



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

November 2024 Sales  
 (Collected: December 2024)

**SUMMARY**

**Month:** Total sales tax revenue for the Month of November, 2024 increased by 11.1% (\$93K) vs. the same period of the prior year. This increase was primarily due to an increase in Lodging & Accommodation Sector of 33.9% (\$94K), and an Increase in Retail 12.3% (\$30K), offset by a decrease in Service & Other Sector 51.7% (\$44K). Most of the increase in the Lodging & Accommodation sector (87%, or \$82K of the \$94K increase) resulted from the increase in the Lodging Tax rate (from 1% to 3%), which became effective on 7/1/24.

**YTD:** On a year-to-date basis, total sales tax revenue increased by 3.00% (\$377K) vs. the same period of the prior year. This increase was primarily due to an increase in the Lodging & Accommodation sector of 12.1% (\$477K), which was offset by decreases in the Restaurant sector of 1.0% (\$34K) and Retail Sector 1.7% (\$65K). Most of the increase in the Lodging & Accommodation sector (73%, or \$349K of the \$477K increase) resulted from the increase in the Lodging Tax rate (from 1% to 3%), which became effective on 7/1/24.

**PRIOR YEAR COMPARISONS - MONTH**

Description	Nov-24	Nov-23	24 vs 23	Nov-22	24 vs 22	Nov-21	24 vs 21	Nov-20	24 vs 20	Nov-19	24 vs 19
Non-Lodging Sales (5%)	553,824	401,147	38.1%	420,570	31.7%	353,835	56.5%	235,399	135.3%	301,378	83.8%
Lodging Sales (5%, 7% Jul-24 fwd.)	205,462	198,152	3.7%	165,043	24.5%	151,137	35.9%	67,770	203.2%	51,471	299.2%
Sub Total	759,287	599,301	26.7%	585,613	29.7%	504,972	50.4%	303,169	150.4%	352,849	115.2%
Transit & Trails Tax (2%)	172,947	239,720	-27.9%	234,245	-26.2%	201,989	-14.4%	121,268	42.6%	141,072	22.6%
<b>Total</b>	<b>932,234</b>	<b>839,021</b>	<b>11.1%</b>	<b>819,858</b>	<b>13.7%</b>	<b>706,961</b>	<b>31.9%</b>	<b>424,437</b>	<b>119.6%</b>	<b>493,921</b>	<b>88.7%</b>

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

Description	Nov-24	Nov-23	24 vs 23	Nov-22	24 vs 22	Nov-21	24 vs 21	Nov-20	24 vs 20	Nov-19	24 vs 19
Non-Lodging Sales (5%)	6,433,185	6,153,506	4.5%	5,897,679	9.1%	4,623,010	39.2%	3,705,851	73.6%	4,319,222	48.9%
Lodging Sales (5%, 7% Jul-24 fwd.)	2,904,750	2,815,577	3.2%	2,576,983	12.7%	2,050,511	41.7%	1,381,151	110.3%	1,428,587	103.3%
Sub Total	9,337,935	8,969,083	4.11%	8,474,662	10.2%	6,673,521	39.9%	5,087,002	83.6%	5,747,809	62.5%
Transit & Trails Tax (2%)	3,595,614	3,587,633	0.22%	3,389,865	6.1%	2,669,409	34.7%	2,034,801	76.7%	2,299,056	56.4%
<b>Total</b>	<b>12,933,548</b>	<b>12,556,716</b>	<b>3.00%</b>	<b>11,864,527</b>	<b>9.0%</b>	<b>9,342,930</b>	<b>38.4%</b>	<b>7,121,803</b>	<b>81.6%</b>	<b>8,046,865</b>	<b>60.7%</b>

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

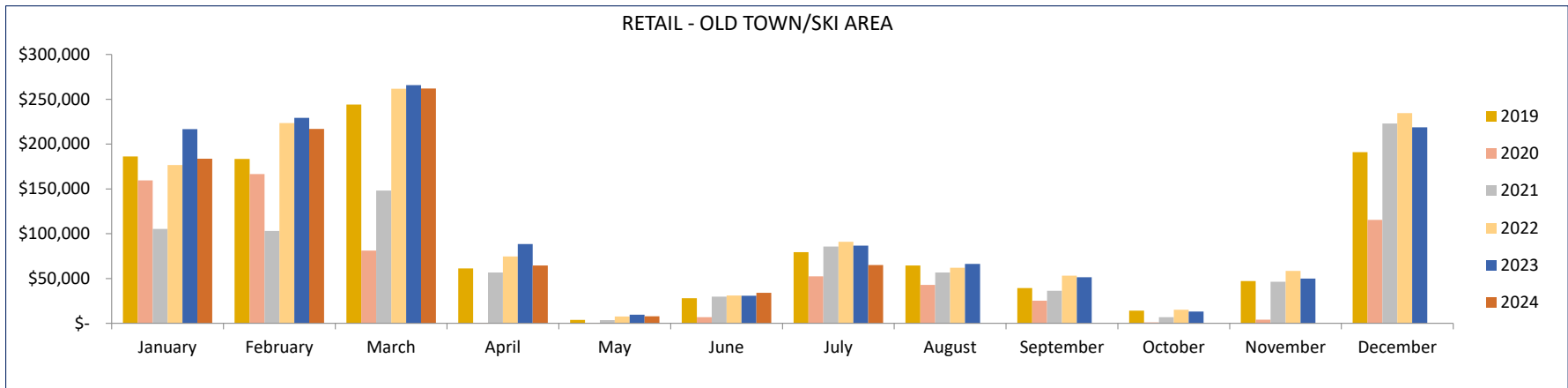
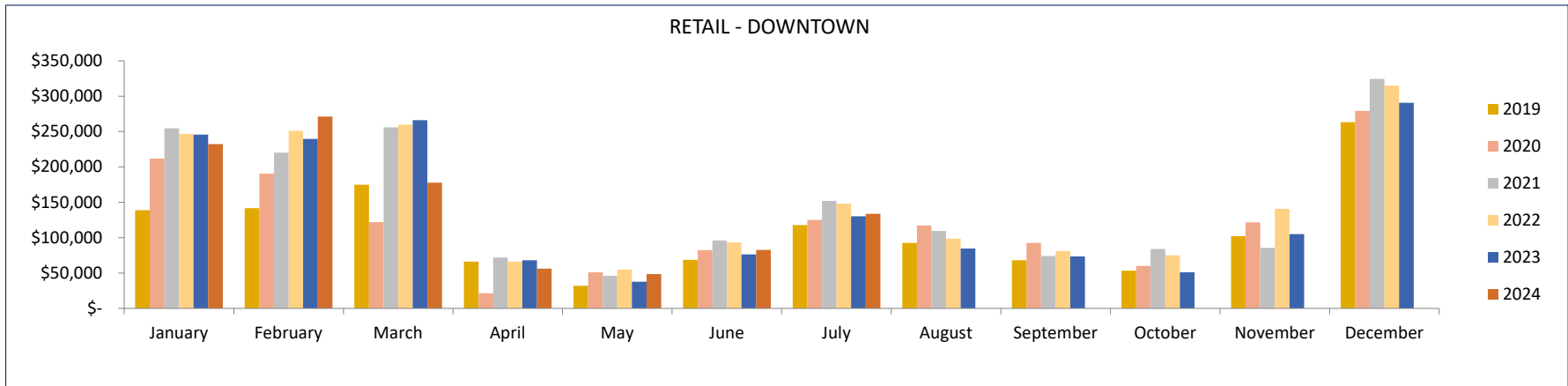
**COMPARISONS BY INDUSTRY AND BUSINESS LOCATION**

