



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

June 2025 Sales  
(Collected: July-2025)

SUMMARY

**Month** : Total sales tax revenue for the month of June, 2025 decreased by .1% (\$1K) vs. the same period of the prior year. This net decrease was primarily due to 12% (\$25K) increase in the lodging and accommodation sector, predominately due to the impact of the increase in the Lodging Tax rate (from 1% to 3%) which became effective on July 1, 2024, offset by less-material variances in other sectors. Excluding the impact of the Lodging Tax increase, total sales tax revenue decreased by 6.2% (\$52k), primarily due to a 12.9% (\$26k) decrease in the Lodging & Accommodation sector, offset by less-material variances in other sectors.

**YTD** : On a year-to-date basis, total sales tax revenue increased by 9.4% (\$777K) vs. the same period of the prior year. This increase was primarily in the Lodging & Accommodations sector which increased 25% (\$681K), 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 0.3% (\$23k), primarily due to a 3.4% (79K) increase in the Retail sector, offset by 2.7% (\$73k) decrease in the Lodging & Accommodation sector and less material variances in other sectors.

PRIOR YEAR COMPARISONS - MONTH

Description	Jun-25	Jun-24	25 vs 24	Jun-23	25 vs 23	Jun-22	25 vs 22	Jun-21	25 vs 21	Jun-20	25 vs 20
Non-Lodging Sales (5%)	472,260	454,410	3.9%	427,432	10.5%	455,804	3.6%	397,623	18.8%	271,822	73.7%
Lodging Sales (5%, 7% Jul-24 fwd.)	127,332	146,213	-12.9%	139,101	-8.5%	136,289	-6.6%	165,397	-23.0%	61,458	107.2%
Sub Total	599,592	600,622	-0.2%	566,533	5.8%	592,093	1.3%	563,020	6.5%	333,280	79.9%
Transit & Trails Tax (2%)	239,837	240,249	-0.2%	226,613	5.8%	236,837	1.3%	225,208	6.5%	133,312	79.9%
Total	839,429	840,871	-0.2%	793,146	5.8%	828,930	1.3%	788,228	6.5%	466,592	79.9%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE

Description	Jun-25	Jun-24	25 vs 24	Jun-23	25 vs 23	Jun-22	25 vs 22	Jun-21	25 vs 21	Jun-20	25 vs 20
Non-Lodging Sales (5%)	4,573,233	3,960,228	15.5%	3,967,666	15.3%	3,700,920	23.6%	2,677,926	70.8%	2,228,607	105.2%
Lodging Sales (5%, 7% Jul-24 fwd.)	1,903,520	1,961,069	-2.9%	1,901,535	0.1%	1,731,725	9.9%	1,211,036	57.2%	854,045	122.9%
Sub Total	6,476,753	5,921,297	9.4%	5,869,201	10.4%	5,432,645	19.2%	3,888,962	66.5%	3,082,652	110.1%
Transit & Trails Tax (2%)	2,590,701	2,368,519	9.4%	2,347,681	10.4%	2,173,058	19.2%	1,555,585	66.5%	1,233,061	110.1%
Total	9,067,455	8,289,816	9.4%	8,216,882	10.4%	7,605,703	19.2%	5,444,547	66.5%	4,315,713	110.1%

# COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

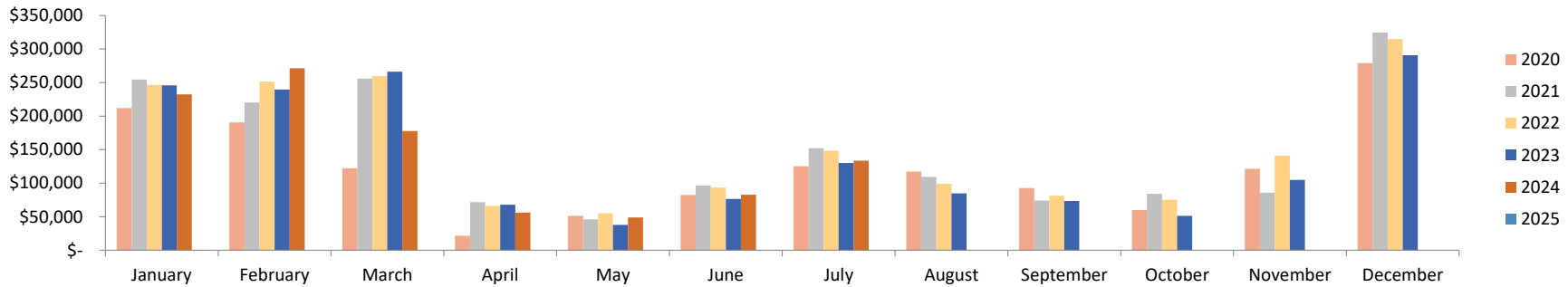
## RETAIL

MONTH	Jun-25	Jun-24	25 vs 24	Jun-23	25 vs 23	Jun-22	25 vs 22	Jun-21	25 vs 21	Jun-20	25 vs 20
Downtown	76,818	82,592	-7.0%	76,452	0.5%	93,378	-17.7%	96,107	-20.1%	82,467	-6.9%
Old Town/Ski Area	36,359	34,003	6.9%	30,906	17.6%	31,151	16.7%	29,698	22.4%	6,887	427.9%
In County	7,178	12,163	-41.0%	13,653	-47.4%	15,434	-53.5%	23,776	-69.8%	15,040	-52.3%
Outside County	153,161	156,669	-2.2%	144,780	5.8%	181,218	-15.5%	115,475	32.6%	82,184	86.4%
	<b>273,516</b>	<b>285,428</b>	<b>-4.2%</b>	<b>265,791</b>	<b>2.9%</b>	<b>321,181</b>	<b>-14.8%</b>	<b>265,056</b>	<b>3.2%</b>	<b>186,578</b>	<b>46.6%</b>

