



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

SUMMARY

Month: Total sales tax revenue for the Month of October, 2024 increased by 19.3% (\$108K) vs. the same period of the prior year. This increase was primarily due to increases in the Lodging & Accommodations sector of 50.5% (\$96K).

YTD: On a year-to-date basis, total sales tax revenue increased by 2.42% (\$284K) vs. the same period of the prior year. This increase was primarily due to increases in the Lodging & Accommodations sector of 10.4% (\$383K), which were offset by a decrease in the Retail sector of 2.7% (\$95K).

PRIOR YEAR COMPARISONS - MONTH

Description	Oct-24	Oct-23	24 vs 23	Oct-22	24 vs 22	Oct-21	24 vs 21	Oct-20	24 vs 20	Oct-19	24 vs 19
Sales Tax - NOT LODGING	257,581	233,595	10.3%	302,287	-22.7%	260,470	-10%	215,478	8%	224,983	4%
Sales Tax - LODGING	127,589	167,144	-23.7%	124,742	34.0%	108,578	54%	84,779	97%	24,991	569%
Sub Total	385,169	400,739	-3.9%	427,029	-6.2%	369,048	9%	300,257	33%	249,974	60%
Transit & Trails Tax (2%)	283,962	160,296	77.1%	170,811	-6.2%	147,619	9%	120,103	33%	99,989	60%
Total	669,131	561,034	19.3%	597,840	-6.2%	516,667	9%	420,360	33%	349,963	60%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE

Description	Oct-24	Oct-23	24 vs 23	Oct-22	24 vs 22	Oct-21	24 vs 21	Oct-20	24 vs 20	Oct-19	24 vs 19
Sales Tax - Not Lodging (5%)	6,414,379	5,752,358	11.5%	5,477,109	5.0%	4,269,176	35%	3,470,452	66%	4,017,843	43%
Lodging/Accom Tax (5%)	2,157,989	2,617,425	-17.6%	2,411,940	8.5%	1,899,374	38%	1,313,381	99%	1,377,116	90%
Sub Total	8,572,368	8,369,783	2.42%	7,889,049	6.1%	6,168,550	36%	4,783,833	75%	5,394,959	55%
Transit & Trails Tax (2%)	3,428,947	3,347,913	2.42%	3,155,619	6.1%	2,467,420	36%	1,913,533	75%	2,157,984	55%
Total	12,001,315	11,717,696	2.42%	11,044,668	6.1%	8,635,970	36%	6,697,366	75%	7,552,943	55%

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

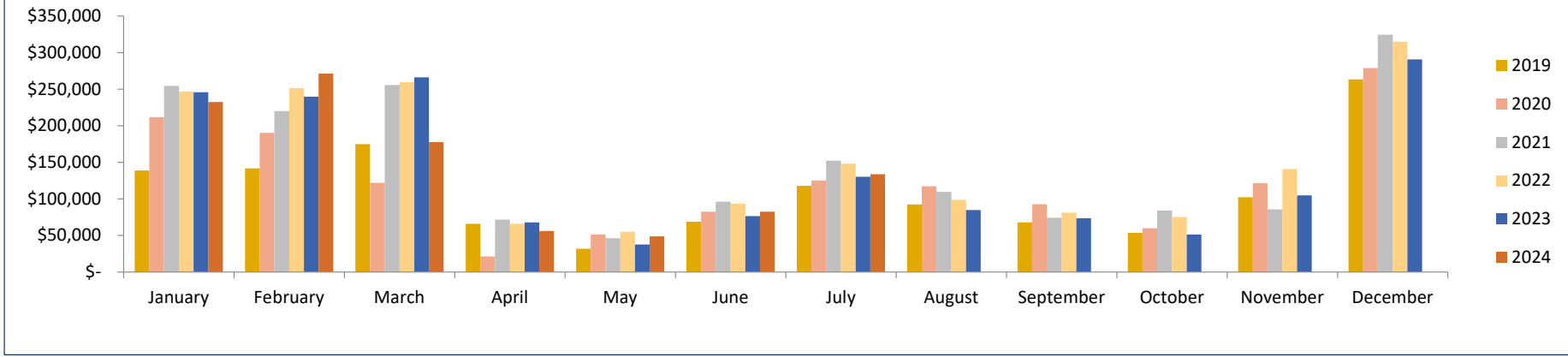
COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

RETAIL

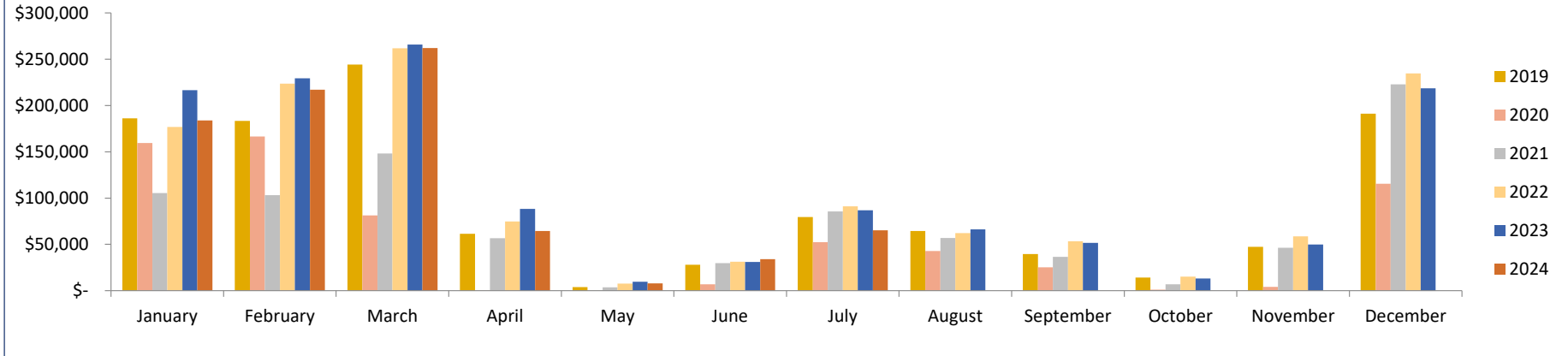
MONTH	Oct-24	Oct-23	24 vs 23	Oct-22	24 vs 22	Oct-21	24 vs 21	Oct-20	24 vs 20	Oct-19	24 vs 19
Downtown	55,163	51,163	7.8%	75,183	-31.9%	84,097	-39.2%	59,954	-14.7%	53,362	-4.1%
Old Town/Ski Area	11,539	13,054	-11.6%	15,078	-13.4%	6,835	91.0%	1,002	1202.8%	14,209	-8.1%
In County	6,853	7,051	-2.8%	3,344	110.8%	5,157	36.7%	5,339	32.1%	7,758	-9.1%
Outside County	110,478	78,786	40.2%	94,637	-16.7%	77,528	1.6%	75,822	3.9%	53,933	46.1%
	184,033	150,054	22.6%	188,242	-20.3%	173,617	-13.6%	142,117	5.6%	129,262	16.1%

