



TOWN OF WINTER PARK, CO
SALES, LODGING, ACCOMMODATION AND TRANSIT/TRAILS TAX REPORT
May 2025 Sales
(Collected: June-2025)

SUMMARY

Month : Total sales tax revenue for the month of May, 2025 increased by 18% (\$79K) vs. the same period of the prior year. This increase was primarily in the Lodging & Accommodations sector which increased 95% (\$62K), predominately due to the impact of the increase in the Lodging Tax rate (from 1% to 3%) which became effective on July 1, 2024. Excluding the impact of the Lodging Tax increase, total sales tax revenue increased by 11.6% (\$51k), primarily due to a 51.8% (\$33k) increase in the Lodging & Accommodation sector, and a 13.4% (\$19k) increase in Retail sector.

YTD : On a year-to-date basis, total sales tax revenue increased by 10.5% (\$779K) vs. the same period of the prior year. This increase was primarily in the Lodging & Accommodations sector which increased 25% (\$636K), predominately due to the impact of the increase in the Lodging Tax rate (from 1% to 3%) which became effective on July 1, 2024. Excluding the impact of the Lodging Tax increase, total sales tax revenue increased by 1.0% (\$75k), primarily due to a 4.5% (\$90k) increase the Retail sector.

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Description	May-25	May-24	25 vs 24	May-23	25 vs 23	May-22	25 vs 22	May-21	25 vs 21	May-20	25 vs 20
Non-Lodging Sales (5%)	301,859	266,583	13.2%	233,070	29.5%	221,926	36.0%	194,994	54.8%	129,765	132.6%
Lodging Sales (5%, 7% Jul-24 fwd.)	69,973	48,626	43.9%	66,533	5.2%	57,870	20.9%	69,597	0.5%	16,628	320.8%
Sub Total	371,832	315,209	18.0%	299,603	24.1%	279,796	32.9%	264,591	40.5%	146,393	154.0%
Transit & Trails Tax (2%)	148,733	126,084	18.0%	119,842	24.1%	111,919	32.9%	105,836	40.5%	58,557	154.0%
Total	520,565	441,293	18.0%	419,445	24.1%	391,715	32.9%	370,427	40.5%	204,950	154.0%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE											
Description	May-25	May-24	25 vs 24	May-23	25 vs 23	May-22	25 vs 22	May-21	25 vs 21	May-20	25 vs 20
Non-Lodging Sales (5%)	4,100,973	3,478,620	17.9%	3,540,234	15.8%	3,245,115	26.4%	2,280,302	79.8%	1,956,785	109.6%
Lodging Sales (5%, 7% Jul-24 fwd.)	1,776,189	1,842,055	-3.6%	1,762,434	0.8%	1,595,436	11.3%	1,045,639	69.9%	792,587	124.1%
Sub Total	5,877,162	5,320,675	10.5%	5,302,668	10.8%	4,840,551	21.4%	3,325,941	76.7%	2,749,372	113.8%
Transit & Trails Tax (2%)	2,350,865	2,128,270	10.5%	2,121,067	10.8%	1,936,221	21.4%	1,330,377	76.7%	1,099,749	113.8%
Total	8,228,026	7,448,945	10.5%	7,423,735	10.8%	6,776,772	21.4%	4,656,318	76.7%	3,849,121	113.8%

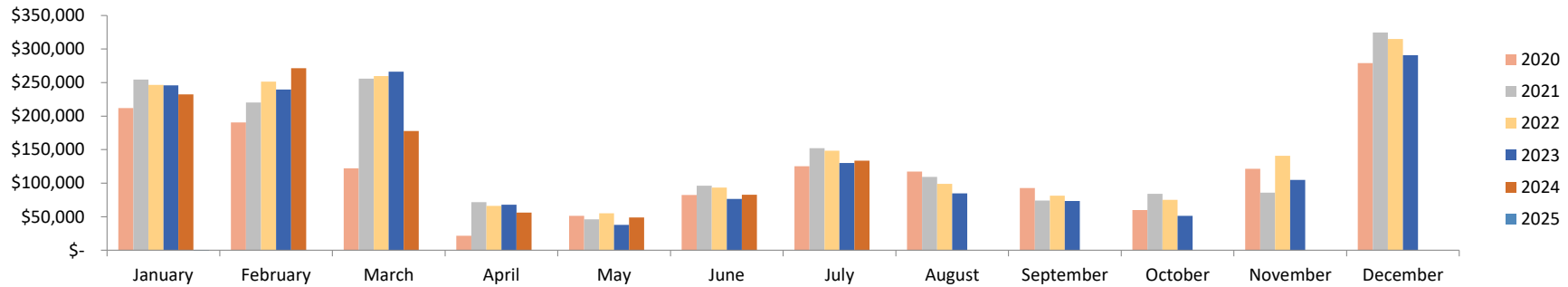
COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

RETAIL

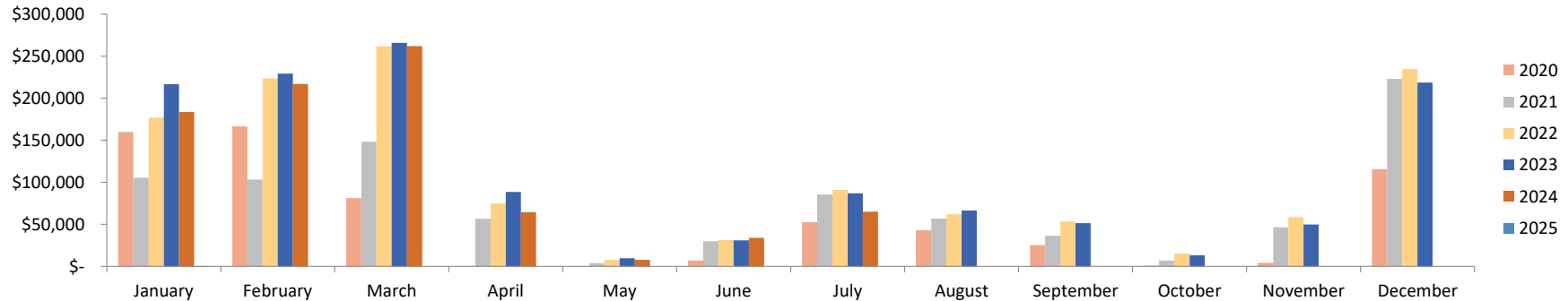
MONTH	May-25	May-24	25 vs 24	May-23	25 vs 23	May-22	25 vs 22	May-21	25 vs 21	May-20	25 vs 20
Downtown	32,094	49,086	-34.6%	37,613	-14.7%	55,046	-41.7%	46,165	-30.5%	51,211	-37.3%
Old Town/Ski Area	5,512	7,811	-29.4%	9,532	-42.2%	7,590	-27.4%	3,617	52.4%	15	36645.7%
In County	5,542	2,346	136.2%	6,654	-16.7%	5,415	2.3%	7,438	-25.5%	4,618	20.0%
Outside County	117,726	82,562	42.6%	70,863	66.1%	53,261	121.0%	52,365	124.8%	26,581	342.9%
	160,874	141,806	13.4%	124,662	29.0%	121,312	32.6%	109,585	46.8%	82,425	95.2%