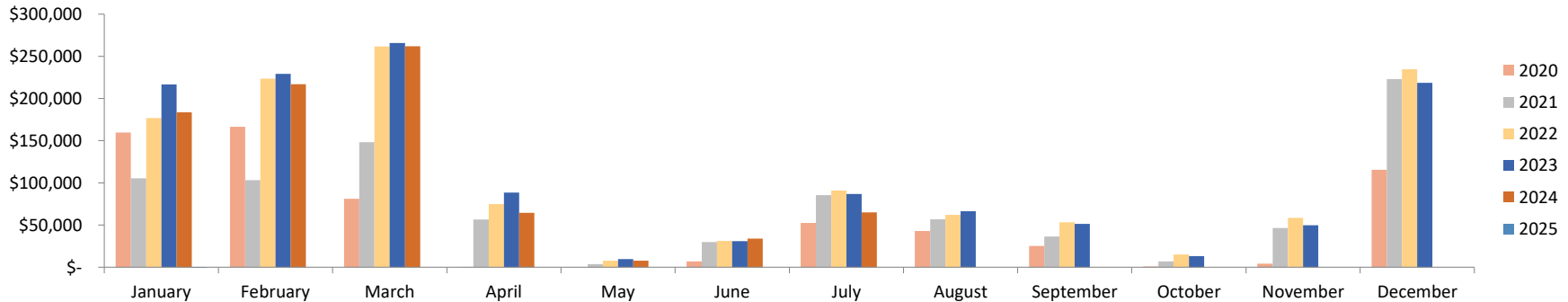
  

YEAR-TO-DATE	Jun-25	Jun-24	25 vs 24	Jun-23	25 vs 23	Jun-22	25 vs 22	Jun-21	25 vs 21	Jun-20	25 vs 20
Downtown	827,041	868,868	-4.8%	933,657	-7.4%	971,953	-6.7%	944,461	18.5%	679,363	33.5%
Old Town/Ski Area	766,886	769,036	-0.3%	840,741	6.1%	775,481	67.3%	446,711	97.3%	414,640	17.0%
In County	46,168	48,096	-4.0%	68,648	44.7%	53,763	10.6%	68,657	64.7%	43,794	39.9%
Outside County	731,932	606,532	20.7%	555,285	1.7%	552,689	41.5%	366,287	106.5%	240,092	103.7%
	<b>2,372,027</b>	<b>2,292,533</b>	<b>3.5%</b>	<b>2,398,331</b>	<b>-1.1%</b>	<b>2,353,886</b>	<b>0.8%</b>	<b>1,826,116</b>	<b>29.9%</b>	<b>1,377,889</b>	<b>72.1%</b>

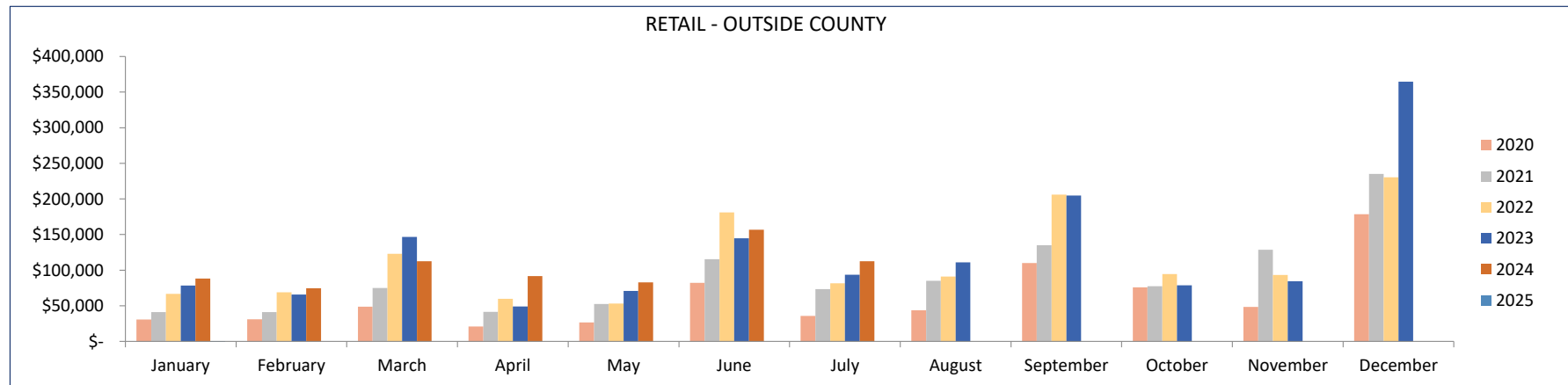
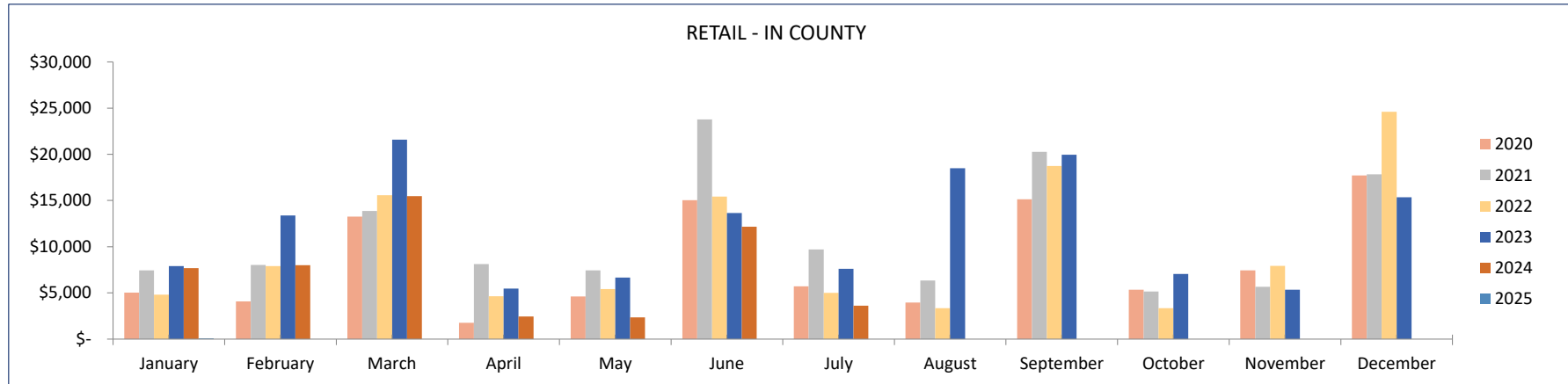
RETAIL - DOWNTOWN