YEAR-TO-DATE	Oct-24	Oct-23	24 vs 23	Oct-22	23 vs 22	Oct-21	23 vs 21	Oct-20	23 vs 20	Oct-19	23 vs 19
Downtown	1,231,966	1,273,119	-3.2%	1,375,353	-7.4%	1,364,244	-6.7%	1,074,227	18.5%	953,824	33.5%
Old Town/Ski Area	935,154	1,058,254	-11.6%	997,061	6.1%	632,360	67.3%	536,285	97.3%	904,650	17.0%
In County	98,603	121,768	-19.0%	84,181	44.7%	110,116	10.6%	73,915	64.7%	87,059	39.9%
Outside County	1,135,414	1,043,271	8.8%	1,026,149	1.7%	737,278	41.5%	505,182	106.5%	512,105	103.7%
	3,401,137	3,496,413	-2.7%	3,482,744	0.4%	2,843,998	22.9%	2,189,609	59.7%	2,457,638	42.3%

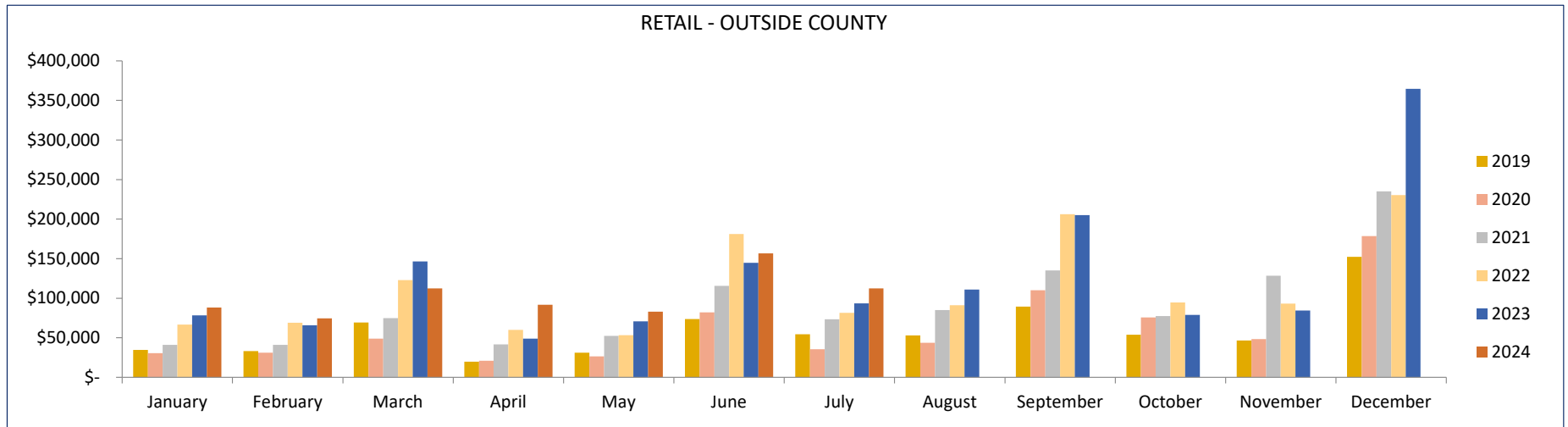
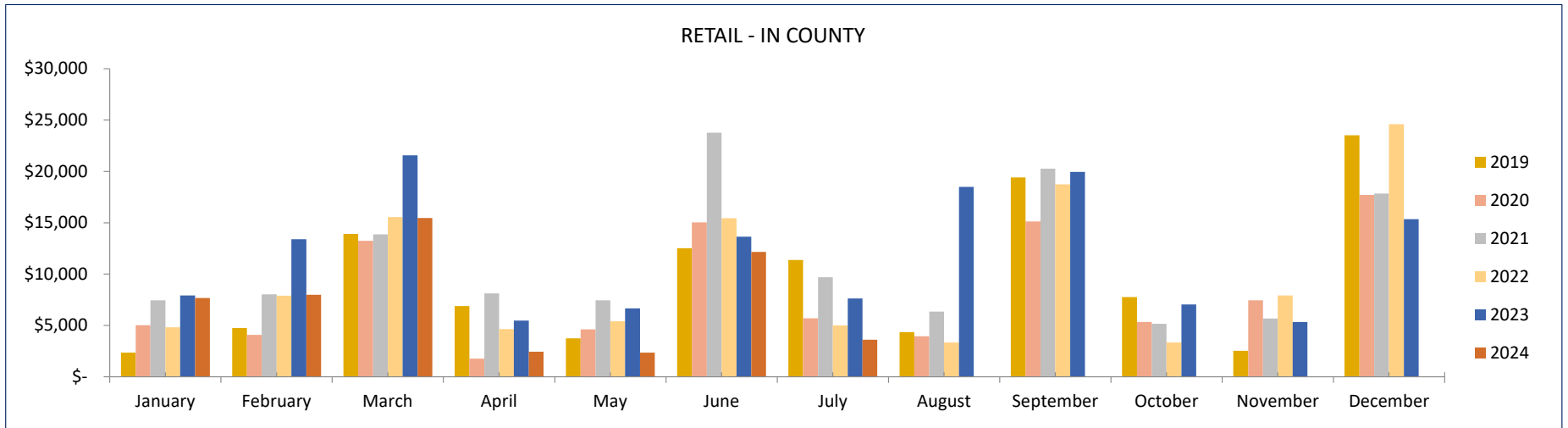
RETAIL - DOWNTOWN