YEAR-TO-DATE	May-25	May-24	25 vs 24	May-23	25 vs 23	May-22	25 vs 22	May-21	25 vs 21	May-20	25 vs 20
Downtown	750,223	787,594	-4.7%	857,205	-7.4%	878,575	-6.7%	848,354	18.5%	596,897	33.5%
Old Town/Ski Area	730,527	735,033	-0.6%	809,835	6.1%	744,331	67.3%	417,013	97.3%	407,753	17.0%
In County	38,990	35,933	8.5%	54,996	44.7%	38,329	10.6%	44,882	64.7%	28,754	39.9%
Outside County	578,771	448,545	29.0%	410,505	1.7%	371,470	41.5%	250,812	106.5%	157,908	103.7%
	2,098,511	2,007,106	4.6%	2,132,541	-1.6%	2,032,705	3.2%	1,561,061	34.4%	1,191,312	76.2%

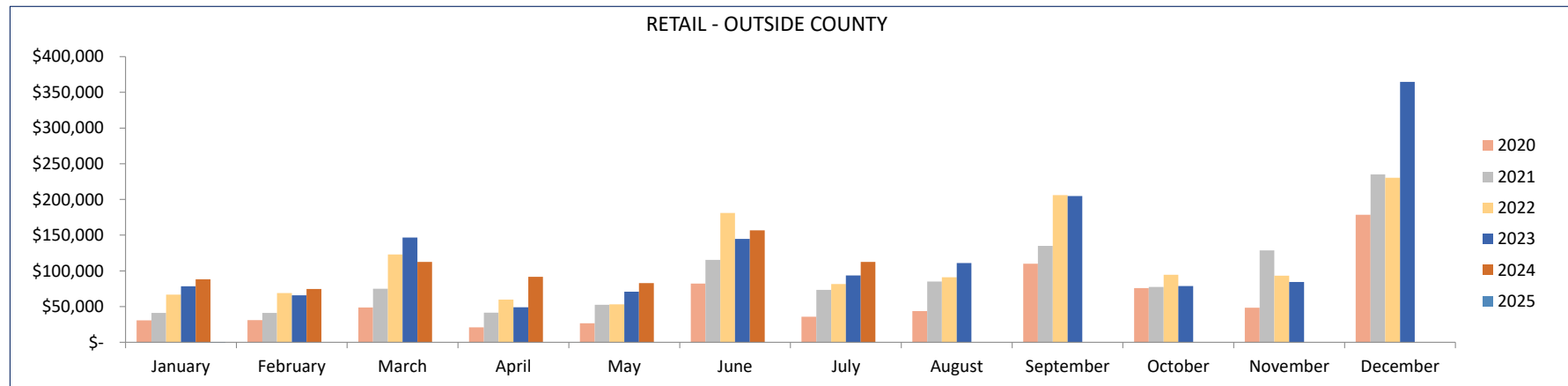
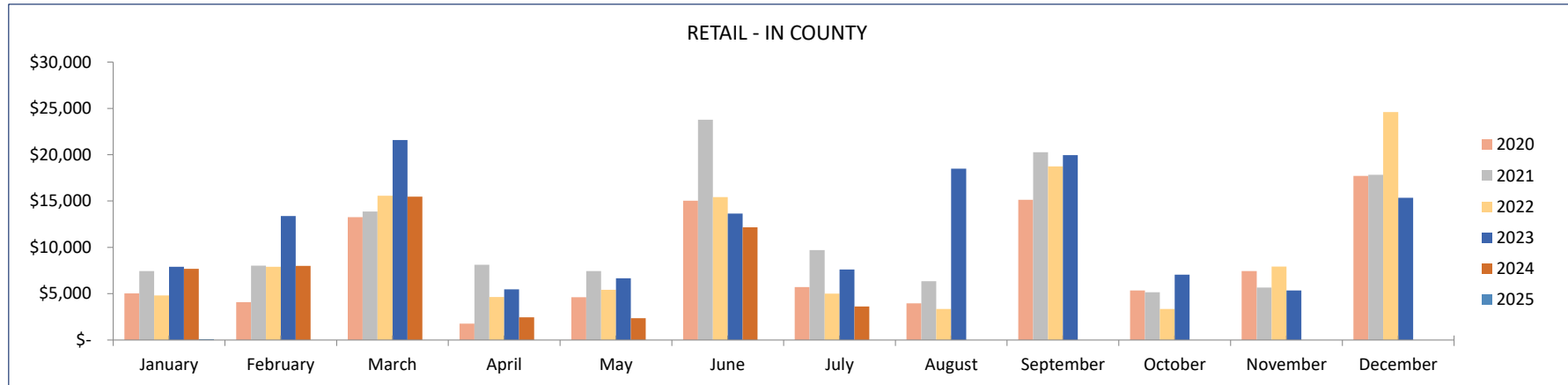
RETAIL - DOWNTOWN