RETAIL - OLD TOWN/SKI AREA



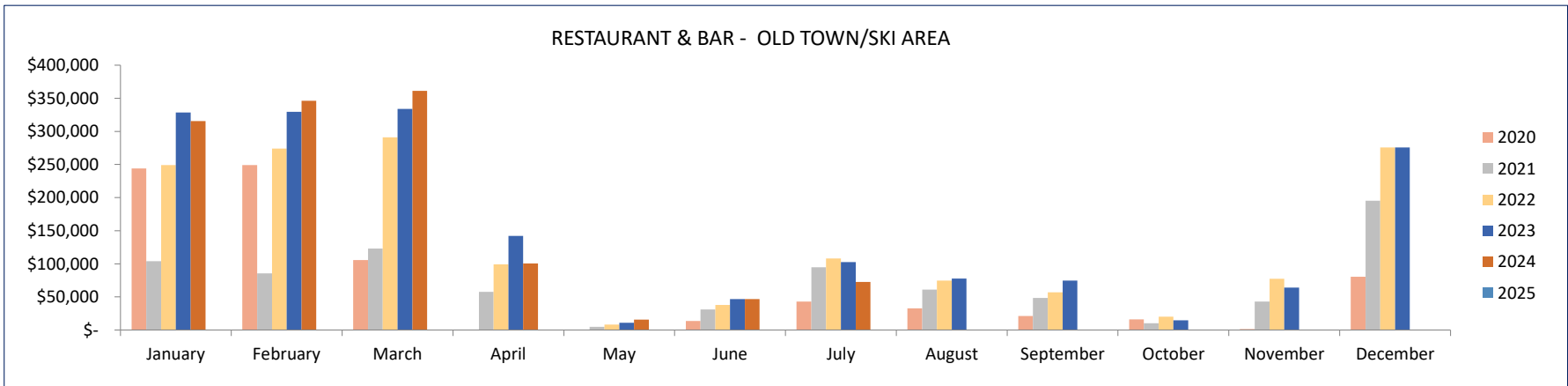
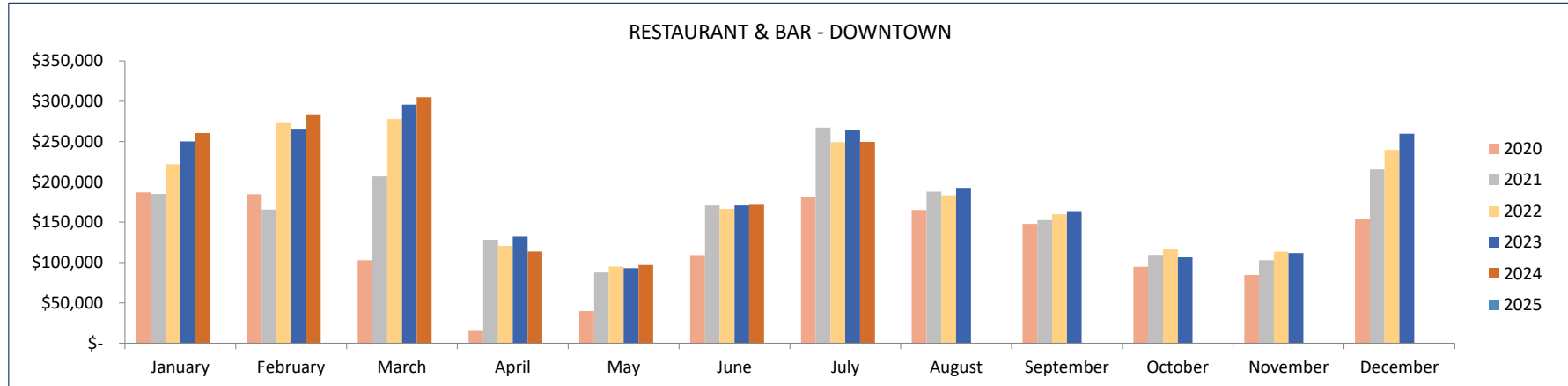
# RETAIL - CONTINUED



# RESTAURANT & BAR

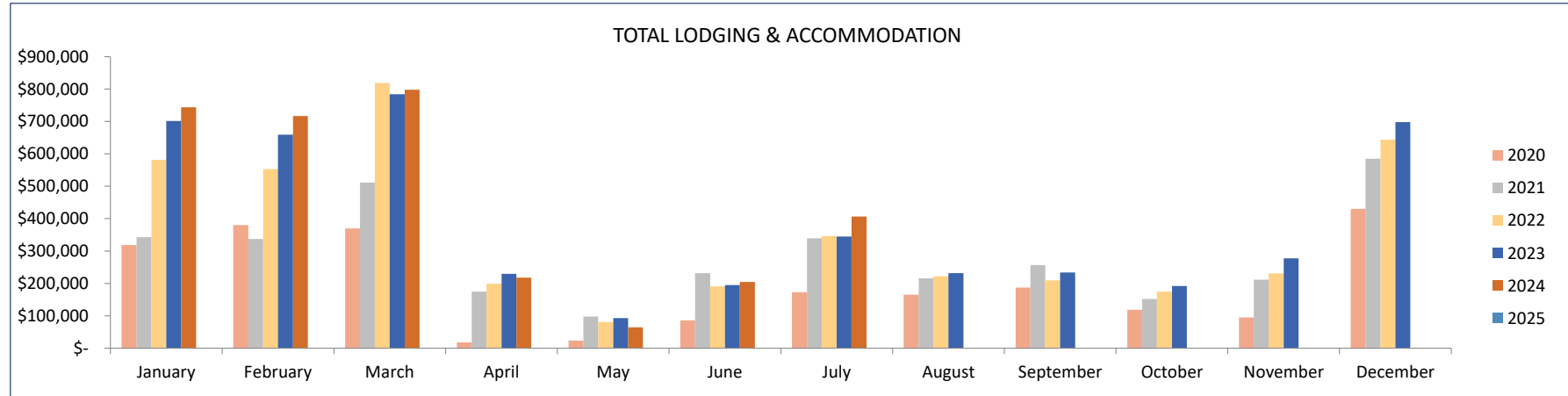
MONTH	Jun-25	Jun-24	25 vs 24	Jun-23	25 vs 23	Jun-22	25 vs 22	Jun-21	25 vs 21	Jun-20	25 vs 20
Downtown	172,456	171,580	0.5%	170,698	1.0%	166,464	3.6%	170,709	1.0%	109,311	57.8%
Old Town/Ski Area	43,438	46,541	-6.7%	46,817	-7.2%	37,984	14.4%	30,890	40.6%	13,603	219.3%
	<b>215,893</b>	<b>218,120</b>	<b>-1.0%</b>	<b>217,515</b>	<b>-0.7%</b>	<b>204,448</b>	<b>5.6%</b>	<b>201,599</b>	<b>7.1%</b>	<b>122,914</b>	<b>75.6%</b>