RETAIL - OLD TOWN/SKI AREA



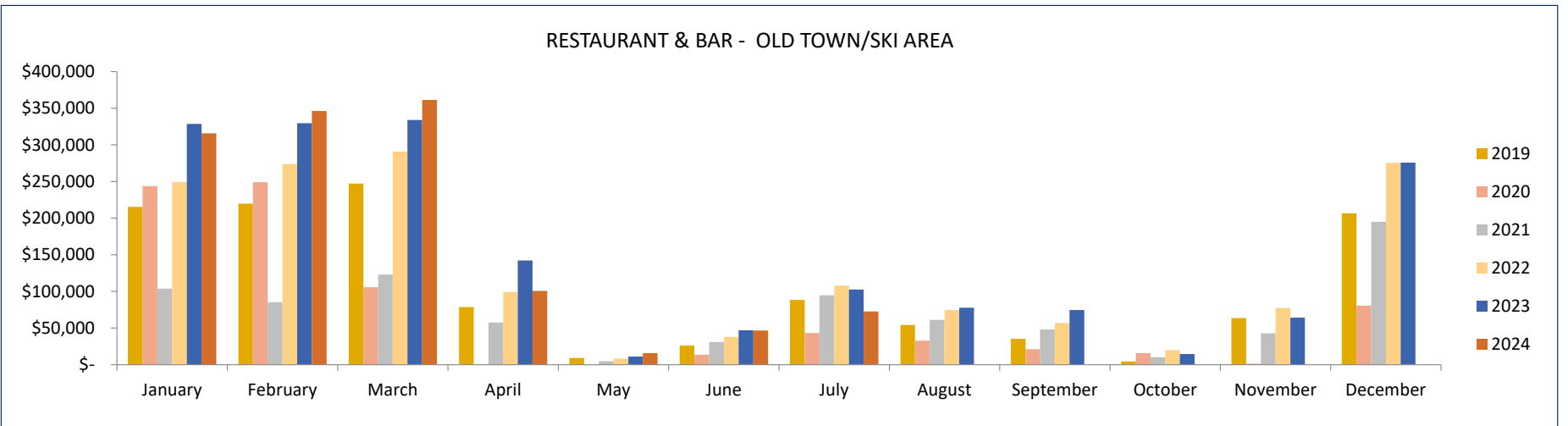
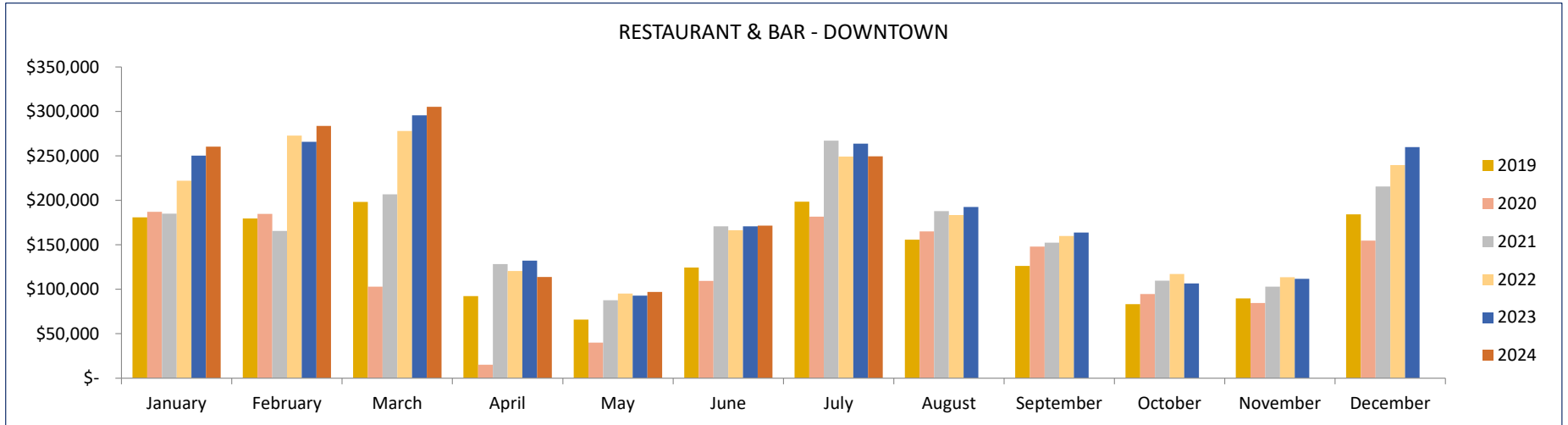
RETAIL - CONTINUED



RESTAURANT & BAR

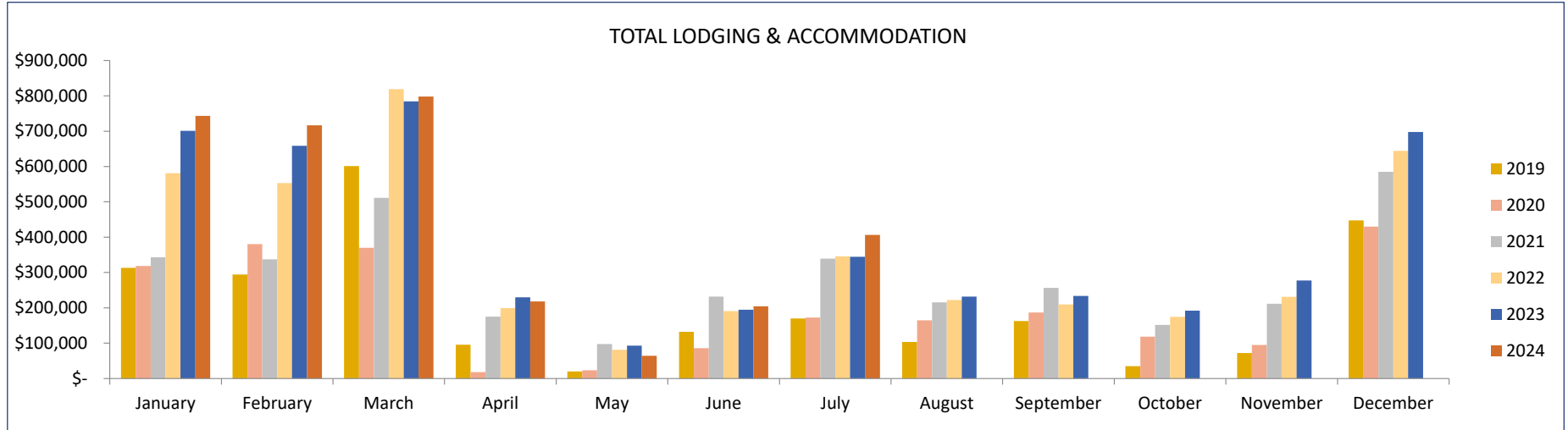
MONTH	Oct-24	Oct-23	24 vs 23	Oct-22	24 vs 22	Oct-21	24 vs 21	Oct-20	24 vs 20	Oct-19	24 vs 19
Downtown	112,637	106,499	5.8%	117,241	-9.2%	109,654	-3%	94,757	12%	83,276	28%
Old Town/Ski Area	8,476	14,661	-42.2%	20,009	-26.7%	10,296	42%	15,879	-8%	4,582	220%
	121,113	121,160	0.0%	137,250	-11.7%	119,950	1.0%	110,636	9.5%	87,858	37.9%