RETAIL - OLD TOWN/SKI AREA



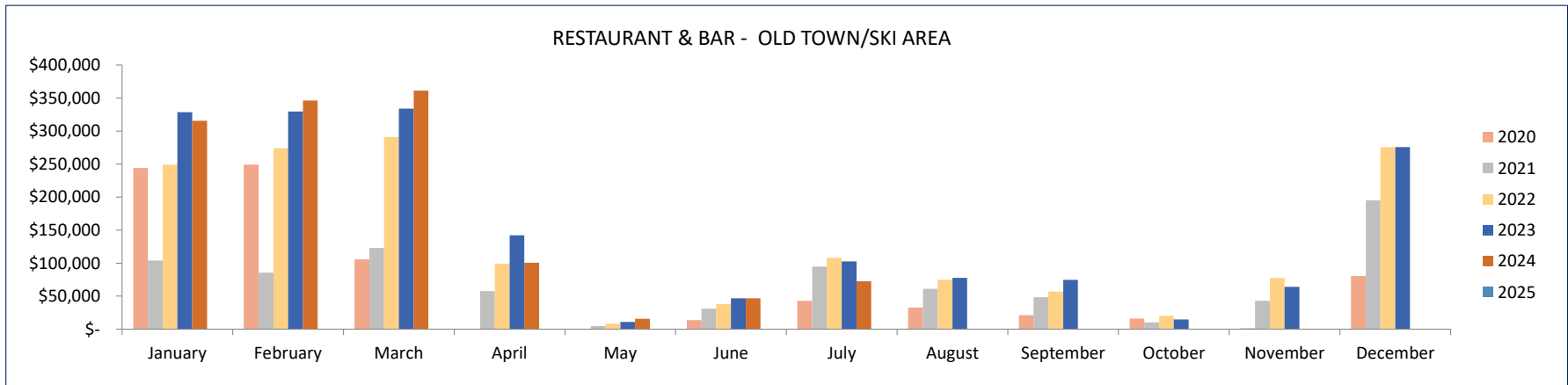
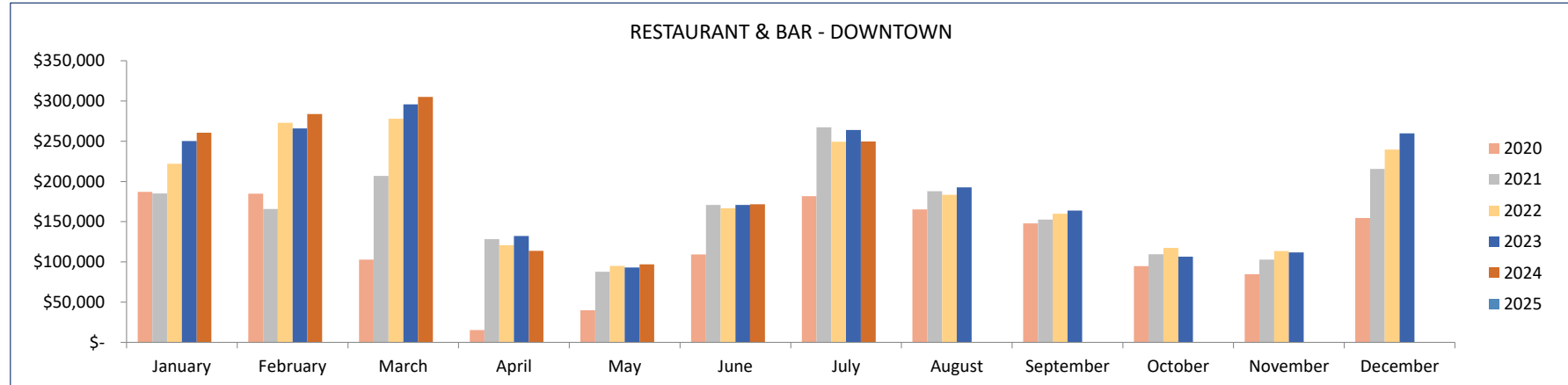
RETAIL - CONTINUED



RESTAURANT & BAR

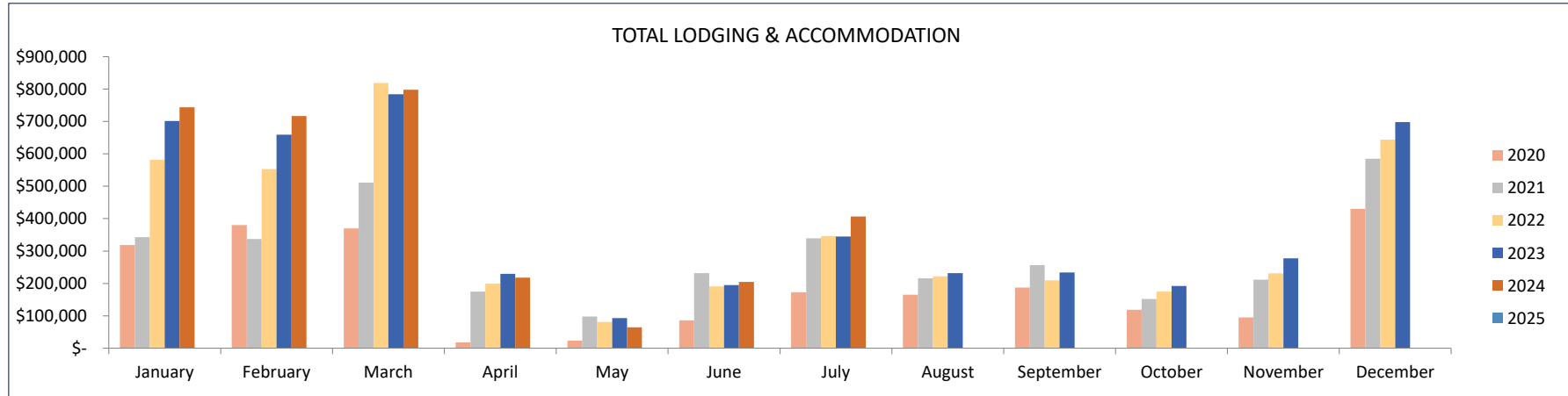
MONTH	May-25	May-24	25 vs 24	May-23	25 vs 23	May-22	25 vs 22	May-21	25 vs 21	May-20	25 vs 20
Downtown	94,379	93,366	1.1%	92,909	1.6%	95,093	-0.8%	87,633	7.7%	39,987	136.0%
Old Town/Ski Area	15,614	15,719	-0.7%	11,037	41.5%	8,146	91.7%	4,673	234.1%	181	8526.3%
	109,993	109,085	0.8%	103,946	5.8%	103,239	6.5%	92,306	19.2%	40,168	173.8%