YEAR-TO-DATE	Jun-25	Jun-24	25 vs 24	Jun-23	25 vs 23	Jun-22	25 vs 22	Jun-21	25 vs 21	Jun-20	25 vs 20
Downtown	1,233,539	1,231,464	0.2%	1,207,733	2.1%	1,154,959	6.8%	944,146	30.7%	639,169	93.0%
Old Town/Ski Area	1,192,180	1,186,100	0.5%	1,191,850	0.0%	959,723	24.2%	405,478	194.0%	612,967	94.5%
	<b>2,425,719</b>	<b>2,417,563</b>	<b>0.3%</b>	<b>2,399,583</b>	<b>1.1%</b>	<b>2,114,682</b>	<b>14.7%</b>	<b>1,349,624</b>	<b>79.7%</b>	<b>1,252,136</b>	<b>93.7%</b>



# LODGING & ACCOMMODATION

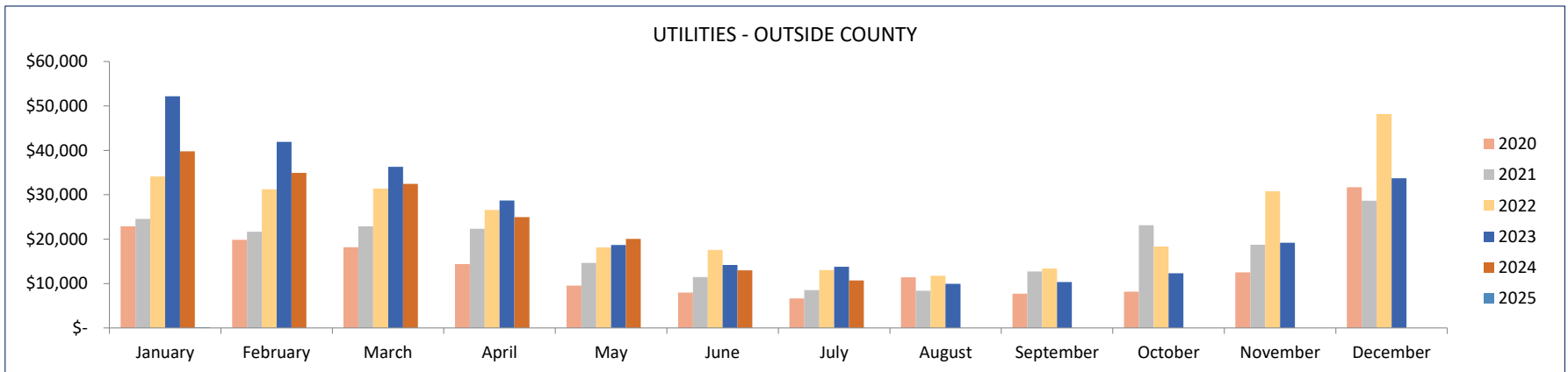
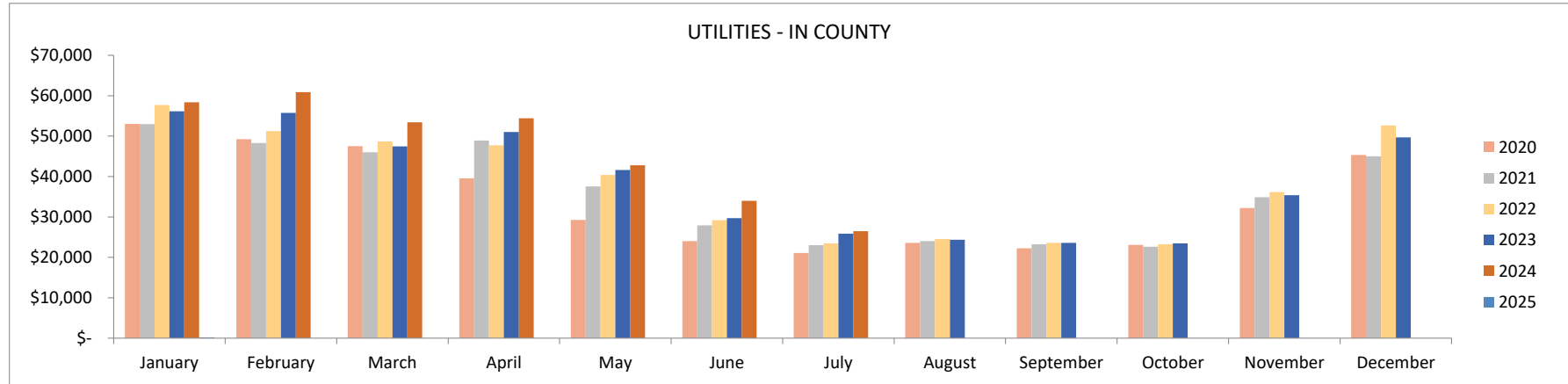
	<u>Jun-25</u>	<u>Jun-24</u>	<u>25 vs 24</u>	<u>Jun-23</u>	<u>25 vs 23</u>	<u>Jun-22</u>	<u>25 vs 22</u>	<u>Jun-21</u>	<u>25 vs 21</u>	<u>Jun-20</u>	<u>25 vs 20</u>
<b>MONTH</b>	229,197	204,698	12.0%	194,742	17.7%	190,805	20.1%	231,555	-1.0%	86,041	166.4%
	<u>Jun-25</u>	<u>Jun-24</u>	<u>25 vs 24</u>	<u>Jun-23</u>	<u>25 vs 23</u>	<u>Jun-22</u>	<u>25 vs 22</u>	<u>Jun-21</u>	<u>25 vs 21</u>	<u>Jun-20</u>	<u>25 vs 20</u>
<b>YEAR-TO-DATE</b>	3,426,337	2,745,497	24.8%	2,662,149	28.7%	2,424,415	41.3%	1,695,450	102.1%	1,195,663	186.6%