YEAR-TO-DATE	Oct-24	Oct-23	24 vs 23	Oct-22	23 vs 22	Oct-21	23 vs 21	Oct-20	23 vs 20	Oct-19	23 vs 19
Downtown	1,956,163	1,934,444	1.1%	1,864,756	3.7%	1,661,332	16%	1,228,588	57%	1,405,238	38%
Old Town/Ski Area	1,396,023	1,461,283	-4.5%	1,219,434	19.8%	619,951	136%	726,084	101%	978,686	49%
	3,352,186	3,395,727	-1.3%	3,084,190	10.1%	2,281,283	48.9%	1,954,672	73.7%	2,383,924	42.4%



LODGING & ACCOMMODATION

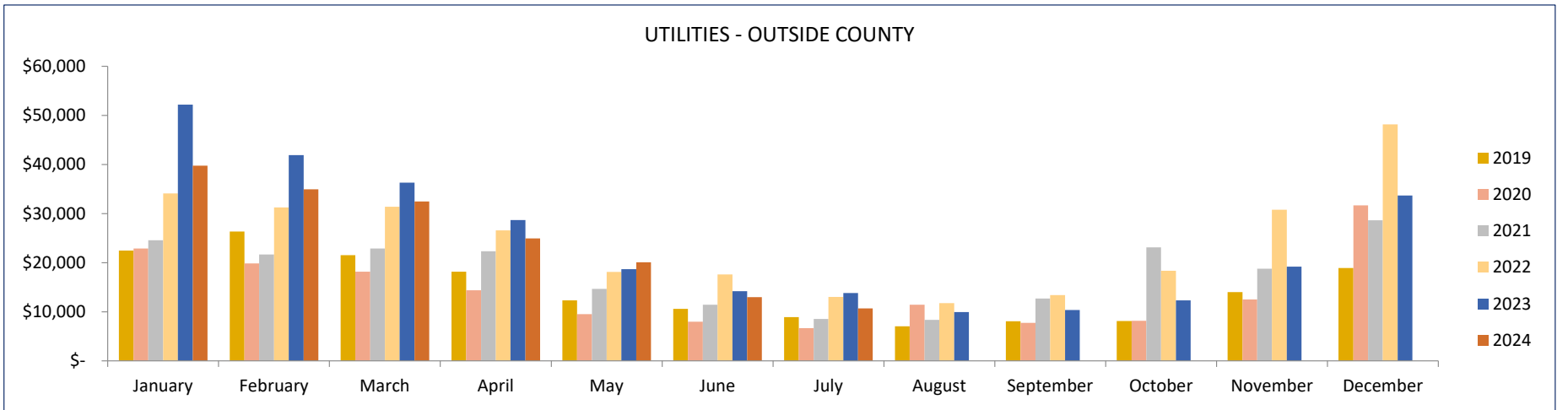
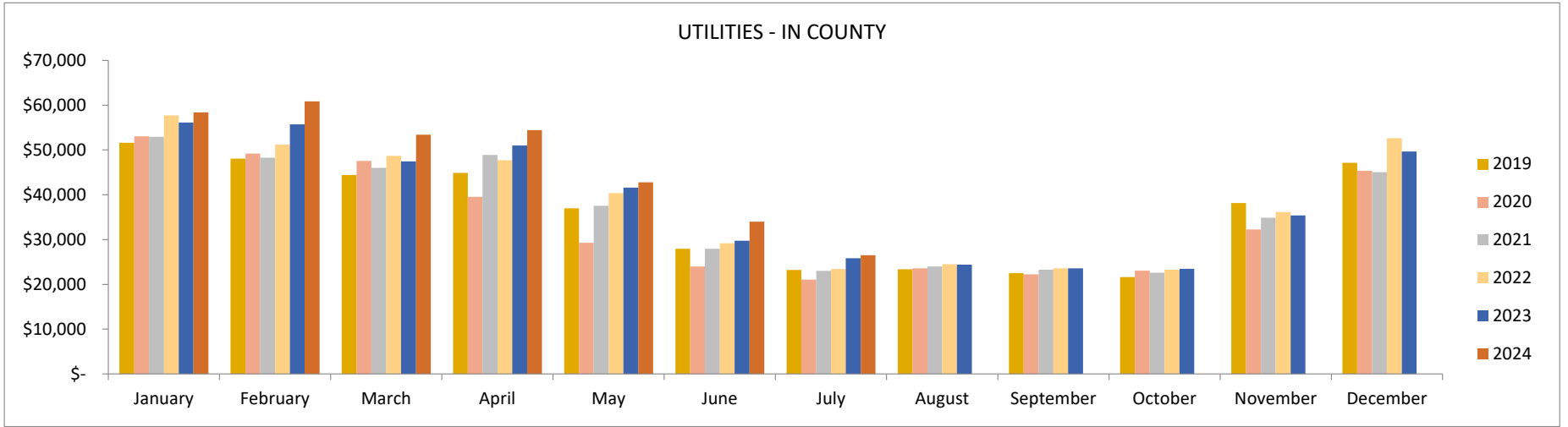
	<u>Oct-24</u>	<u>Oct-23</u>	<u>24 vs 23</u>	<u>Oct-22</u>	<u>24 vs 22</u>	<u>Oct-21</u>	<u>24 vs 21</u>	<u>Oct-20</u>	<u>24 vs 20</u>	<u>Oct-19</u>	<u>24 vs 19</u>
MONTH	288,921	191,993	50.5%	174,638	9.9%	152,009	26%	118,690	62%	34,987	449%
YEAR-TO-DATE	4,047,101	3,664,394	10.4%	3,376,715	-2.7%	2,659,124	38%	1,838,733	99%	1,927,962	90%



UTILITIES

<u>MONTH</u>	<u>Oct-24</u>	<u>Oct-23</u>	<u>24 vs 23</u>	<u>Oct-22</u>	<u>24 vs 22</u>	<u>Oct-21</u>	<u>24 vs 21</u>	<u>Oct-20</u>	<u>24 vs 20</u>	<u>Oct-19</u>	<u>24 vs 19</u>
In County	26,367	23,462	12.4%	23,267	0.8%	22,625	4%	23,078	2%	21,633	8%
Outside County	11,648	12,329	-5.5%	18,357	-32.8%	23,139	-47%	8,159	51%	8,090	52%
	38,015	35,791	6.2%	41,624	-14.0%	45,764	-22%	31,237	15%	29,723	20%