YEAR-TO-DATE	May-25	May-24	25 vs 24	May-23	25 vs 23	May-22	25 vs 22	May-21	25 vs 21	May-20	25 vs 20
Downtown	1,061,083	1,021,805	3.8%	1,037,035	2.3%	988,495	7.3%	773,438	37.2%	529,858	100.3%
Old Town/Ski Area	1,148,743	1,139,559	0.8%	1,145,033	0.3%	921,739	24.6%	374,587	206.7%	599,363	91.7%
	2,209,826	2,161,364	2.2%	2,182,068	1.3%	1,910,234	15.7%	1,148,025	92.5%	1,129,221	95.7%



LODGING & ACCOMMODATION

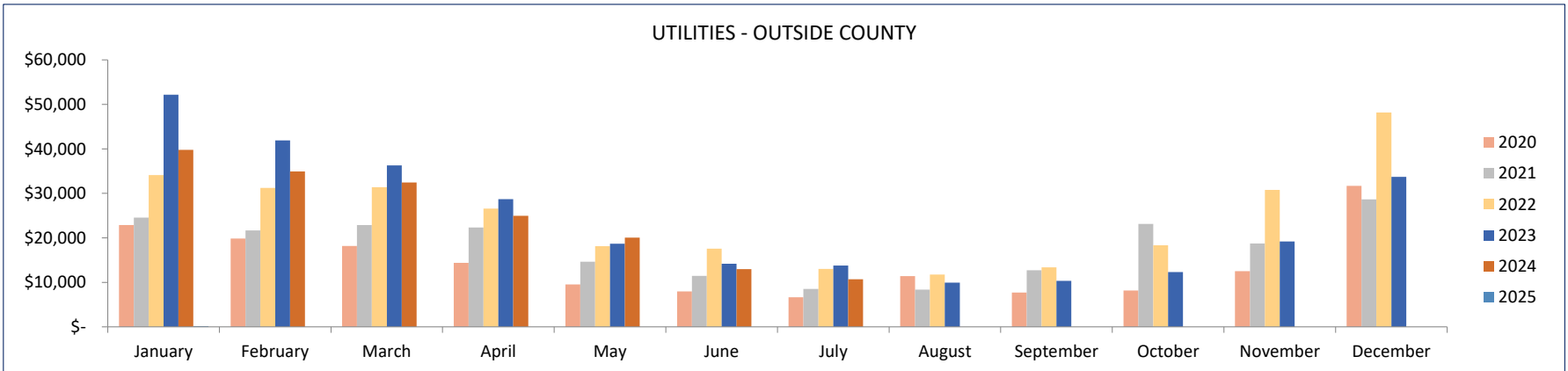
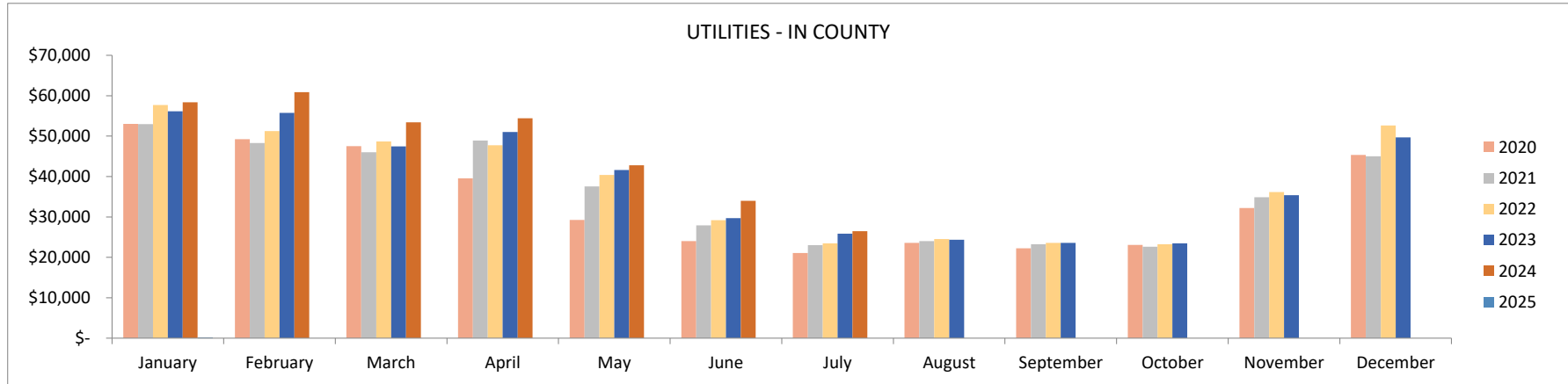
	<u>May-25</u>	<u>May-24</u>	<u>25 vs 24</u>	<u>May-23</u>	<u>25 vs 23</u>	<u>May-22</u>	<u>25 vs 22</u>	<u>May-21</u>	<u>25 vs 21</u>	<u>May-20</u>	<u>25 vs 20</u>
MONTH	125,952	68,076	85.0%	93,146	35.2%	81,018	55.5%	97,394	29.3%	23,280	441.0%
YEAR-TO-DATE	3,197,139	2,578,877	24.0%	2,467,407	29.6%	2,233,610	43.1%	1,463,895	118.4%	1,109,622	188.1%