# UTILITIES

MONTH	Jun-25	Jun-24	25 vs 24	Jun-23	25 vs 23	Jun-22	25 vs 22	Jun-21	25 vs 21	Jun-20	25 vs 20
In County	37,391	33,990	10.0%	29,717	25.8%	29,188	28.1%	27,926	33.9%	24,011	55.7%
Outside County	14,989	12,981	15.5%	14,191	5.6%	17,578	-14.7%	11,449	30.9%	7,962	88.3%
	<b>52,379</b>	<b>46,971</b>	<b>11.5%</b>	<b>43,908</b>	<b>19.3%</b>	<b>46,766</b>	<b>12.0%</b>	<b>39,375</b>	<b>33.0%</b>	<b>31,973</b>	<b>63.8%</b>

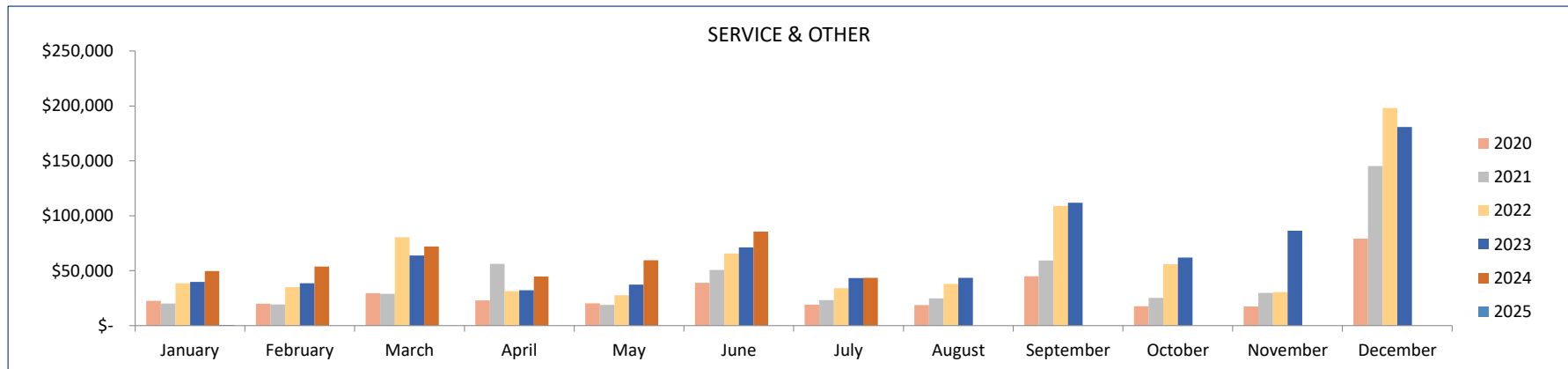
YEAR-TO-DATE	Jun-25	Jun-24	25 vs 24	Jun-23	25 vs 23	Jun-22	25 vs 22	Jun-21	25 vs 21	Jun-20	25 vs 20
In County	337,266	303,877	11.0%	281,660	19.7%	274,925	22.7%	261,632	28.9%	242,619	39.0%
Outside County	169,715	165,155	2.8%	191,950	-11.6%	158,999	6.7%	117,516	44.4%	92,761	83.0%
	<b>506,981</b>	<b>469,032</b>	<b>8.1%</b>	<b>473,610</b>	<b>7.0%</b>	<b>433,924</b>	<b>16.8%</b>	<b>379,148</b>	<b>33.7%</b>	<b>335,380</b>	<b>51.2%</b>



# SERVICE & OTHER

MONTH	Jun-25	Jun-24	25 vs 24	Jun-23	25 vs 23	Jun-22	25 vs 22	Jun-21	25 vs 21	Jun-20	25 vs 20
Downtown	11,698	3,131	273.6%	4,918	137.9%	13,734	-14.8%	1,736	573.8%	619	1789.8%
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	7,620	4,820	58.1%	5,060	50.6%	2,375	220.8%	3,850	97.9%	831	817.0%
Outside County	46,454	75,032	-38.1%	58,541	-20.6%	46,949	-1.1%	42,385	9.6%	34,963	32.9%
	<b>68,443</b>	<b>85,654</b>	<b>-20.1%</b>	<b>71,191</b>	<b>-3.9%</b>	<b>65,730</b>	<b>4.1%</b>	<b>50,643</b>	<b>35.1%</b>	<b>39,085</b>	<b>75.1%</b>

YEAR-TO-DATE	Jun-25	Jun-24	25 vs 24	Jun-23	25 vs 23	Jun-22	25 vs 22	Jun-21	25 vs 21	Jun-20	25 vs 20
Downtown	27,809	20,721	34.2%	7,812	256.0%	18,688	48.8%	3,094	798.8%	4,627	501.0%
Old Town/Ski Area	18,442	27,727	-33.5%	16,030	15.0%	16,030	15.0%	16,030	15.0%	16,031	15.0%
In County	24,021	11,122	116.0%	21,847	9.9%	11,984	100.4%	9,247	159.8%	10,746	123.5%
Outside County	266,120	305,623	-12.9%	237,518	12.0%	232,093	14.7%	165,836	60.5%	123,240	115.9%
	<b>336,392</b>	<b>365,192</b>	<b>-7.9%</b>	<b>283,207</b>	<b>18.8%</b>	<b>278,795</b>	<b>20.7%</b>	<b>194,207</b>	<b>73.2%</b>	<b>154,644</b>	<b>117.5%</b>



## TOTAL TAX BY BUSINESS LOCATION

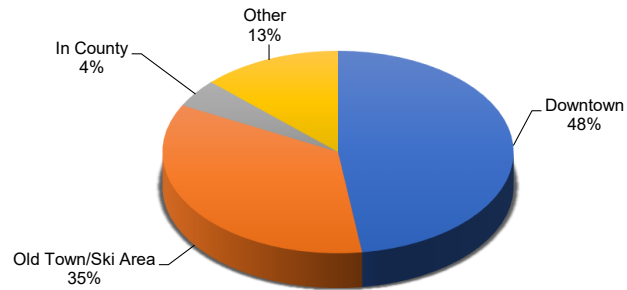
The following tables compare total sales tax revenues for the current month and YTD periods, by business location. For lodging properties managed by a property management company, the lodging/accommodation taxes are reported in the geographic area of the property management company location.