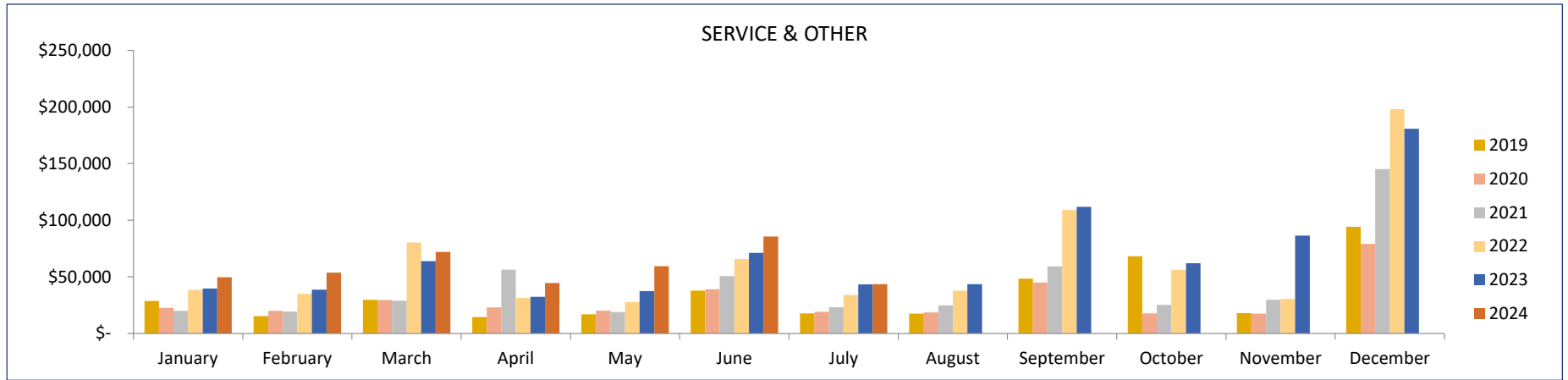
<u>YEAR-TO-DATE</u>	<u>Oct-24</u>	<u>Oct-23</u>	<u>24 vs 23</u>	<u>Oct-22</u>	<u>23 vs 22</u>	<u>Oct-21</u>	<u>23 vs 21</u>	<u>Oct-20</u>	<u>23 vs 20</u>	<u>Oct-19</u>	<u>23 vs 19</u>
In County	410,776	378,929	8.4%	369,734	2.5%	354,531	7%	332,549	14%	344,610	10%
Outside County	206,490	238,337	-13.4%	215,484	10.6%	170,210	40%	126,733	88%	143,519	66%
	617,266	617,266	0.0%	585,218	5.5%	524,741	18%	459,282	34%	488,129	26%



SERVICE & OTHER

MONTH	Oct-24	Oct-23	24 vs 23	Oct-22	24 vs 22	Oct-21	24 vs 21	Oct-20	24 vs 20	Oct-19	24 vs 19
Downtown	-	110	-100.0%	8	1277.3%	13	748%	20	451%	523	-79%
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	7,788	2,000	289.5%	3,915	-48.9%	1,260	59%	156	1182%	289	592%
Outside County	26,590	57,255	-53.6%	49,491	15.7%	21,383	168%	14,831	286%	64,648	-11%
	37,049	62,037	-40.3%	56,086	10.6%	25,328	145%	17,679	251%	68,132	-9%

YEAR-TO-DATE	Oct-24	Oct-23	24 vs 23	Oct-22	23 vs 22	Oct-21	23 vs 21	Oct-20	23 vs 20	Oct-19	23 vs 19
Downtown	30,740	33,549	-8.4%	36,272	-7.5%	5,567	503%	7,443	351%	18,491	81%
Old Town/Ski Area	38,563	26,717	44.3%	26,919	-0.8%	26,717	0%	26,718	0%	28,924	-8%
In County	42,761	41,143	3.9%	23,389	75.9%	20,184	104%	17,290	138%	20,390	102%
Outside County	471,562	442,486	6.6%	429,222	3.1%	274,357	61%	203,621	117%	227,485	95%
	583,626	543,895	7.3%	515,802	5.4%	326,825	66%	255,072	113%	295,290	84%



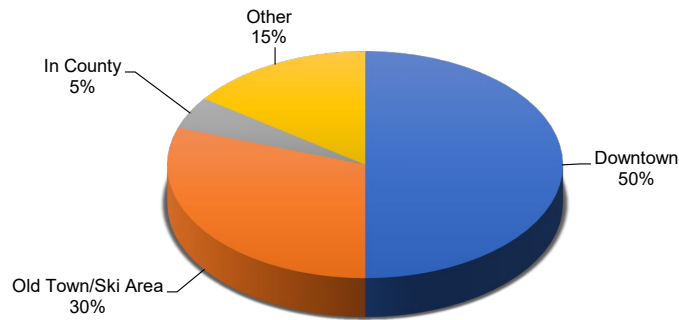
TOTAL TAX BY BUSINESS LOCATION

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.

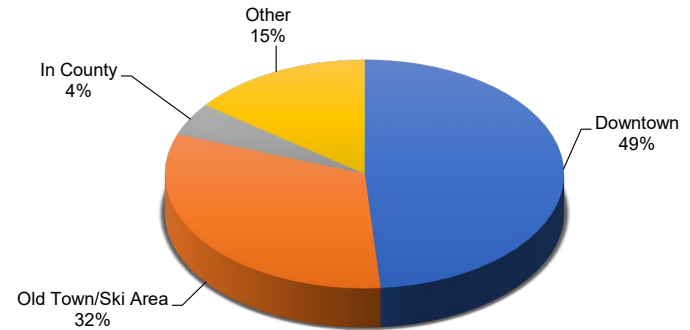
<u>MONTH</u>	<u>Oct-24</u>	<u>Oct-23</u>	<u>24 vs 23</u>	<u>Oct-22</u>	<u>24 vs 22</u>	<u>Oct-21</u>	<u>24 vs 21</u>	<u>Oct-20</u>	<u>24 vs 20</u>	<u>Oct-19</u>	<u>24 vs 19</u>
Downtown	429,775	325,037	32.2%	347,176	-6.4%	331,341	-2%	260,605	25%	156,254	108%
Old Town/Ski Area	49,633	55,115	-9.9%	57,653	-4.4%	34,223	61%	32,353	70%	37,325	48%
In County	41,008	32,512	26.1%	30,526	6.5%	29,053	12%	28,590	14%	29,712	9%
Outside County	148,716	148,371	0.2%	162,485	-8.7%	122,049	22%	98,813	50%	126,672	17%
	669,131	561,034	19.3%	597,840	-6.2%	516,666	9%	420,361	33%	349,963	60%