UTILITIES

MONTH	May-25	May-24	25 vs 24	May-23	25 vs 23	May-22	25 vs 22	May-21	25 vs 21	May-20	25 vs 20
In County	49,414	42,788	15.5%	41,606	18.8%	40,382	22.4%	37,568	31.5%	29,275	68.8%
Outside County	22,533	20,074	12.2%	18,697	20.5%	18,138	24.2%	14,665	53.6%	9,507	137.0%
	71,946	62,862	14.5%	60,303	19.3%	58,520	22.9%	52,233	37.7%	38,782	85.5%

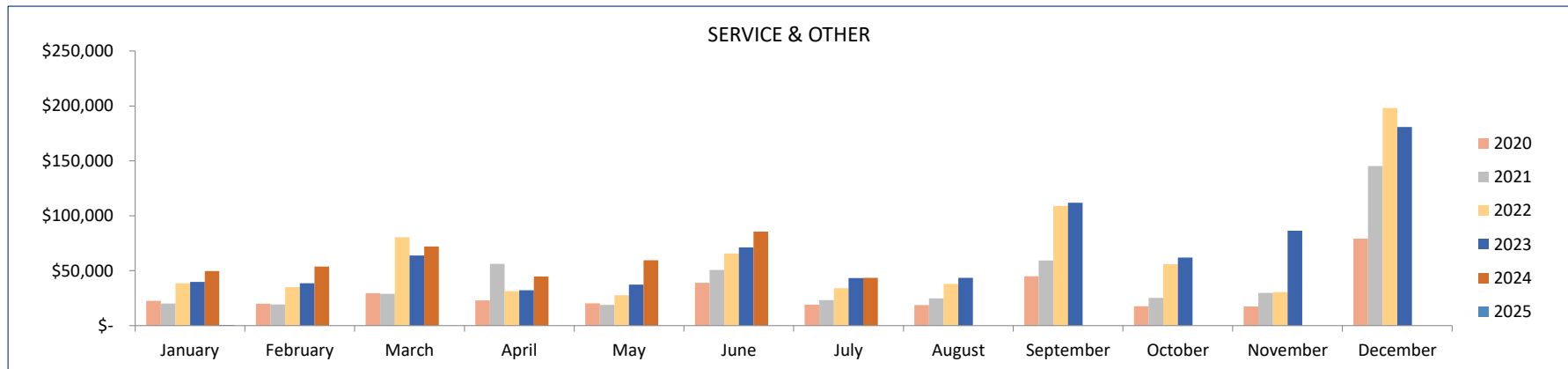
YEAR-TO-DATE	May-25	May-24	25 vs 24	May-23	25 vs 23	May-22	25 vs 22	May-21	25 vs 21	May-20	25 vs 20
In County	299,875	269,887	11.1%	251,943	19.0%	245,737	22.0%	233,706	28.3%	218,609	37.2%
Outside County	154,727	152,174	1.7%	177,759	-13.0%	141,420	9.4%	106,067	45.9%	84,799	82.5%
	454,602	422,061	7.7%	429,702	5.8%	387,157	17.4%	339,773	33.8%	303,408	49.8%



SERVICE & OTHER

MONTH	May-25	May-24	25 vs 24	May-23	25 vs 23	May-22	25 vs 22	May-21	25 vs 21	May-20	25 vs 20
Downtown	26	71	-62.9%	55	-52.3%	7	275.0%	19	38.2%	226	-88.4%
Old Town/Ski Area	2,672	2,672	0.0%	2,672	0.0%	2,672	0.0%	2,672	0.0%	2,672	0.0%
In County	2,455	1,581	55.3%	1,270	93.3%	3,411	-28.0%	447	449.3%	3,676	-33.2%
Outside County	46,647	55,141	-15.4%	33,389	39.7%	21,537	116.6%	15,771	195.8%	13,722	239.9%
	51,800	59,464	-12.9%	37,386	38.6%	27,627	87.5%	18,909	173.9%	20,296	155.2%

YEAR-TO-DATE	May-25	May-24	25 vs 24	May-23	25 vs 23	May-22	25 vs 22	May-21	25 vs 21	May-20	25 vs 20
Downtown	16,112	17,590	-8.4%	2,894	456.7%	4,954	225.2%	1,358	1086.4%	4,008	302.0%
Old Town/Ski Area	15,770	25,055	-37.1%	13,358	18.1%	13,358	18.1%	13,358	18.1%	13,359	18.0%
In County	16,401	6,302	160.3%	16,787	-2.3%	9,609	70.7%	5,397	203.9%	9,915	65.4%
Outside County	219,666	230,591	-4.7%	178,978	22.7%	185,145	18.6%	123,452	77.9%	88,276	148.8%
	267,948	279,537	-4.1%	212,017	26.4%	213,066	25.8%	143,565	86.6%	115,558	131.9%



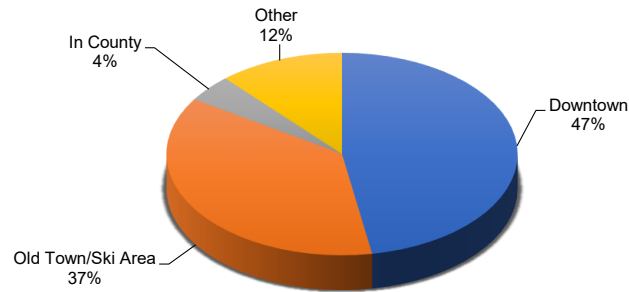
TOTAL TAX BY BUSINESS LOCATION

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.