<u>MONTH</u>	<u>Jun-25</u>	<u>Jun-24</u>	<u>25 vs 24</u>	<u>Jun-23</u>	<u>25 vs 23</u>	<u>Jun-22</u>	<u>25 vs 22</u>	<u>Jun-21</u>	<u>25 vs 21</u>	<u>Jun-20</u>	<u>25 vs 20</u>
Downtown	447,277	424,825	5.3%	402,056	11.2%	427,727	4.6%	458,872	-2.5%	268,142	66.8%
Old Town/Ski Area	125,360	120,392	4.1%	125,150	0.2%	108,461	15.6%	104,487	20.0%	33,425	275.0%
In County	52,189	50,973	2.4%	48,430	7.8%	46,997	11.0%	55,559	-6.1%	39,915	30.7%
Outside County	214,603	244,681	-12.3%	217,512	-1.3%	245,746	-12.7%	169,309	26.8%	125,110	71.5%
	<b>839,429</b>	<b>840,871</b>	<b>-0.2%</b>	<b>793,148</b>	<b>5.8%</b>	<b>828,931</b>	<b>1.3%</b>	<b>788,227</b>	<b>6.5%</b>	<b>466,592</b>	<b>79.9%</b>

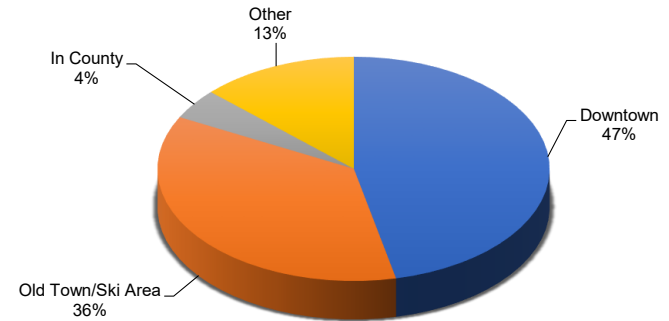
  

<u>YEAR-TO-DATE</u>	<u>Jun-25</u>	<u>Jun-24</u>	<u>25 vs 24</u>	<u>Jun-23</u>	<u>25 vs 23</u>	<u>Jun-22</u>	<u>25 vs 22</u>	<u>Jun-21</u>	<u>25 vs 21</u>	<u>Jun-20</u>	<u>25 vs 20</u>
Downtown	4,335,307	3,858,668	12.4%	3,862,866	12.2%	3,793,806	14.3%	3,073,590	41.1%	1,996,753	117.1%
Old Town/Ski Area	3,156,926	2,990,744	5.6%	2,997,092	5.3%	2,527,434	24.9%	1,381,706	128.5%	1,565,445	101.7%
In County	407,455	363,094	12.2%	372,171	9.5%	340,682	19.6%	339,611	20.0%	297,422	37.0%
Outside County	1,167,767	1,077,311	8.4%	984,754	18.6%	943,781	23.7%	649,640	79.8%	456,094	156.0%
	<b>9,067,455</b>	<b>8,289,817</b>	<b>9.4%</b>	<b>8,216,883</b>	<b>10.4%</b>	<b>7,605,703</b>	<b>19.2%</b>	<b>5,444,547</b>	<b>66.5%</b>	<b>4,315,714</b>	<b>110.1%</b>

**2025 - TOTAL TAX REVENUE BY BUSINESS LOCATION**



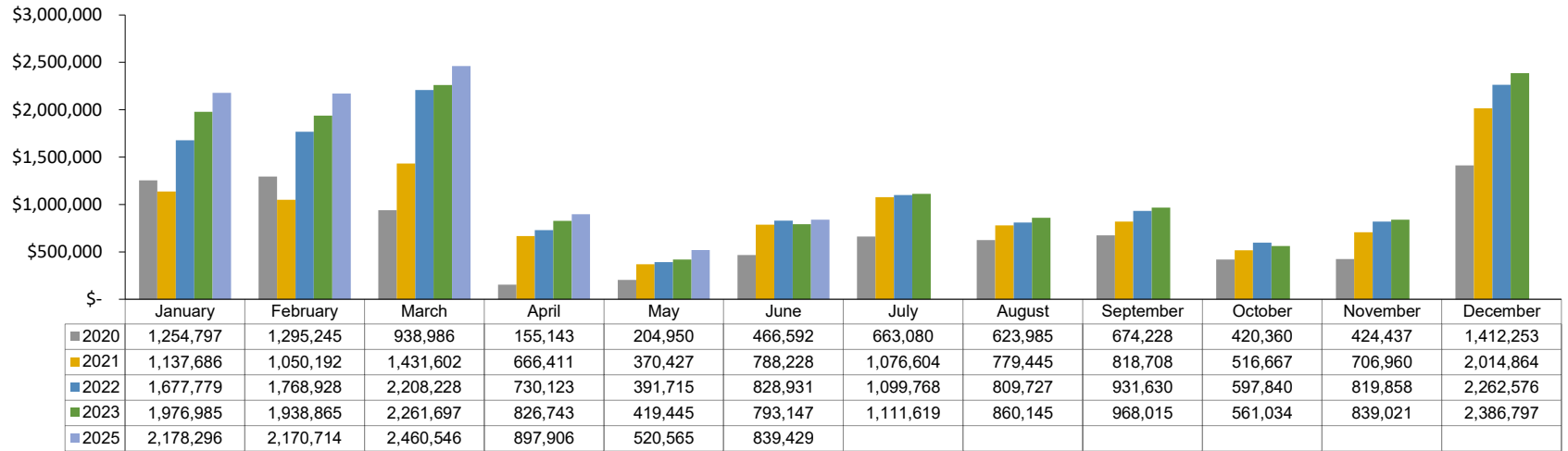
**2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION**



