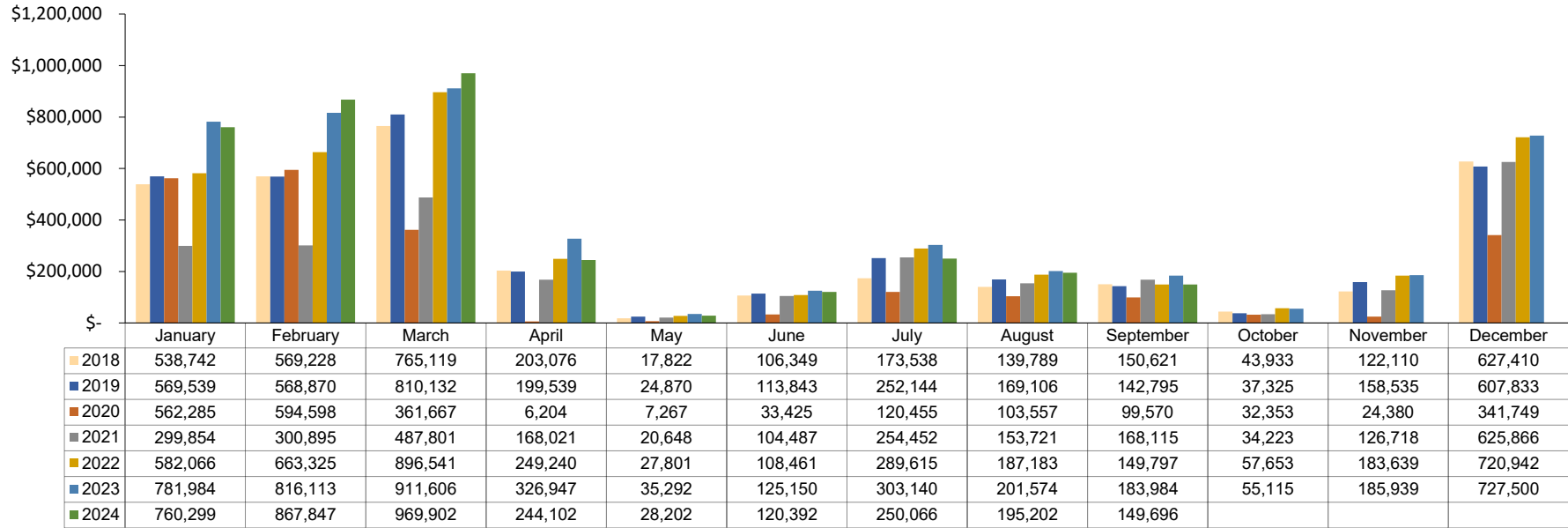


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN

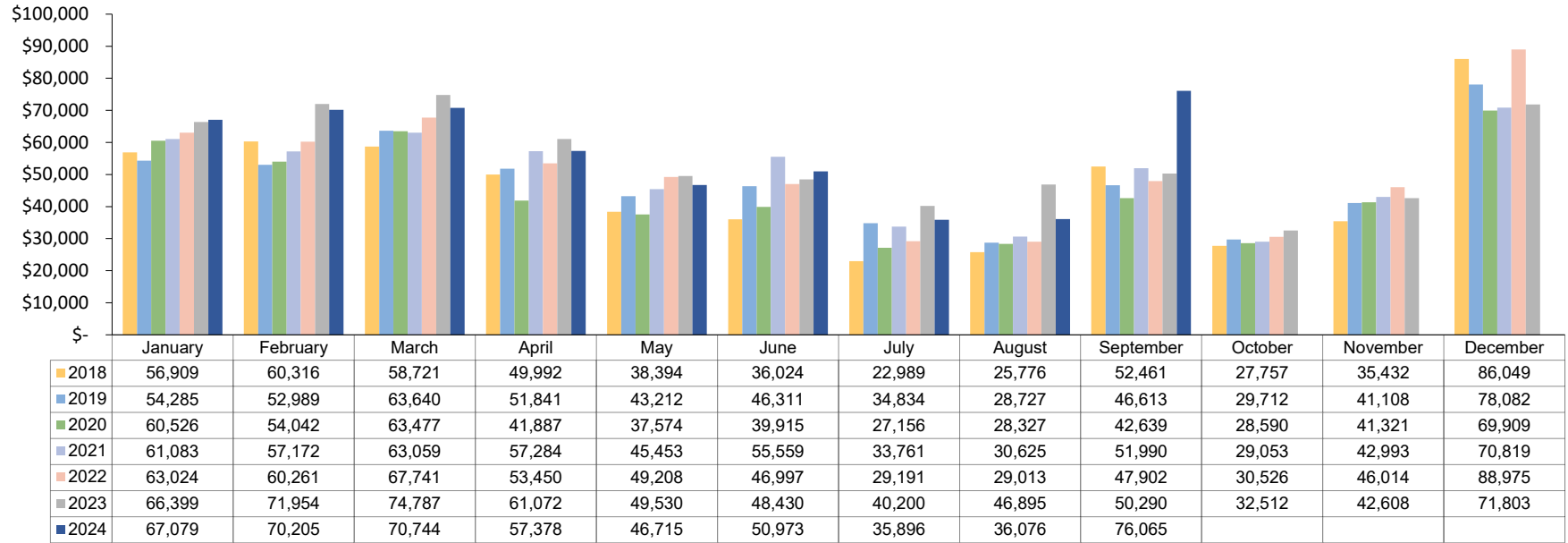


SUPPLEMENTAL INFORMATION - CONTINUED

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