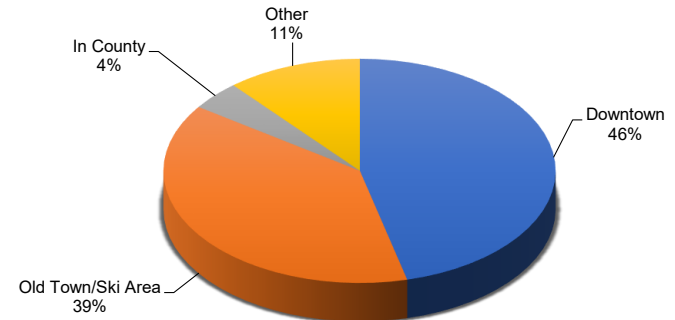
<u>MONTH</u>	<u>May-25</u>	<u>May-24</u>	<u>25 vs 24</u>	<u>May-23</u>	<u>25 vs 23</u>	<u>May-22</u>	<u>25 vs 22</u>	<u>May-21</u>	<u>25 vs 21</u>	<u>May-20</u>	<u>25 vs 20</u>
Downtown	220,514	208,599	5.7%	211,673	4.2%	221,770	-0.6%	221,525	-0.5%	110,300	99.9%
Old Town/Ski Area	55,734	28,202	97.6%	35,292	57.9%	27,801	100.5%	20,648	169.9%	7,267	666.9%
In County	57,411	46,715	22.9%	49,530	15.9%	49,208	16.7%	45,453	26.3%	37,574	52.8%
Outside County	186,905	157,776	18.5%	122,950	52.0%	92,936	101.1%	82,801	125.7%	49,809	275.2%
	520,565	441,293	18.0%	419,445	24.1%	391,715	32.9%	370,427	40.5%	204,950	154.0%

<u>YEAR-TO-DATE</u>	<u>May-25</u>	<u>May-24</u>	<u>25 vs 24</u>	<u>May-23</u>	<u>25 vs 23</u>	<u>May-22</u>	<u>25 vs 22</u>	<u>May-21</u>	<u>25 vs 21</u>	<u>May-20</u>	<u>25 vs 20</u>
Downtown	3,888,030	3,435,161	13.2%	3,460,810	12.3%	3,366,079	15.5%	2,614,717	48.7%	1,728,611	124.9%
Old Town/Ski Area	3,031,566	2,870,352	5.6%	2,871,942	5.6%	2,418,973	25.3%	1,277,219	137.4%	1,532,020	97.9%
In County	355,266	312,121	13.8%	323,741	9.7%	293,685	21.0%	284,052	25.1%	257,506	38.0%
Outside County	953,164	831,310	14.7%	767,242	24.2%	698,035	36.5%	480,330	98.4%	330,984	188.0%
	8,228,026	7,448,945	10.5%	7,423,735	10.8%	6,776,772	21.4%	4,656,318	76.7%	3,849,121	113.8%