**RETAIL**

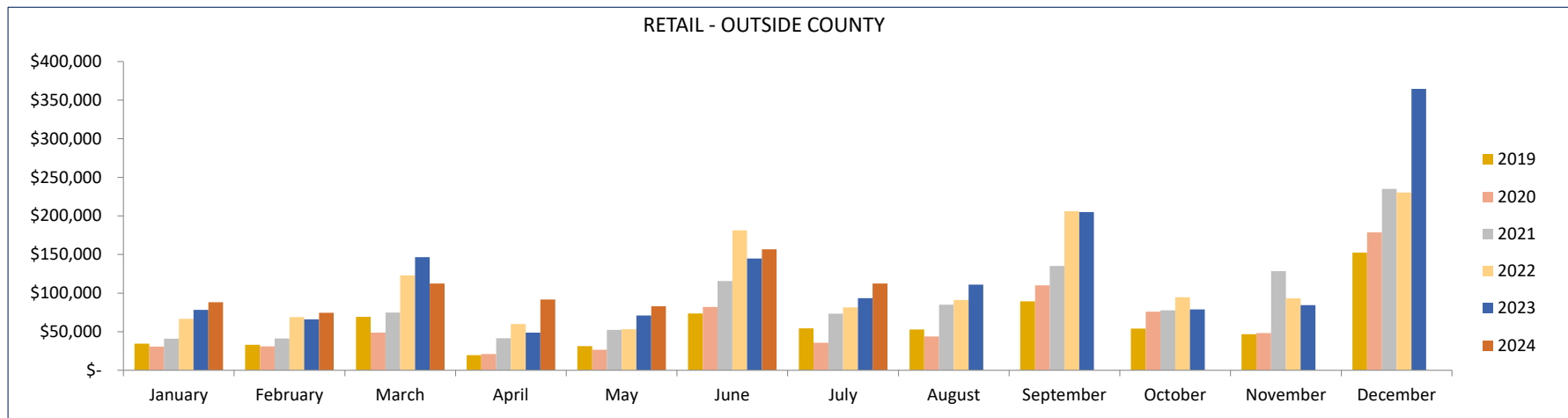
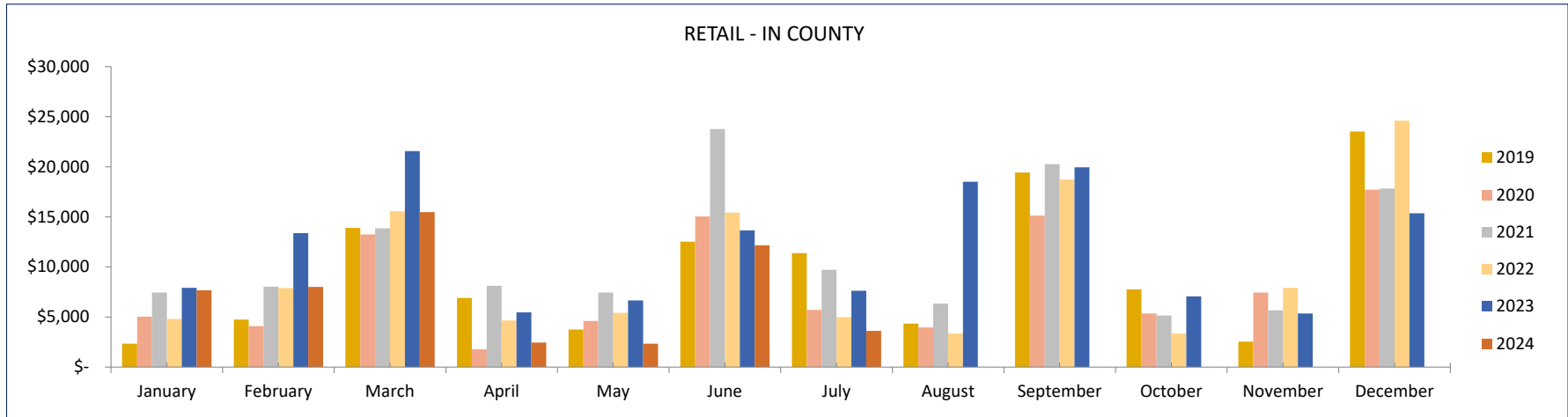
<b>MONTH</b>	<b>Nov-24</b>	<b>Nov-23</b>	<b>24 vs 23</b>	<b>Nov-22</b>	<b>24 vs 22</b>	<b>Nov-21</b>	<b>24 vs 21</b>	<b>Nov-20</b>	<b>24 vs 20</b>	<b>Nov-19</b>	<b>24 vs 19</b>
Downtown	105,364	104,923	0.4%	140,774	-25.2%	85,721	22.9%	121,474	-13.3%	102,169	3.1%
Old Town/Ski Area	53,379	49,842	7.1%	58,545	-8.8%	46,459	14.9%	4,157	1184.1%	47,259	13.0%
In County	2,865	5,340	-46.3%	7,922	-63.8%	5,671	-49.5%	7,452	-61.6%	2,537	12.9%
Outside County	113,095	84,510	33.8%	93,281	21.2%	128,473	-12.0%	48,305	134.1%	46,610	142.6%
<b>TOTAL</b>	<b>274,704</b>	<b>244,615</b>	<b>12.3%</b>	<b>300,522</b>	<b>-8.6%</b>	<b>266,324</b>	<b>3.1%</b>	<b>181,388</b>	<b>51.4%</b>	<b>198,575</b>	<b>38.3%</b>

<b>YEAR-TO-DATE</b>	<b>Nov-24</b>	<b>Nov-23</b>	<b>24 vs 23</b>	<b>Nov-22</b>	<b>24 vs 22</b>	<b>Nov-21</b>	<b>24 vs 21</b>	<b>Nov-20</b>	<b>24 vs 20</b>	<b>Nov-19</b>	<b>24 vs 19</b>
Downtown	1,337,330	1,378,042	-3.0%	1,516,127	-7.4%	1,449,965	-6.7%	1,195,701	18.5%	1,055,993	33.5%
Old Town/Ski Area	988,534	1,108,097	-10.8%	1,055,605	6.1%	678,819	67.3%	540,442	97.3%	951,909	17.0%
In County	101,469	127,109	-20.2%	92,103	44.7%	115,786	10.6%	81,367	64.7%	89,596	39.9%
Outside County	1,248,511	1,127,781	10.7%	1,119,430	1.7%	865,751	41.5%	553,486	106.5%	558,715	103.7%
<b>TOTAL</b>	<b>3,675,844</b>	<b>3,741,029</b>	<b>-1.7%</b>	<b>3,783,265</b>	<b>-2.8%</b>	<b>3,110,321</b>	<b>18.2%</b>	<b>2,370,996</b>	<b>55.0%</b>	<b>2,656,213</b>	<b>38.4%</b>