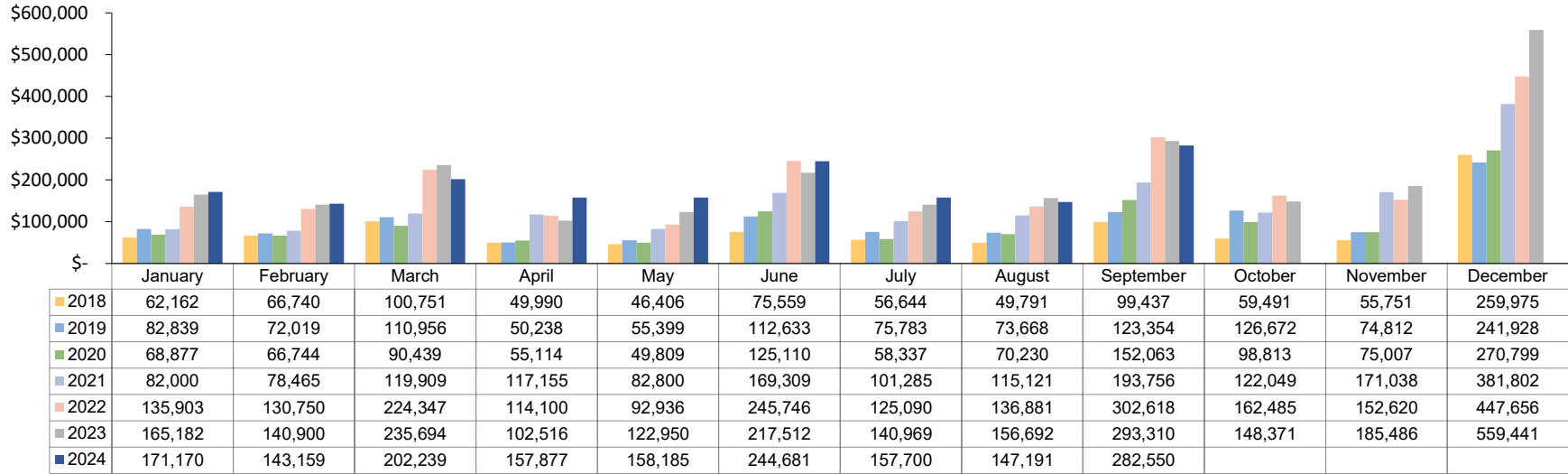


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY

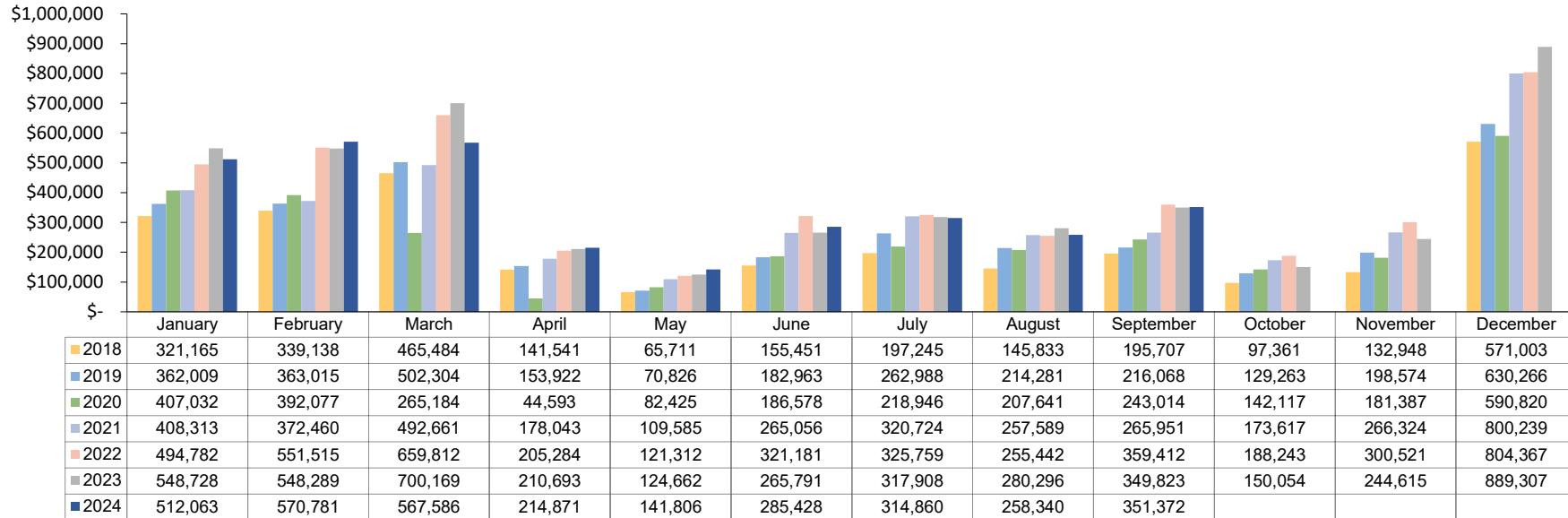


SUPPLEMENTAL INFORMATION - CONTINUED

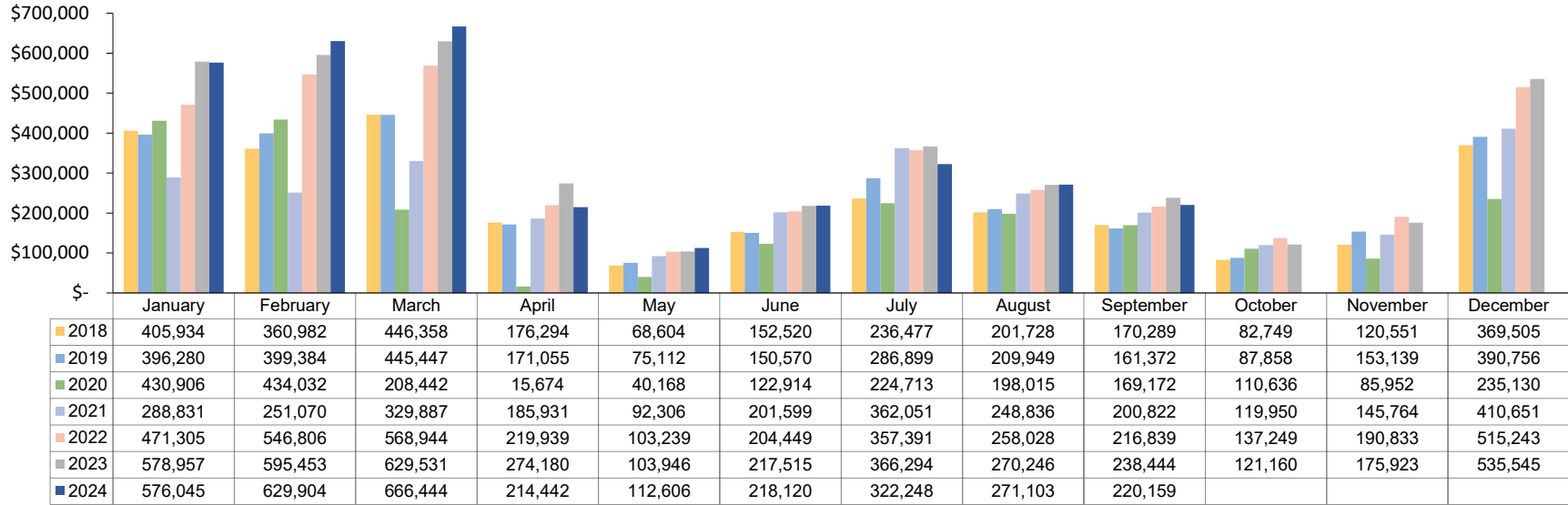
SALES, LODGING & TRANSIT/TRAILS - TOTAL OUTSIDE COUNTY



SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL



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



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