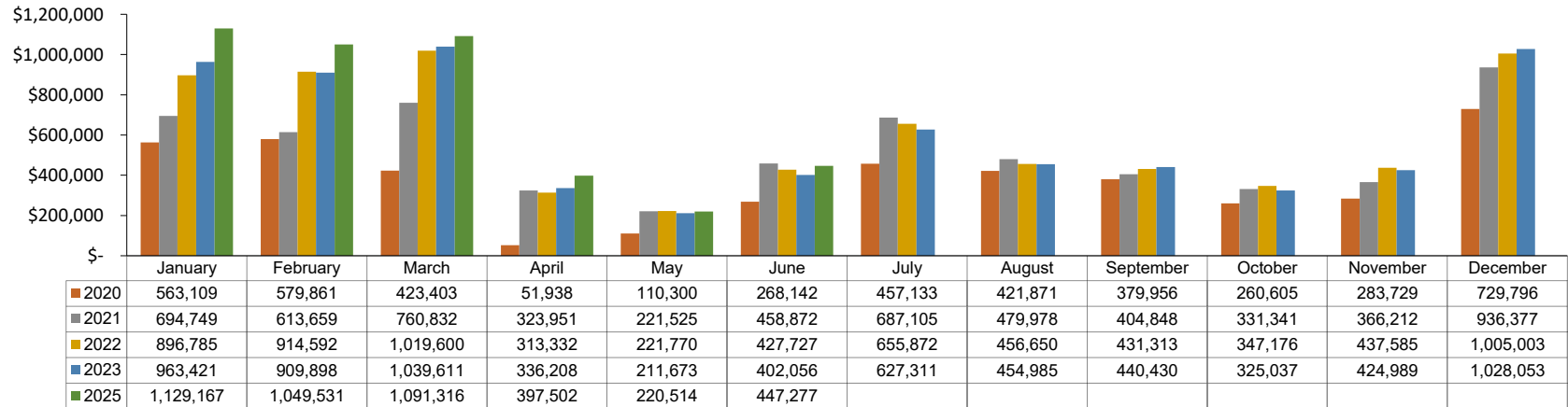


**SUPPLEMENTAL INFORMATION**

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

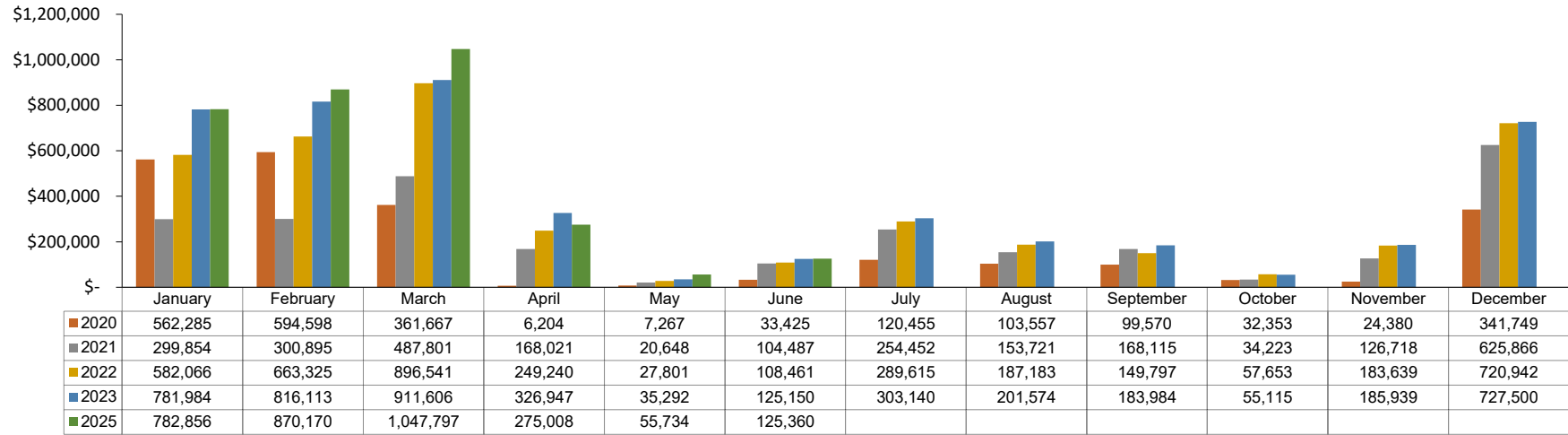


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN**

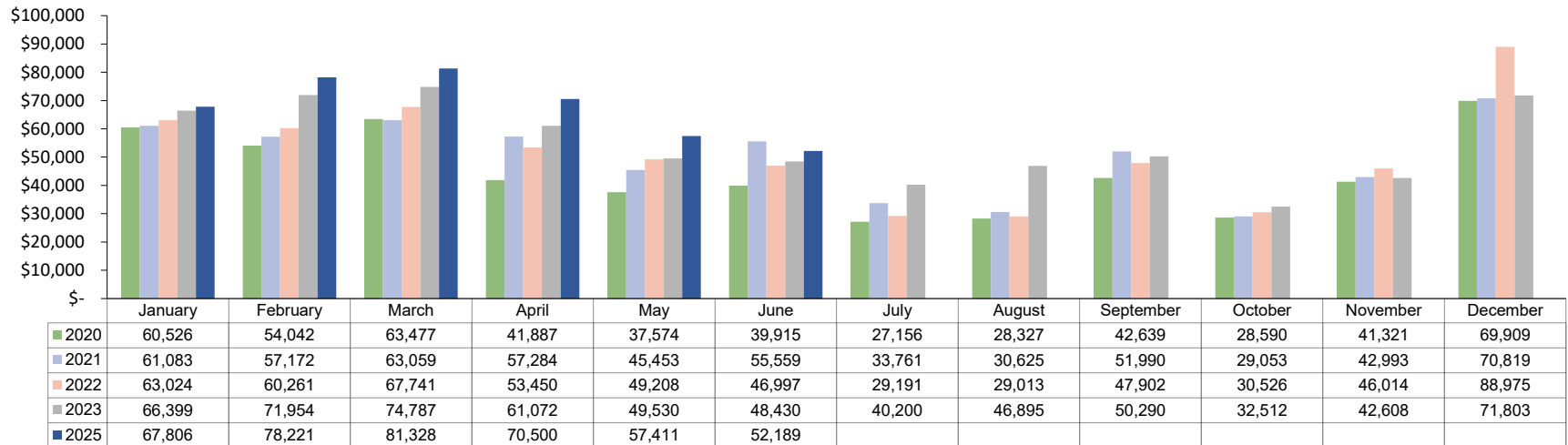


**SUPPLEMENTAL INFORMATION - CONTINUED**

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

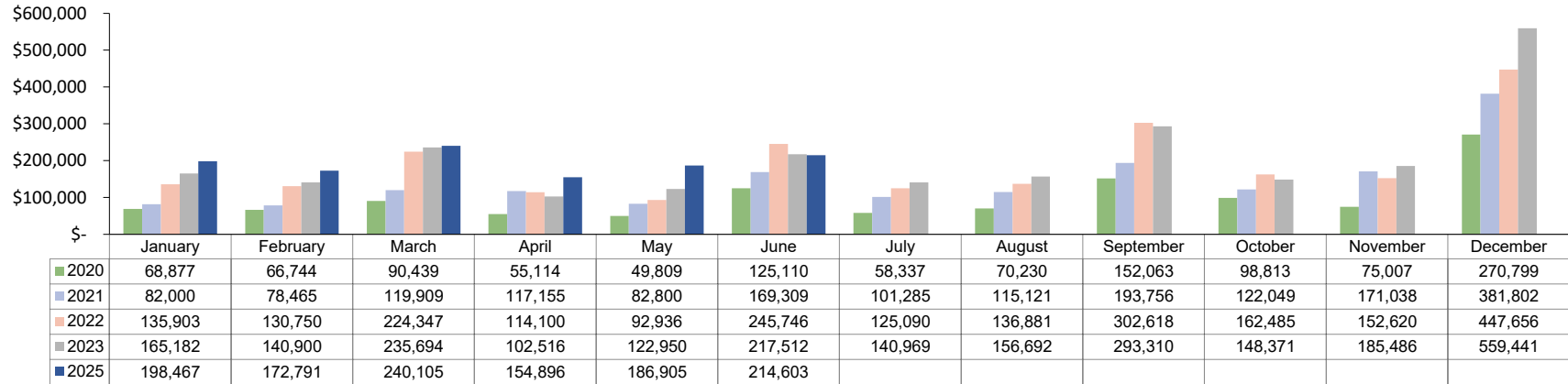