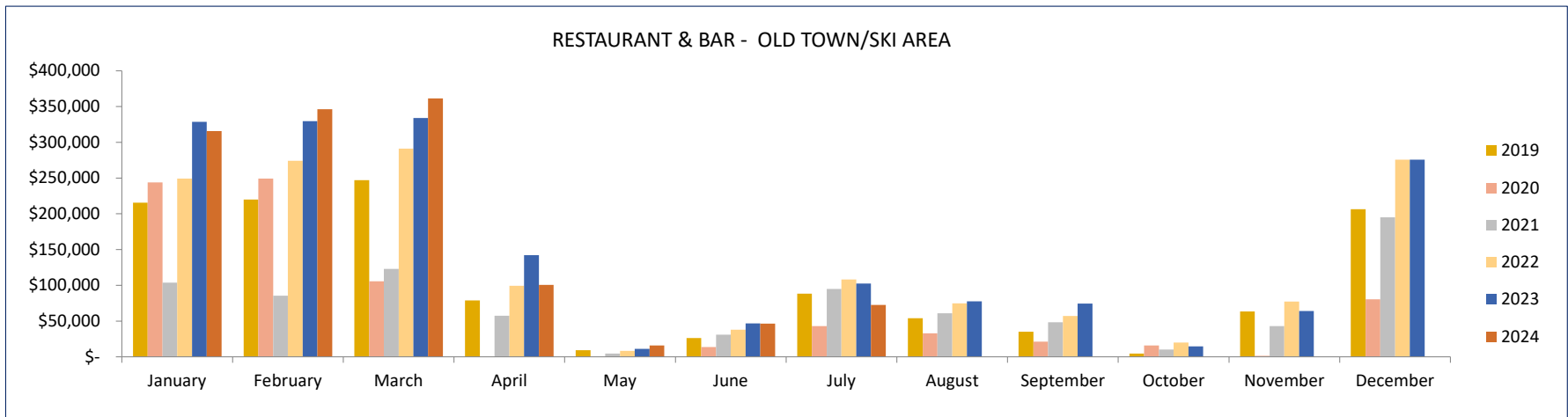
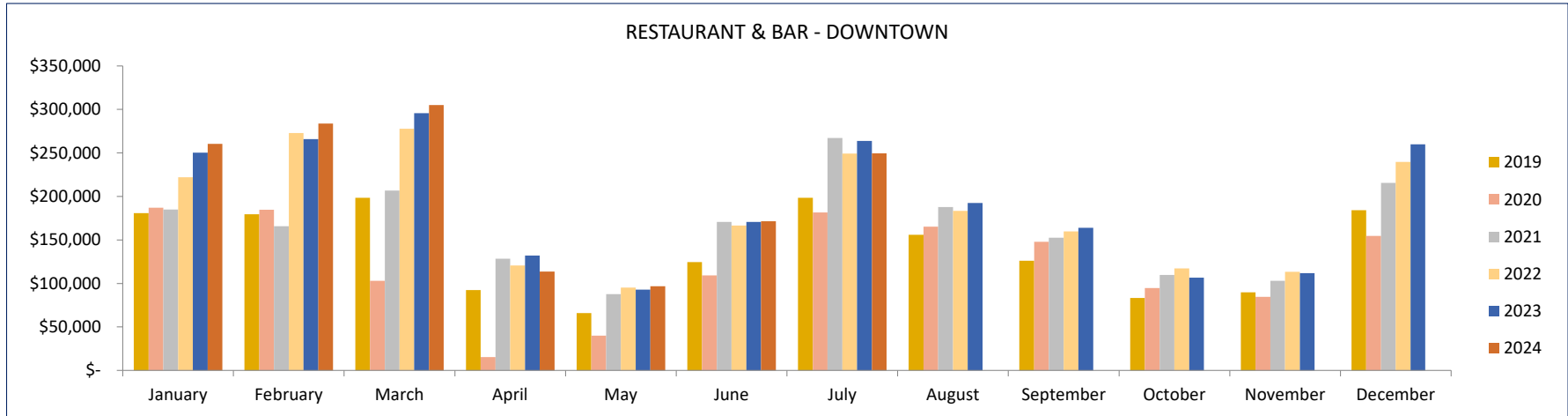
RETAIL - CONTINUED



**RESTAURANT & BAR**

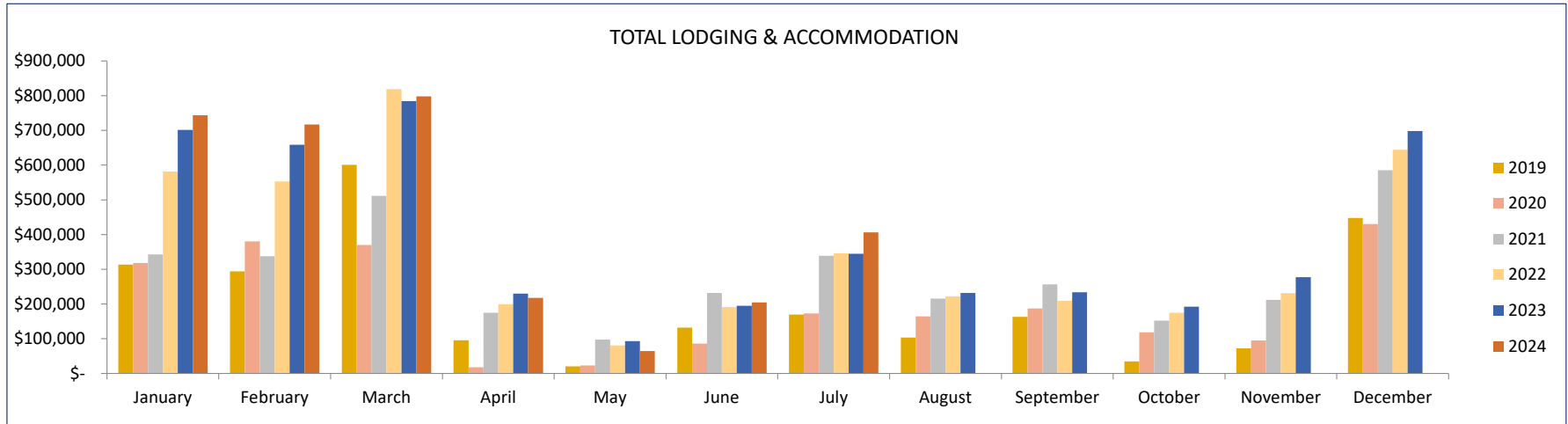
<b>MONTH</b>	<b>Nov-24</b>	<b>Nov-23</b>	<b>24 vs 23</b>	<b>Nov-22</b>	<b>24 vs 22</b>	<b>Nov-21</b>	<b>24 vs 21</b>	<b>Nov-20</b>	<b>24 vs 20</b>	<b>Nov-19</b>	<b>24 vs 19</b>
Downtown	116,243	111,761	4.0%	113,471	2.4%	102,902	13.0%	84,664	37.3%	89,680	29.6%
Old Town/Ski Area	69,283	64,162	8.0%	77,362	-10.4%	42,862	61.6%	1,288	5279.1%	63,459	9.2%
	<b>185,526</b>	<b>175,923</b>	<b>5.5%</b>	<b>190,833</b>	<b>-2.8%</b>	<b>145,764</b>	<b>27.3%</b>	<b>85,952</b>	<b>115.8%</b>	<b>153,139</b>	<b>21.1%</b>