<u>YEAR-TO-DATE</u>	<u>Oct-24</u>	<u>Oct-23</u>	<u>24 vs 23</u>	<u>Oct-22</u>	<u>23 vs 22</u>	<u>Oct-21</u>	<u>23 vs 21</u>	<u>Oct-20</u>	<u>23 vs 20</u>	<u>Oct-19</u>	<u>23 vs 19</u>
Downtown	6,000,370	5,710,628	5.1%	5,684,818	0.5%	4,976,862	15%	3,516,318	62%	3,329,048	72%
Old Town/Ski Area	3,635,340	3,740,905	-2.8%	3,211,682	16.5%	1,992,218	88%	1,921,379	95%	2,888,164	30%
In County	552,139	542,068	1.9%	477,313	13.6%	485,040	12%	424,133	28%	452,166	20%
Outside County	1,813,467	1,724,095	5.2%	1,670,855	3.2%	1,181,851	46%	835,536	106%	883,562	95%
	12,001,316	11,717,696	2.4%	11,044,668	6.1%	8,635,971	36%	6,697,366	75%	7,552,940	55%

2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION

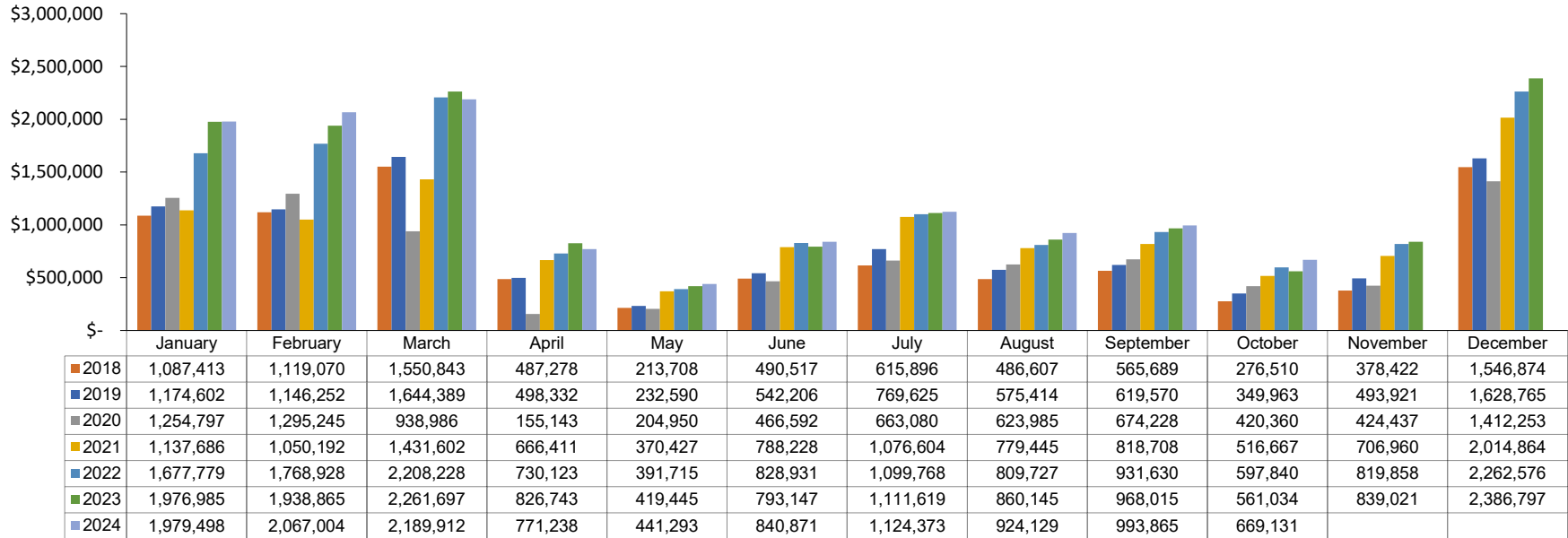


2023 - TOTAL TAX REVENUE BY BUSINESS LOCATION

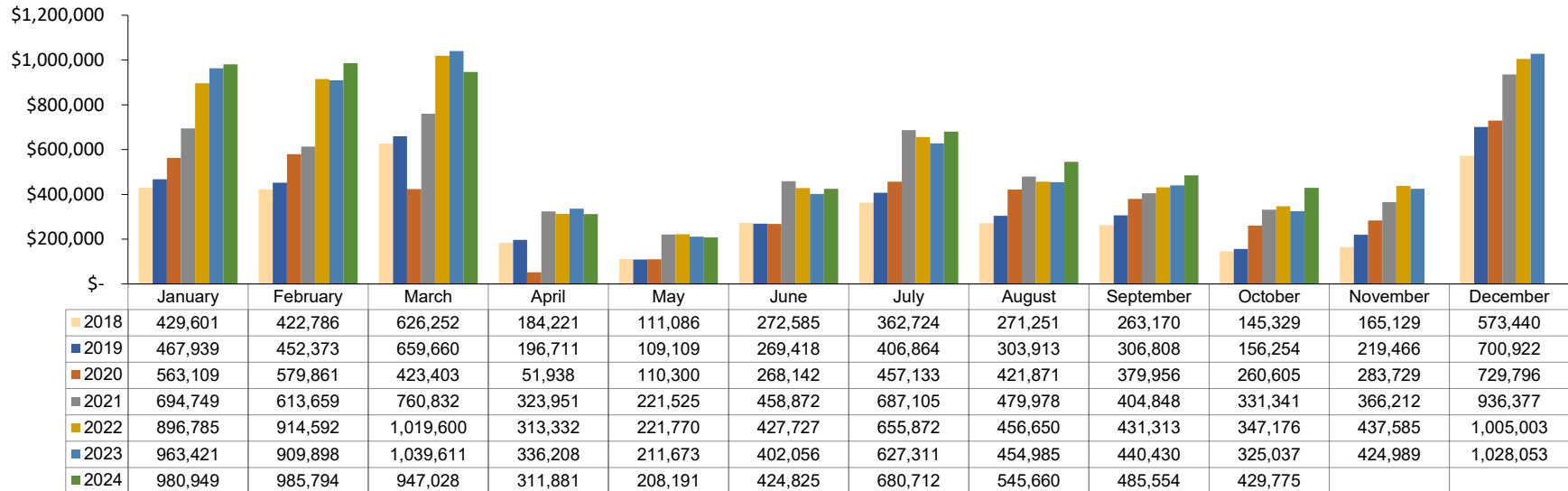


SUPPLEMENTAL INFORMATION

TOTAL - SALES, LODGING & TRANSIT/TRAILS TAX

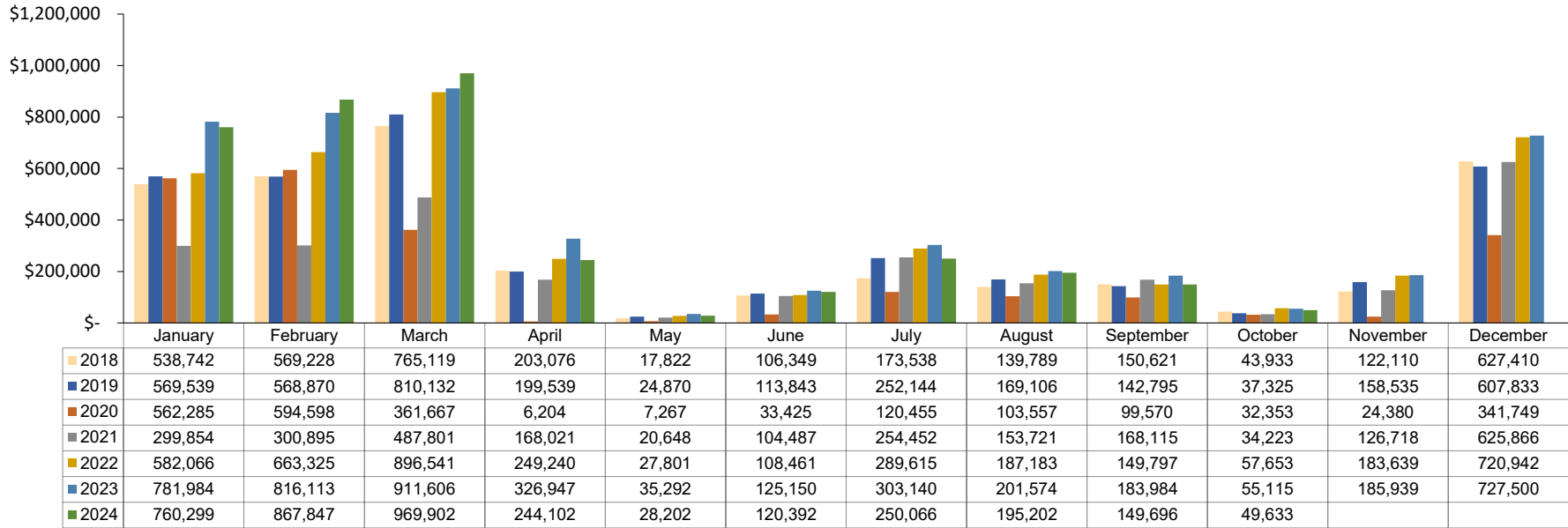


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN

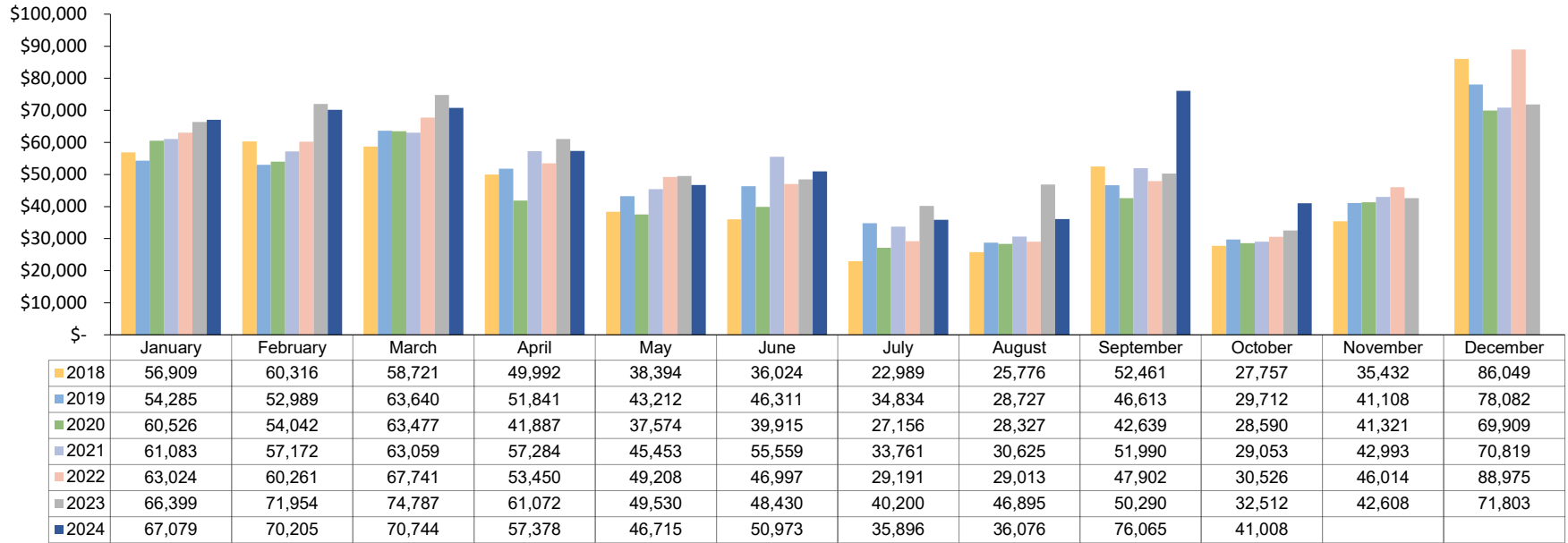