2025 - TOTAL TAX REVENUE BY BUSINESS LOCATION

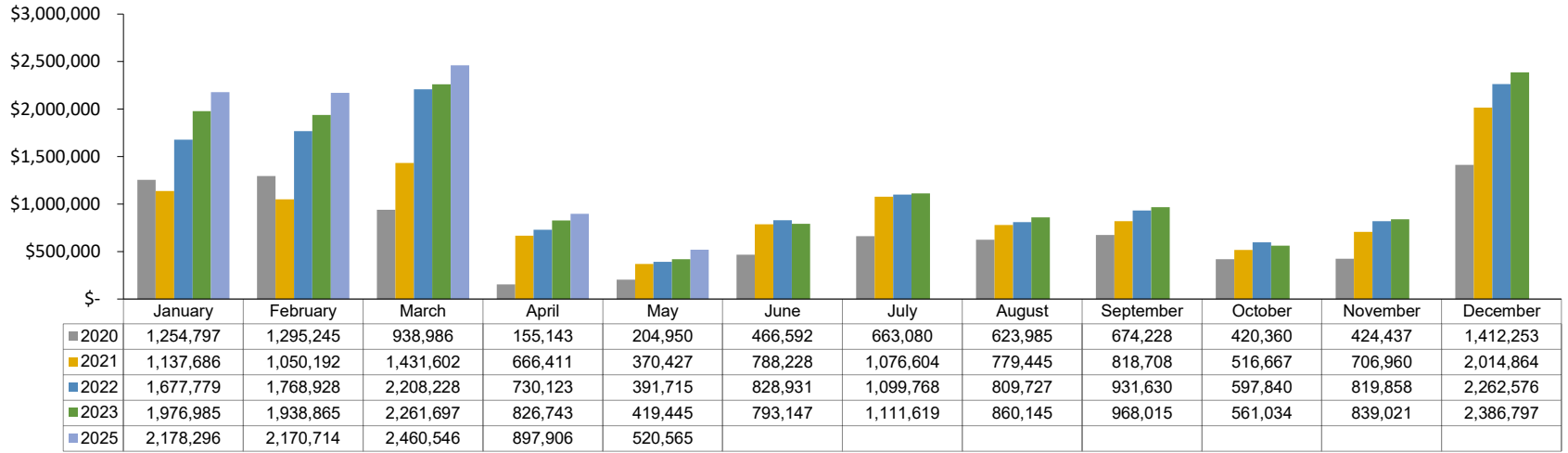


2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION

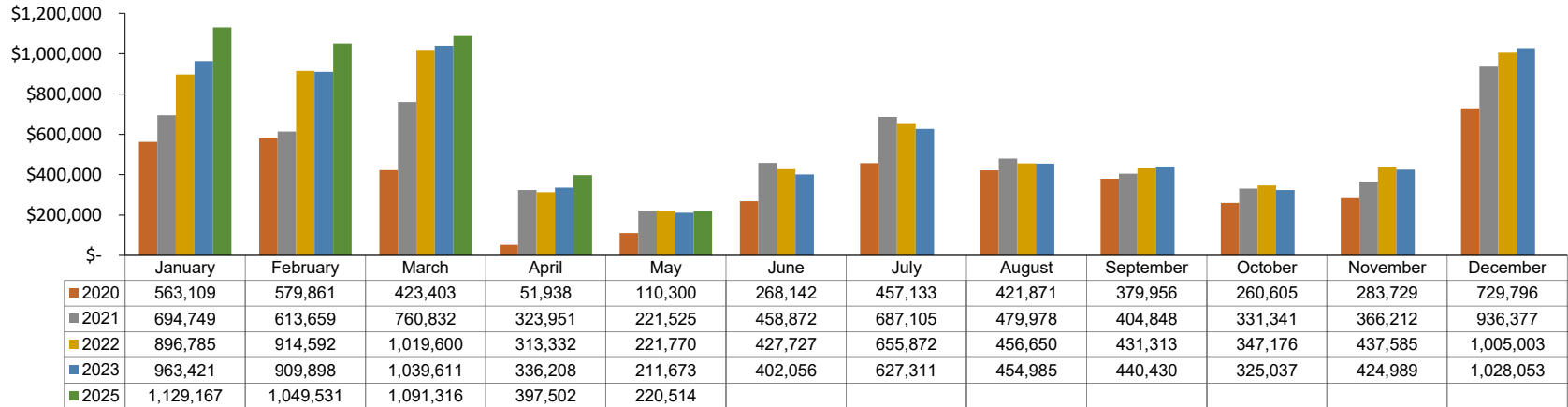


SUPPLEMENTAL INFORMATION

TOTAL - SALES, LODGING & TRANSIT/TRAILS TAX

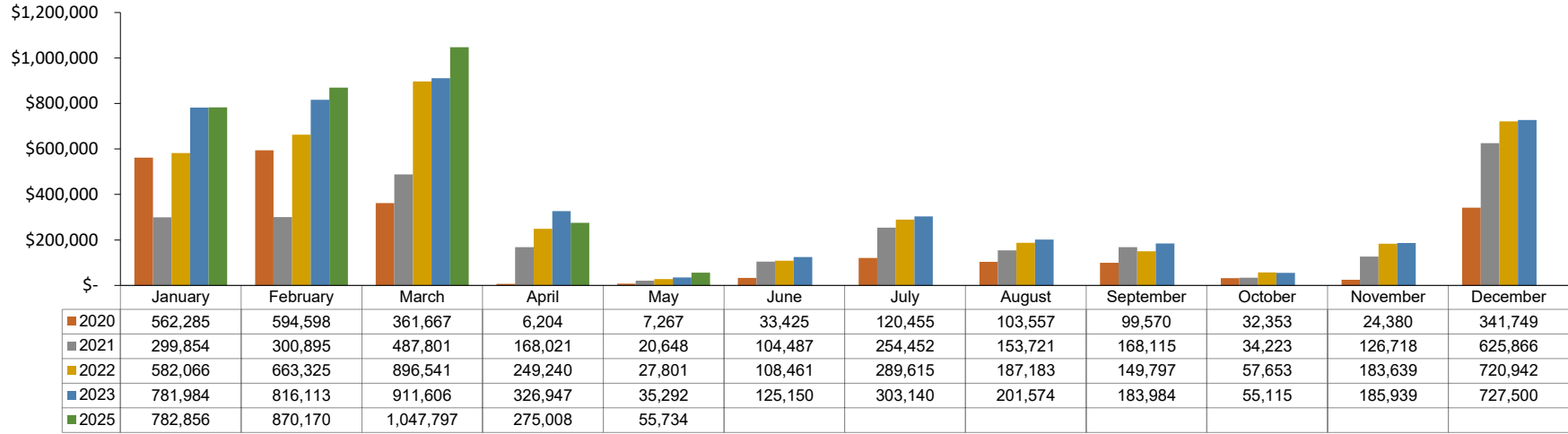


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN

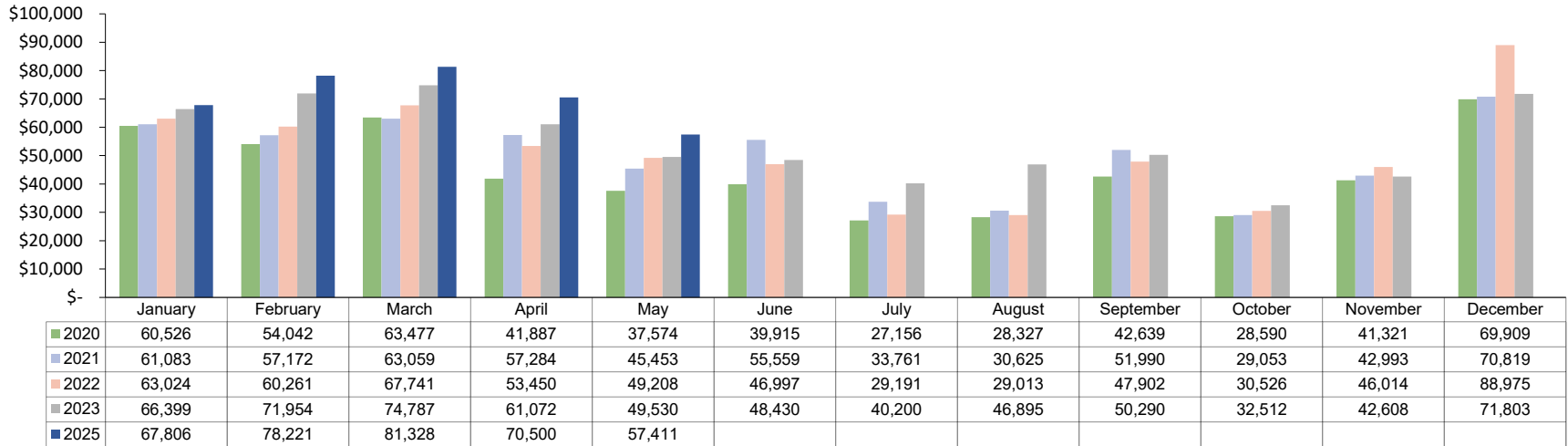


SUPPLEMENTAL INFORMATION - CONTINUED

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