<b>YEAR-TO-DATE</b>	<b>Nov-24</b>	<b>Nov-23</b>	<b>24 vs 23</b>	<b>Nov-22</b>	<b>24 vs 22</b>	<b>Nov-21</b>	<b>24 vs 21</b>	<b>Nov-20</b>	<b>24 vs 20</b>	<b>Nov-19</b>	<b>24 vs 19</b>
Downtown	2,072,405	2,046,205	1.3%	1,978,227	4.8%	1,764,234	17.5%	1,313,252	57.8%	1,494,918	38.6%
Old Town/Ski Area	1,465,305	1,525,446	-3.9%	1,296,796	13.0%	662,814	121.1%	727,372	101.5%	1,042,145	40.6%
	<b>3,537,710</b>	<b>3,571,651</b>	<b>-3%</b>	<b>3,275,023</b>	<b>18%</b>	<b>2,427,048</b>	<b>139%</b>	<b>2,040,624</b>	<b>159%</b>	<b>2,537,063</b>	<b>79%</b>



**LODGING & ACCOMMODATION**

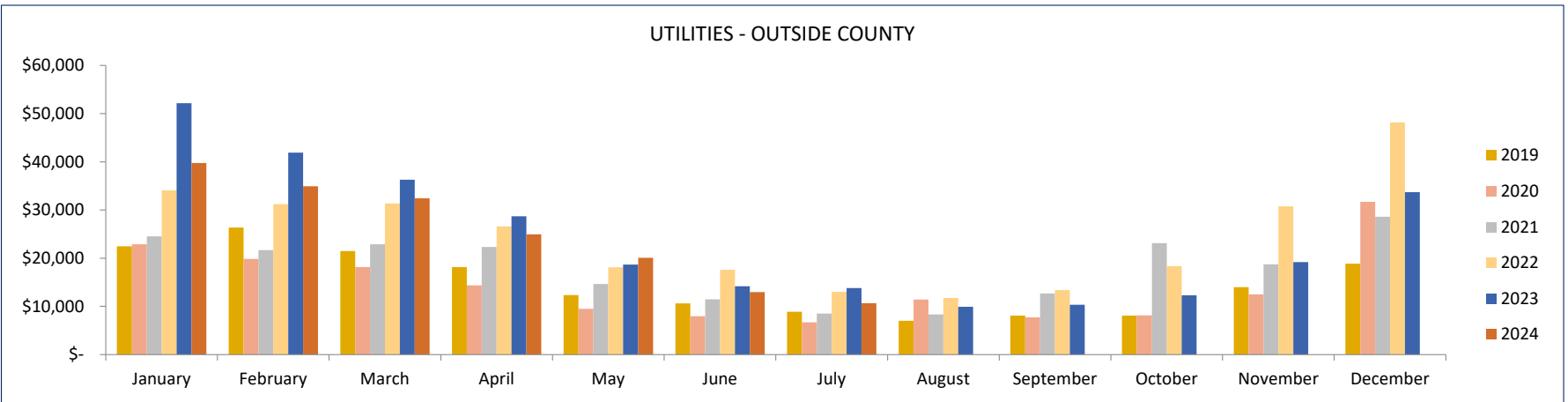
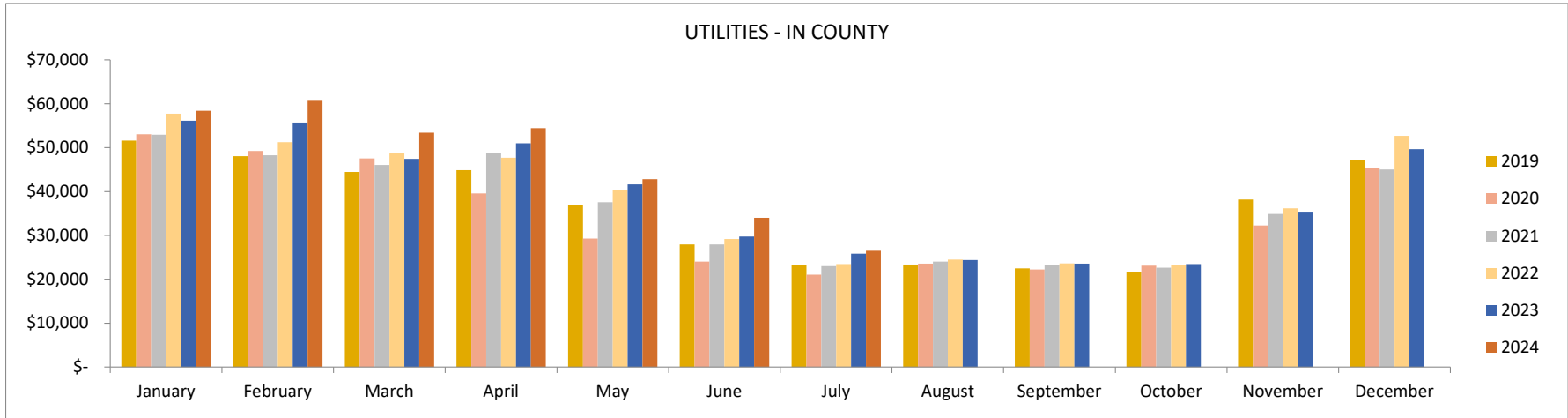
	<u>Nov-24</u>	<u>Nov-23</u>	<u>24 vs 23</u>	<u>Nov-22</u>	<u>24 vs 22</u>	<u>Nov-21</u>	<u>24 vs 21</u>	<u>Nov-20</u>	<u>24 vs 20</u>	<u>Nov-19</u>	<u>24 vs 19</u>
<b>MONTH</b>	369,533	277,413	33.2%	231,060	59.9%	211,592	74.6%	94,878	289.5%	72,059	412.8%
<b>YEAR-TO-DATE</b>	4,415,551	3,941,808	12.0%	3,607,775	22.4%	2,870,716	53.8%	1,933,611	128.4%	2,000,021	120.8%