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY**

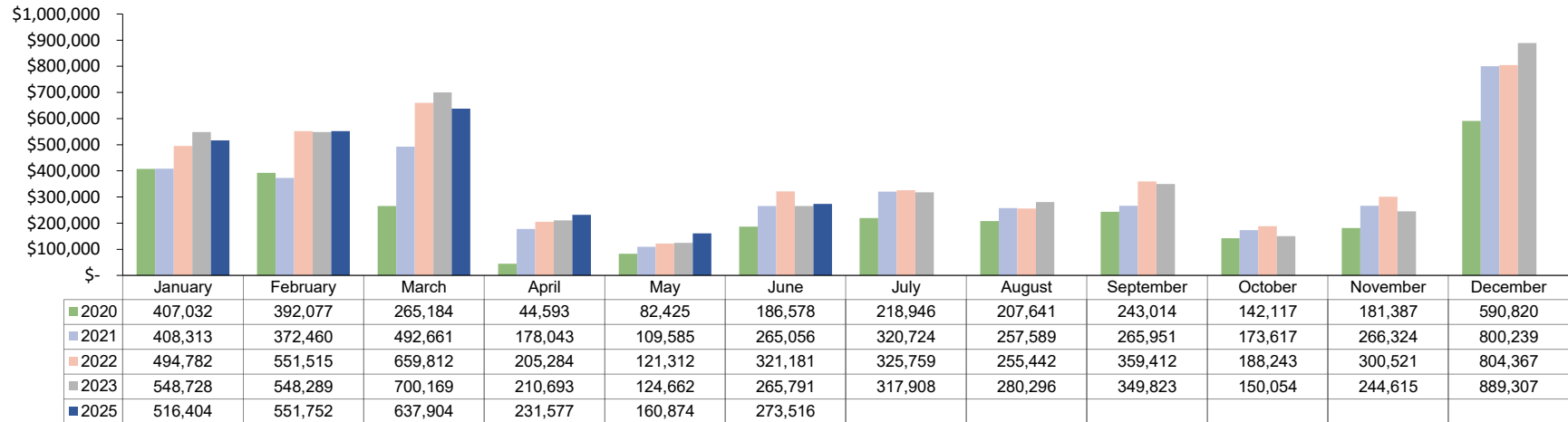


**SUPPLEMENTAL INFORMATION - CONTINUED**

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

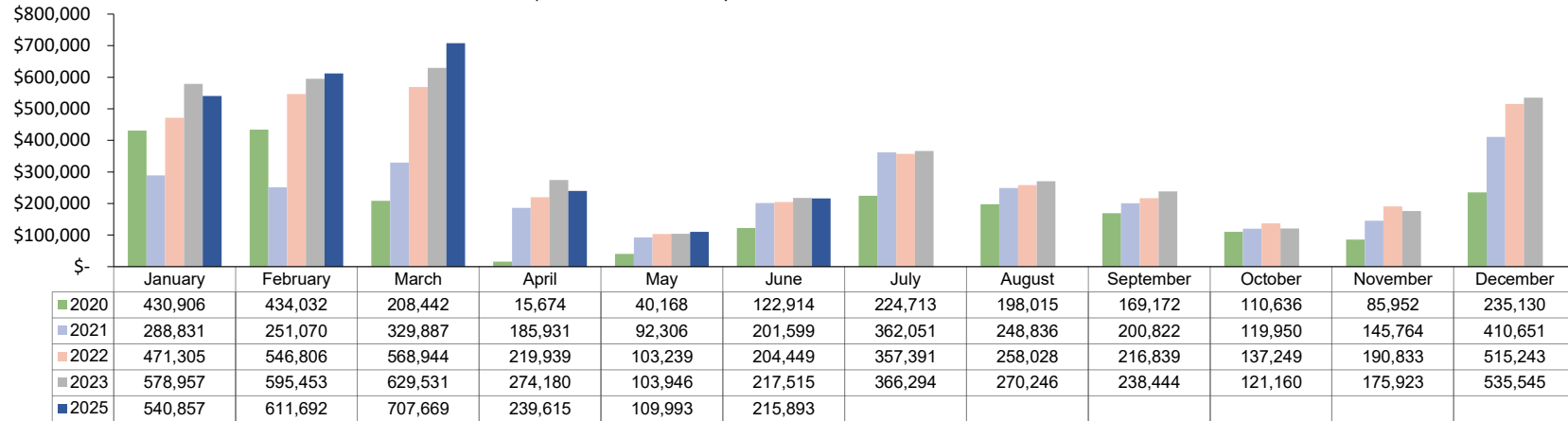


**SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL**



**SUPPLEMENTAL INFORMATION - CONTINUED**

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



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