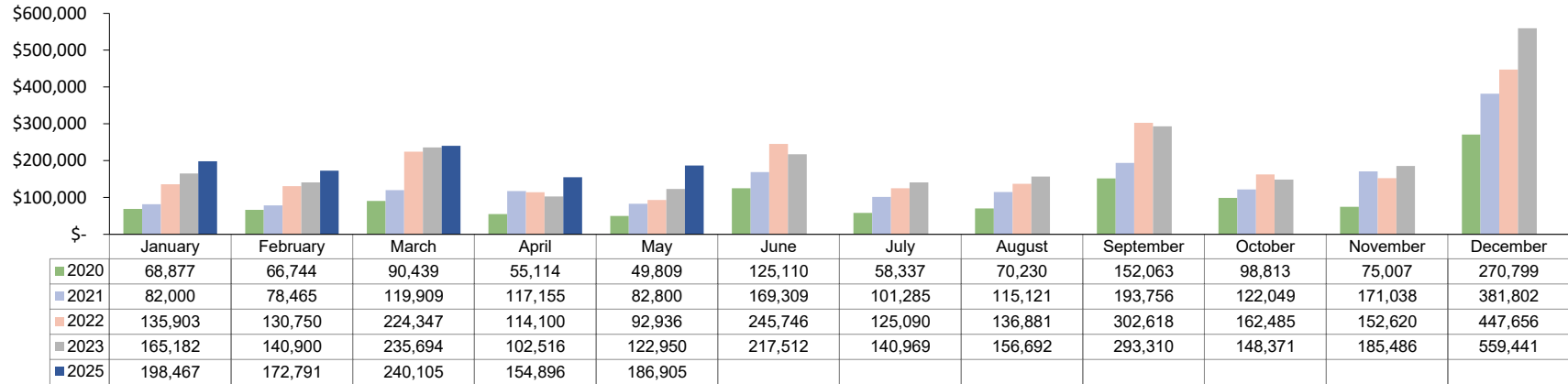


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY

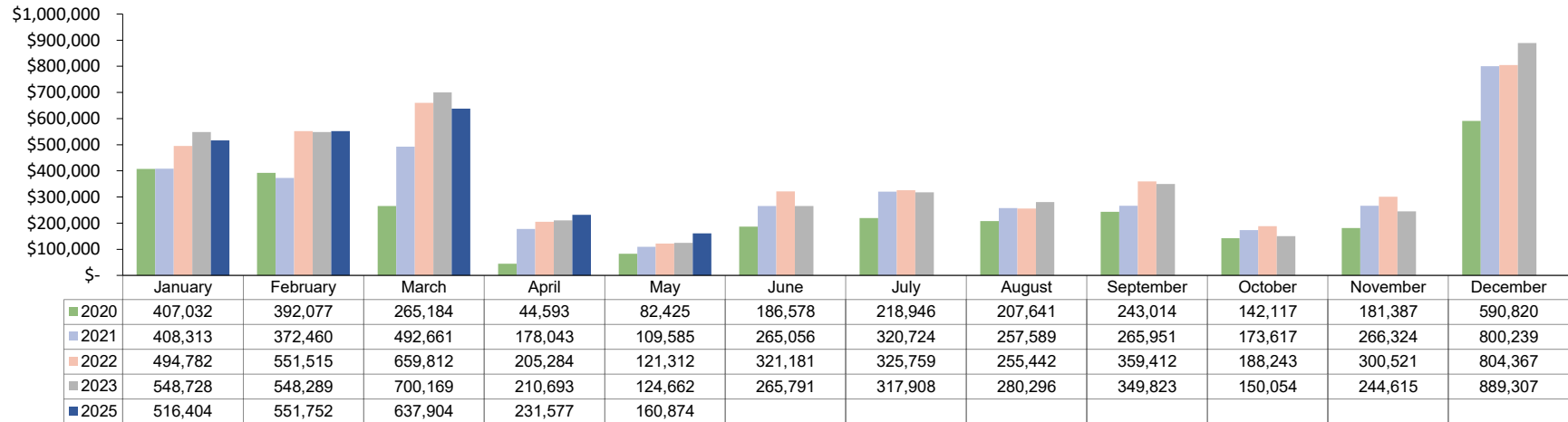


SUPPLEMENTAL INFORMATION - CONTINUED

SALES, LODGING & TRANSIT/TRAILS - TOTAL OUTSIDE COUNTY

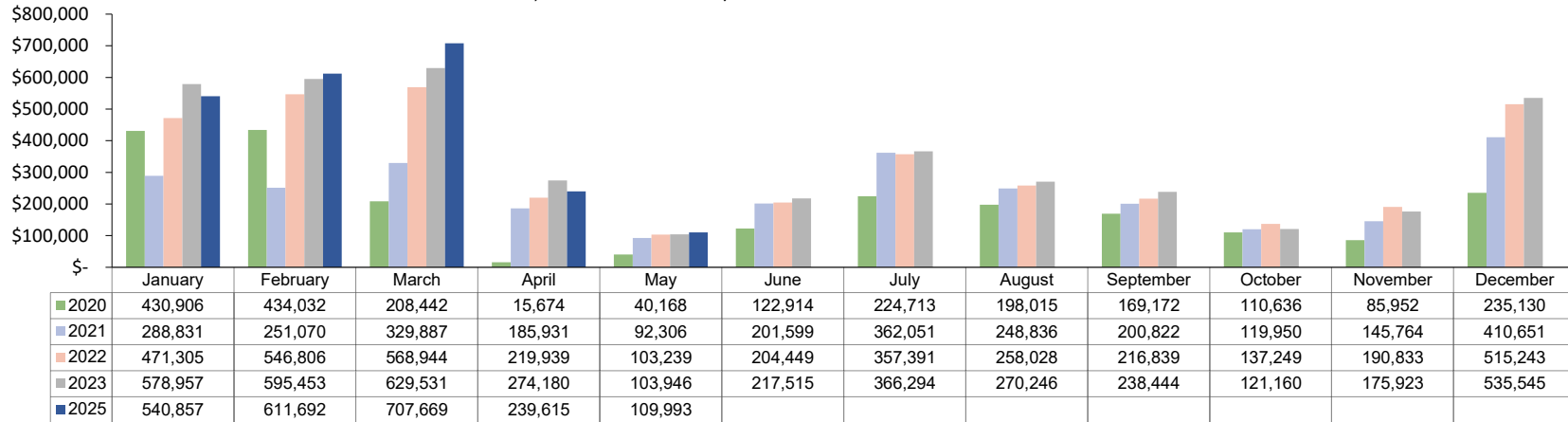


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL



SUPPLEMENTAL INFORMATION - CONTINUED

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



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