**UTILITIES**

<u>MONTH</u>	<u>Nov-24</u>	<u>Nov-23</u>	<u>24 vs 23</u>	<u>Nov-22</u>	<u>24 vs 22</u>	<u>Nov-21</u>	<u>24 vs 21</u>	<u>Nov-20</u>	<u>24 vs 20</u>	<u>Nov-19</u>	<u>24 vs 19</u>
In County	38,998	35,403	10.2%	36,163	7.8%	34,860	11.9%	32,233	21.0%	38,151	2.2%
Outside County	19,675	19,173	2.6%	30,769	-36.1%	18,747	5.0%	12,491	57.5%	13,990	40.6%
	<b>58,674</b>	<b>54,576</b>	<b>7.5%</b>	<b>66,932</b>	<b>-12.3%</b>	<b>53,607</b>	<b>9.5%</b>	<b>44,724</b>	<b>31.2%</b>	<b>52,141</b>	<b>12.5%</b>

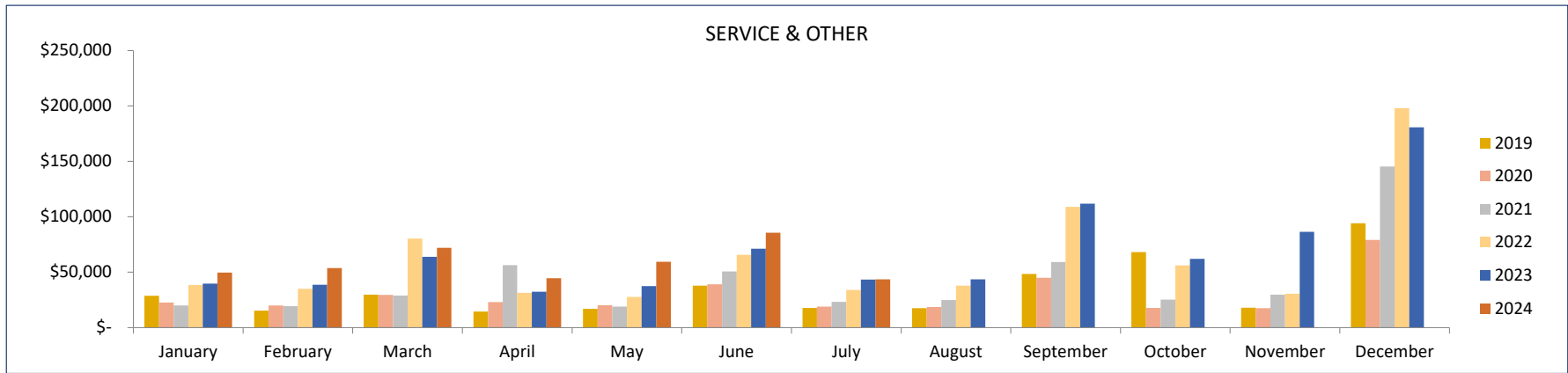
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In County	449,775	414,332	8.6%	405,896	10.8%	389,390	15.5%	364,782	23.3%	382,761	17.5%
Outside County	226,165	257,511	-12.2%	246,253	-8.2%	188,957	19.7%	139,224	62.4%	157,509	43.6%
	<b>675,940</b>	<b>671,843</b>	<b>0.6%</b>	<b>652,149</b>	<b>3.6%</b>	<b>578,347</b>	<b>16.9%</b>	<b>504,006</b>	<b>34.1%</b>	<b>540,270</b>	<b>25.1%</b>



**SERVICE & OTHER**

<b>MONTH</b>	<b>Nov-24</b>	<b>Nov-23</b>	<b>24 vs 23</b>	<b>Nov-22</b>	<b>24 vs 22</b>	<b>Nov-21</b>	<b>24 vs 21</b>	<b>Nov-20</b>	<b>24 vs 20</b>	<b>Nov-19</b>	<b>24 vs 19</b>
Downtown	151	154	-2.1%	11	1270.5%	762	-80.2%	14	976.8%	743	-79.7%
Old Town/Ski Area	2,672	2,672	0.0%	-	-	2,672	0.0%	2,672	0.0%	2,672	0.0%
In County	3,070	1,864	64.7%	1,930	59.1%	2,422	26.8%	599	412.6%	380	708.0%
Outside County	35,858	81,803	-56.2%	28,571	25.5%	23,819	50.5%	14,211	152.3%	14,212	152.3%
	<b>41,750</b>	<b>86,493</b>	<b>-51.7%</b>	<b>30,512</b>	<b>36.8%</b>	<b>29,675</b>	<b>40.7%</b>	<b>17,496</b>	<b>138.6%</b>	<b>18,007</b>	<b>131.9%</b>

<b>YEAR-TO-DATE</b>	<b>Nov-24</b>	<b>Nov-23</b>	<b>24 vs 23</b>	<b>Nov-22</b>	<b>24 vs 22</b>	<b>Nov-21</b>	<b>24 vs 21</b>	<b>Nov-20</b>	<b>24 vs 20</b>	<b>Nov-19</b>	<b>24 vs 19</b>
Downtown	30,890	33,703	-8.3%	36,283	-14.9%	6,329	388.1%	7,457	314.2%	19,234	60.6%
Old Town/Ski Area	41,235	29,389	40.3%	26,919	53.2%	29,389	40.3%	29,390	40.3%	31,595	30.5%
In County	45,830	43,008	6.6%	25,319	81.0%	22,606	102.7%	17,888	156.2%	20,770	120.7%
Outside County	507,419	524,289	-3.2%	457,793	10.8%	298,175	70.2%	217,832	132.9%	241,697	109.9%
	<b>625,374</b>	<b>630,389</b>	<b>-0.8%</b>	<b>546,314</b>	<b>14.5%</b>	<b>356,499</b>	<b>75.4%</b>	<b>272,567</b>	<b>129.4%</b>	<b>313,296</b>	<b>99.6%</b>



**TOTAL TAX BY BUSINESS LOCATION**

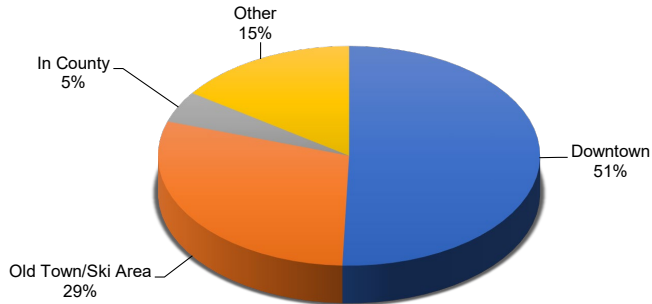
The following tables compare total sales tax revenues for the current month and YTD periods, by business location. For lodging properties managed by a property management company, the lodging/accommodation taxes are reported in the geographic area of the property management company location.