SUPPLEMENTAL INFORMATION - CONTINUED

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

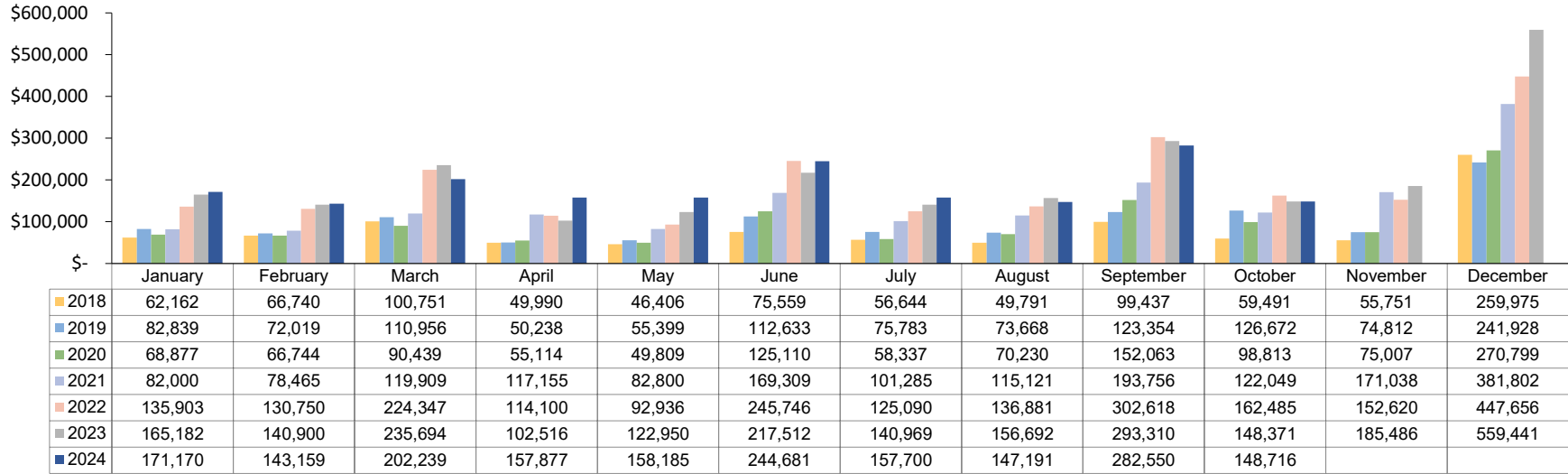


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY

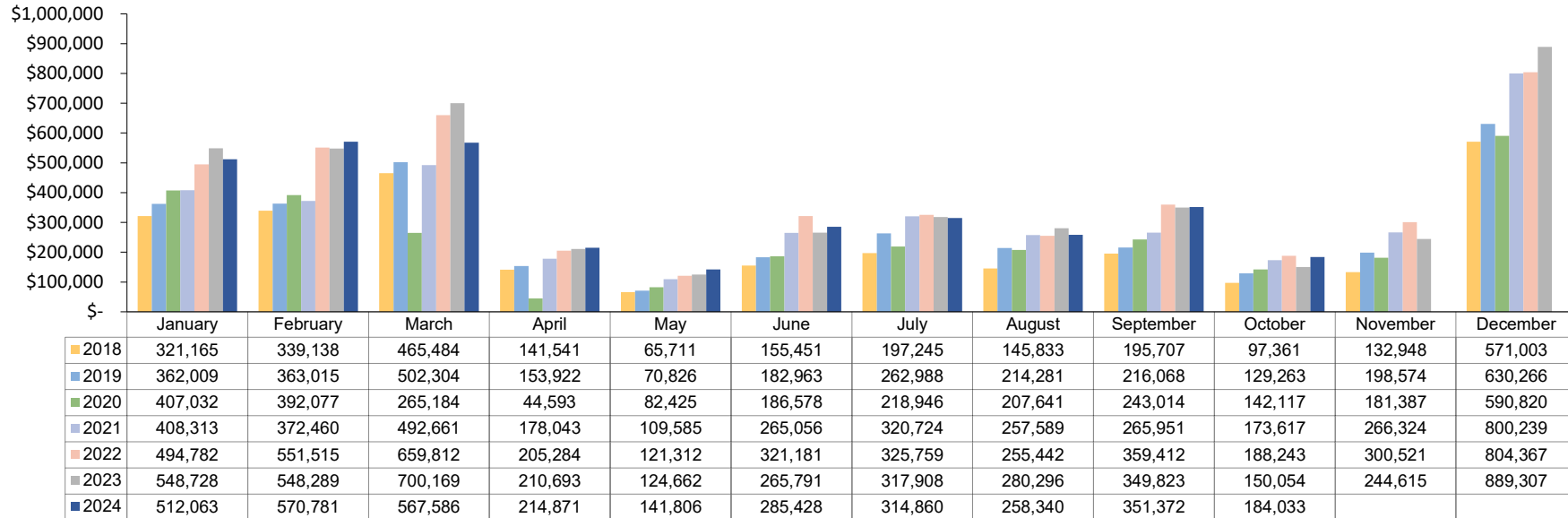


SUPPLEMENTAL INFORMATION - CONTINUED

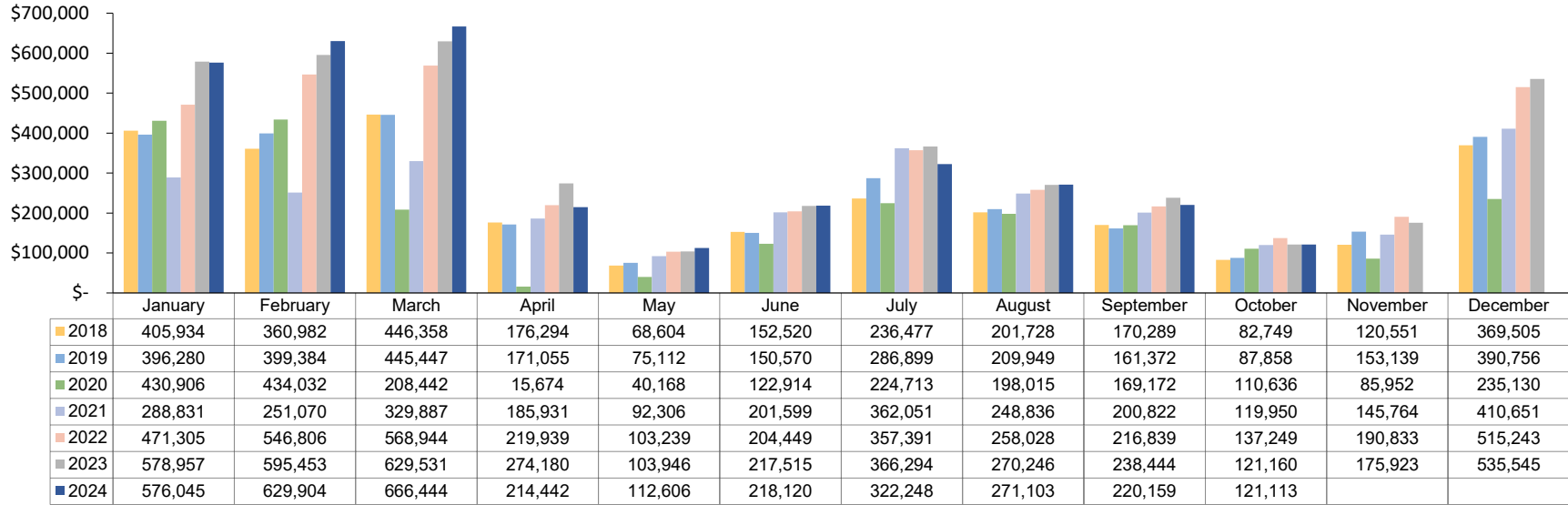
SALES, LODGING & TRANSIT/TRAILS - TOTAL OUTSIDE COUNTY



SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL



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



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