<b>MONTH</b>	<b>Nov-24</b>	<b>Nov-23</b>	<b>24 vs 23</b>	<b>Nov-22</b>	<b>24 vs 22</b>	<b>Nov-21</b>	<b>24 vs 21</b>	<b>Nov-20</b>	<b>24 vs 20</b>	<b>Nov-19</b>	<b>24 vs 19</b>
Downtown	539,101	424,989	26.9%	437,585	23.2%	366,212	47.2%	283,729	90.0%	219,466	145.6%
Old Town/Ski Area	179,570	185,939	-3.4%	183,639	-2.2%	126,718	41.7%	24,380	636.5%	158,535	13.3%
In County	44,934	42,608	5.5%	46,014	-2.3%	42,993	4.5%	41,321	8.7%	41,108	9.3%
Outside County	168,629	185,486	-9.1%	152,620	10.5%	171,038	-1.4%	75,007	124.8%	74,812	125.4%
	<b>932,234</b>	<b>839,022</b>	<b>11.1%</b>	<b>819,858</b>	<b>13.7%</b>	<b>706,961</b>	<b>31.9%</b>	<b>424,437</b>	<b>119.6%</b>	<b>493,921</b>	<b>88.7%</b>

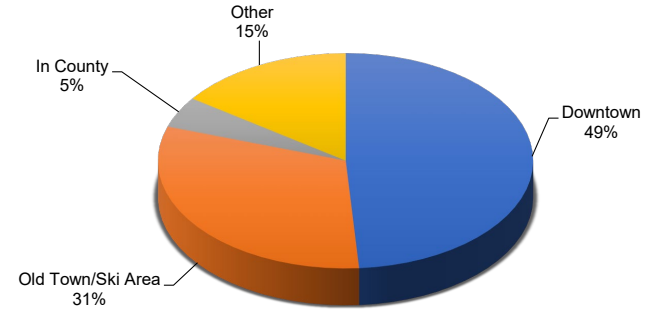
  

<b>YEAR-TO-DATE</b>	<b>Nov-24</b>	<b>Nov-23</b>	<b>24 vs 23</b>	<b>Nov-22</b>	<b>24 vs 22</b>	<b>Nov-21</b>	<b>24 vs 21</b>	<b>Nov-20</b>	<b>24 vs 20</b>	<b>Nov-19</b>	<b>24 vs 19</b>
Downtown	6,539,470	6,135,617	6.6%	6,122,403	6.8%	5,343,074	22.4%	3,800,047	72.1%	3,548,514	84.3%
Old Town/Ski Area	3,814,910	3,926,843	-2.9%	3,395,320	12.4%	2,118,935	80.0%	1,945,759	96.1%	3,046,699	25.2%
In County	597,073	584,675	2.1%	523,328	14.1%	528,032	13.1%	465,454	28.3%	493,274	21.0%
Outside County	1,982,095	1,909,581	3.8%	1,823,475	8.7%	1,352,889	46.5%	910,543	117.7%	958,374	106.8%
	<b>12,933,548</b>	<b>12,556,716</b>	<b>3.0%</b>	<b>11,864,526</b>	<b>9.0%</b>	<b>9,342,930</b>	<b>38.4%</b>	<b>7,121,803</b>	<b>81.6%</b>	<b>8,046,861</b>	<b>60.7%</b>

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



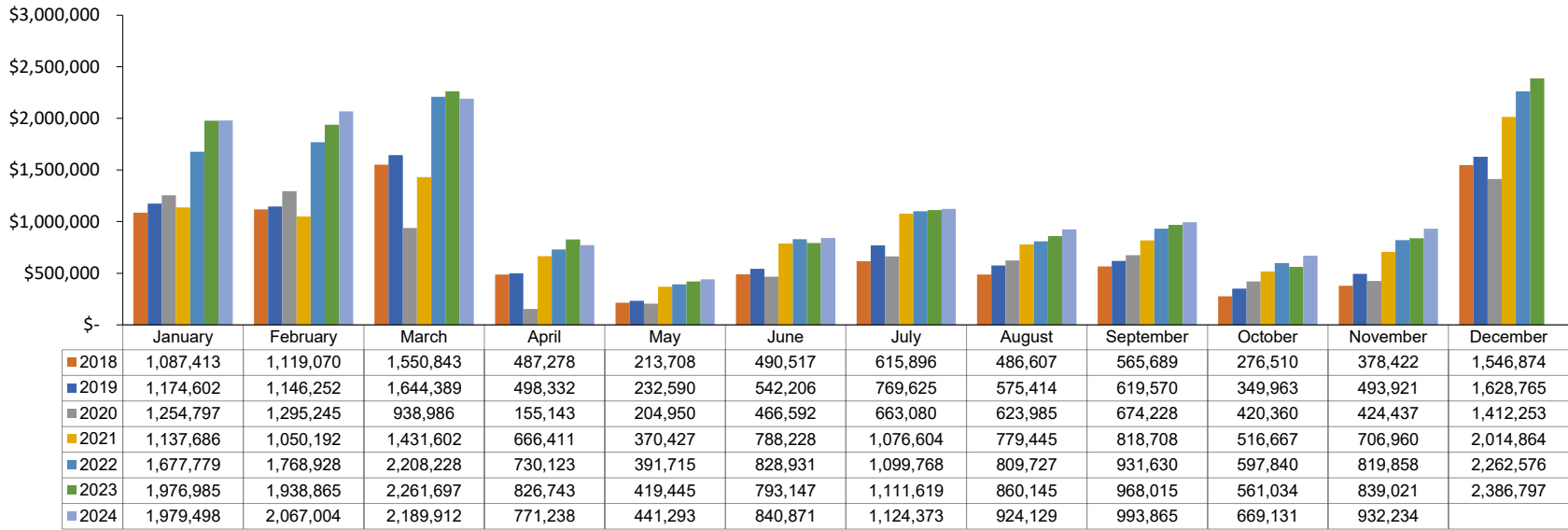
**2023 - TOTAL TAX REVENUE BY BUSINESS LOCATION**



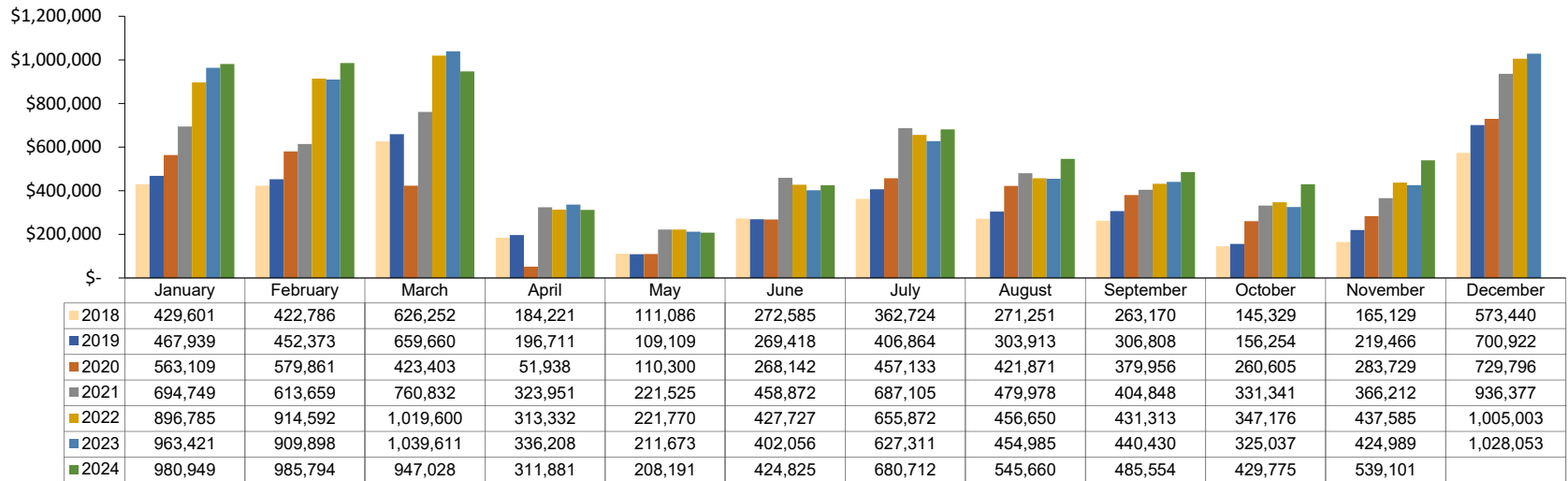


**SUPPLEMENTAL INFORMATION**

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

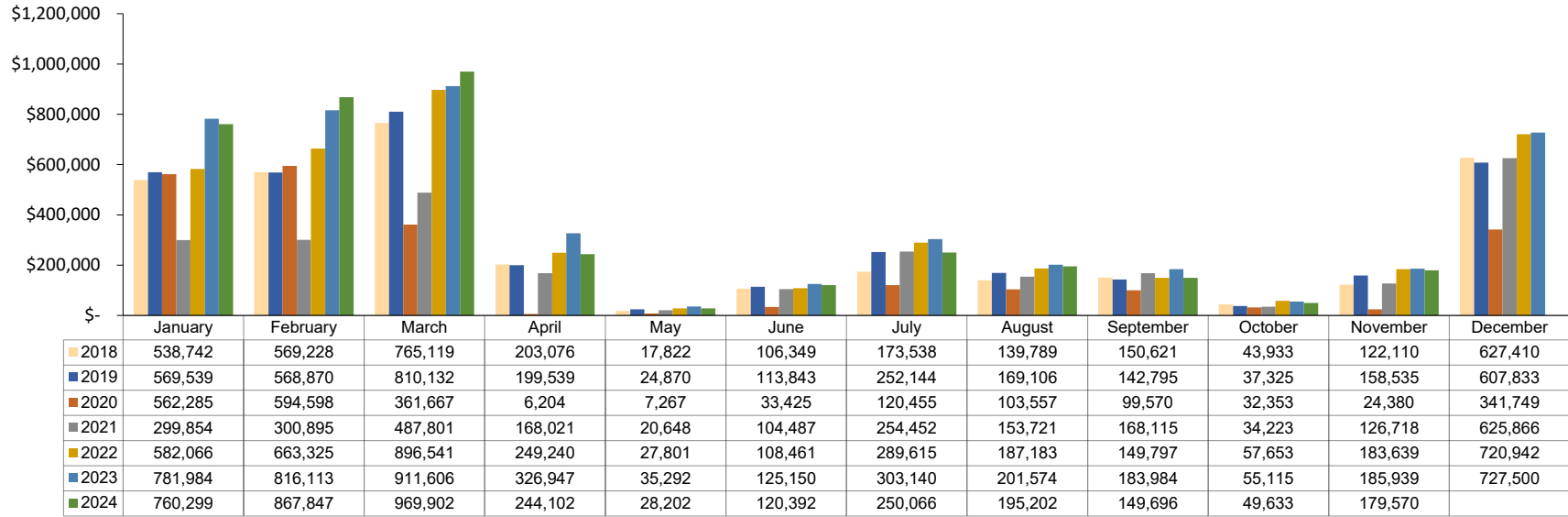


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN**

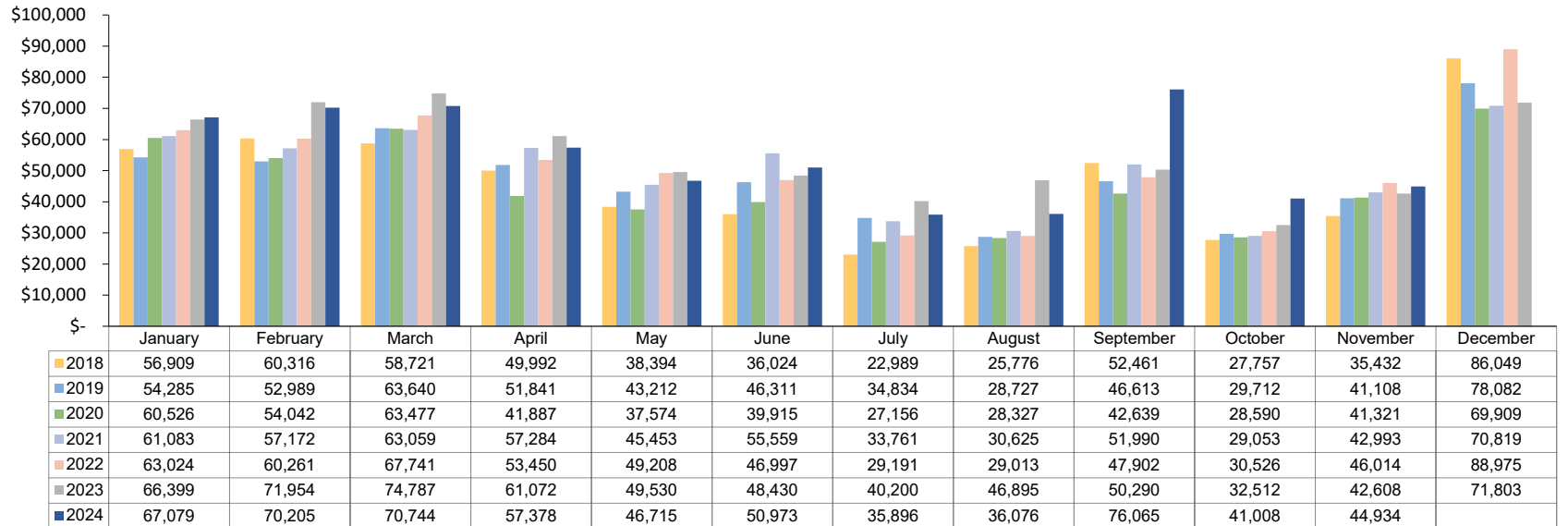


**SUPPLEMENTAL INFORMATION - CONTINUED**

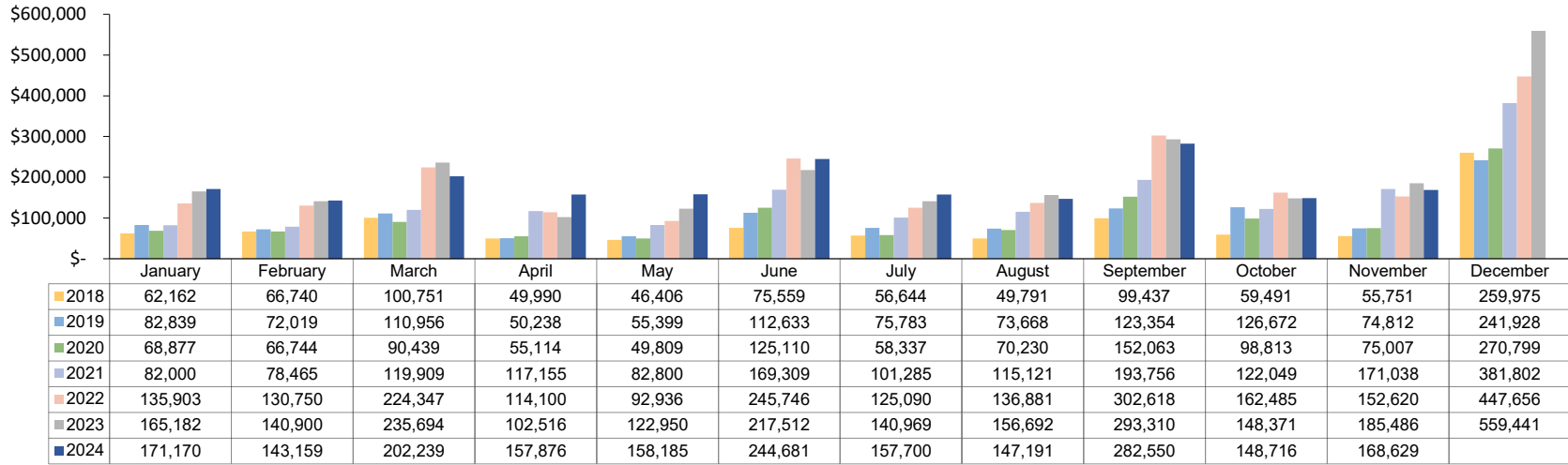
**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL OLD TOWN/SKI AREA**



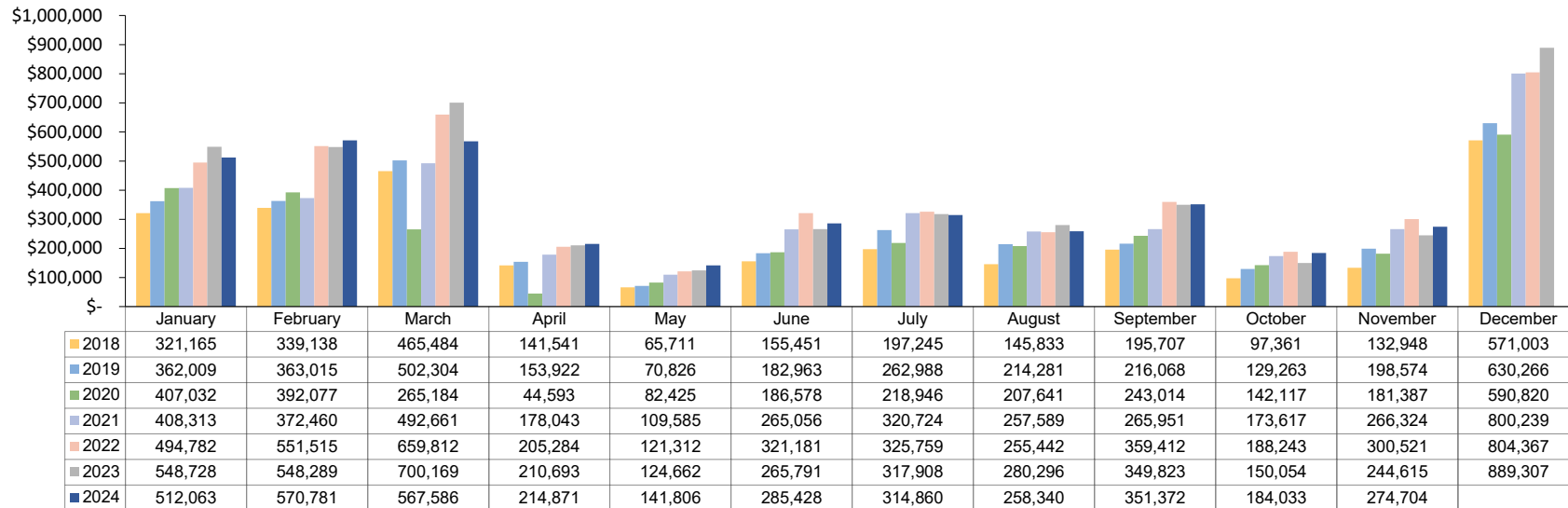
**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY**



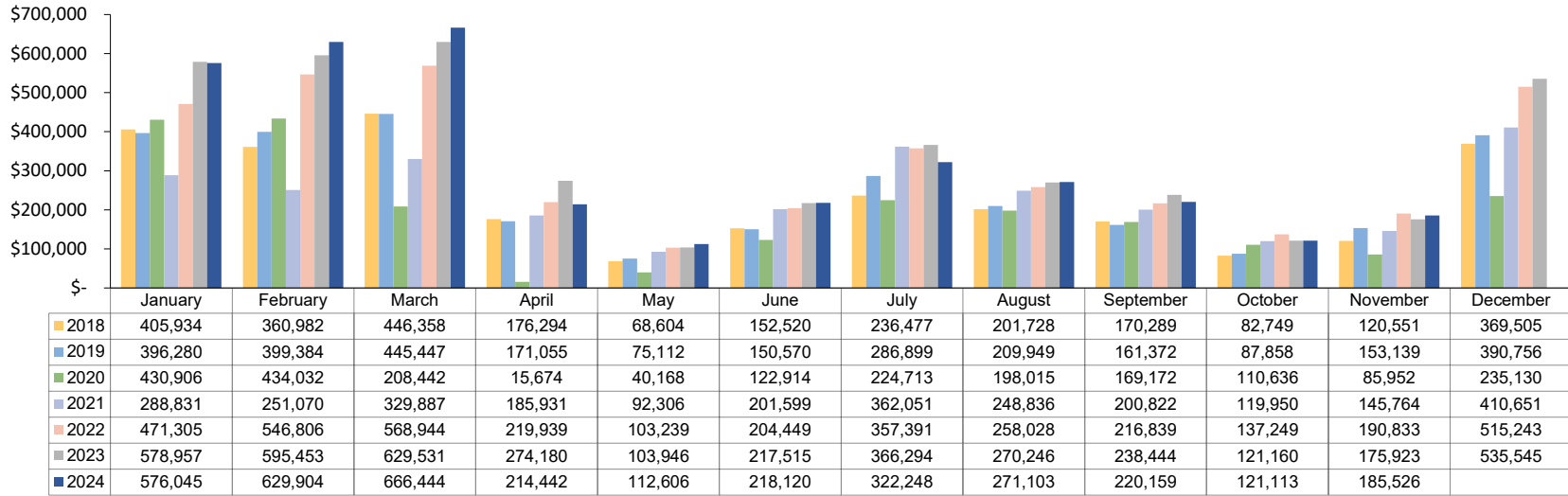
SALES, LODGING & TRANSIT/TRAILS - TOTAL OUTSIDE COUNTY



SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL



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



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

