



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

SUMMARY

Month: Total sales tax revenue for the month of July, 2025 decreased by .7% (\$8K) vs. the same period of the prior year. This net decrease was primarily due to 3.2% (\$12K) decrease in the lodging and accommodation sector.

Excluding the impact of the Lodging Tax increase, total sales tax revenue decreased by 2.2% (\$23k), primarily due to an 8.2% (\$28k) decrease in the Lodging & Accommodation sector.

YTD: On a year-to-date basis, total sales tax revenue increased by 8.2% (\$769K) vs. the same period of the prior year. This increase was primarily in the Lodging & Accommodations sector which increased 20.4% (\$648K), 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 was flat. Lodging tax decreased by 3.9% (\$121K) mostly offset by increases in Retail of 2.7% (\$69K), Utilities of 8.6% (\$43K).

PRIOR YEAR COMPARISONS - MONTH

Description	Jul-25	Jul-24	25 vs 24	Jul-23	25 vs 23	Jul-22	25 vs 22	Jul-21	25 vs 21	Jul-20	25 vs 20
Non-Lodging Sales (5%)	603,438	612,421	-1.5%	547,955	10.1%	538,302	12.1%	526,786	14.6%	350,328	72.2%
Lodging Sales (5%, 7% Jul-24 fwd.)	218,714	190,703	14.7%	246,058	-11.1%	247,246	-11.5%	242,217	-9.7%	123,300	77.4%
Sub Total	822,152	803,124	2.4%	794,013	3.5%	785,548	4.7%	769,003	6.9%	473,628	73.6%
Transit & Trails Tax (2%)	293,867	321,249	-8.5%	317,606	-7.5%	314,219	-6.5%	307,601	-4.5%	189,452	55.1%
Total	1,116,019	1,124,373	-0.7%	1,111,619	0.4%	1,099,767	1.5%	1,076,604	3.7%	663,080	68.3%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE

Description	Jul-25	Jul-24	25 vs 24	Jul-23	25 vs 23	Jul-22	25 vs 22	Jul-21	25 vs 21	Jul-20	25 vs 20
Non-Lodging Sales (5%)	5,176,671	4,964,863	4.3%	4,515,622	14.6%	4,239,222	22.1%	3,204,711	61.5%	2,578,936	100.7%
Lodging Sales (5%, 7% Jul-24 fwd.)	2,122,235	1,759,558	20.6%	2,147,593	-1.2%	1,978,971	7.2%	1,453,253	46.0%	977,346	117.1%
Sub Total	7,298,906	6,724,421	8.5%	6,663,215	9.5%	6,218,193	17.4%	4,657,964	56.7%	3,556,282	105.2%
Transit & Trails Tax (2%)	2,884,568	2,689,768	7.2%	2,665,286	8.2%	2,487,277	16.0%	1,863,186	54.8%	1,422,513	102.8%
Total	10,183,474	9,414,189	8.2%	9,328,501	9.2%	8,705,470	17.0%	6,521,150	56.2%	4,978,795	104.5%

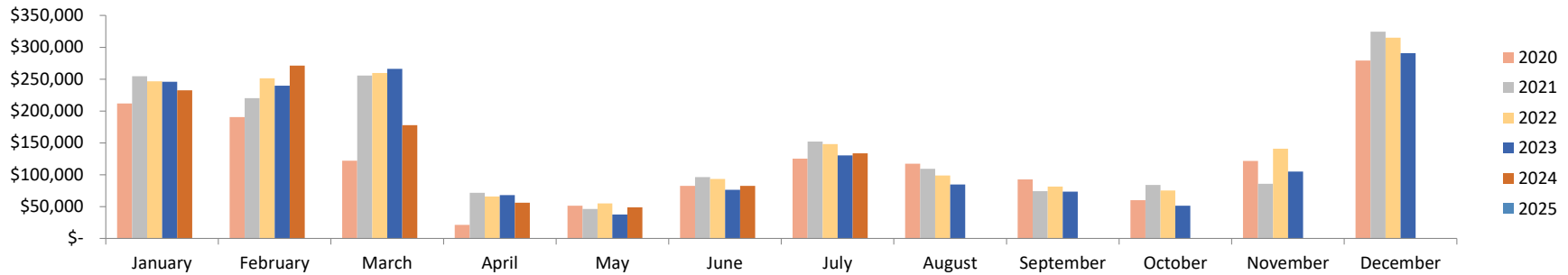
COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

RETAIL

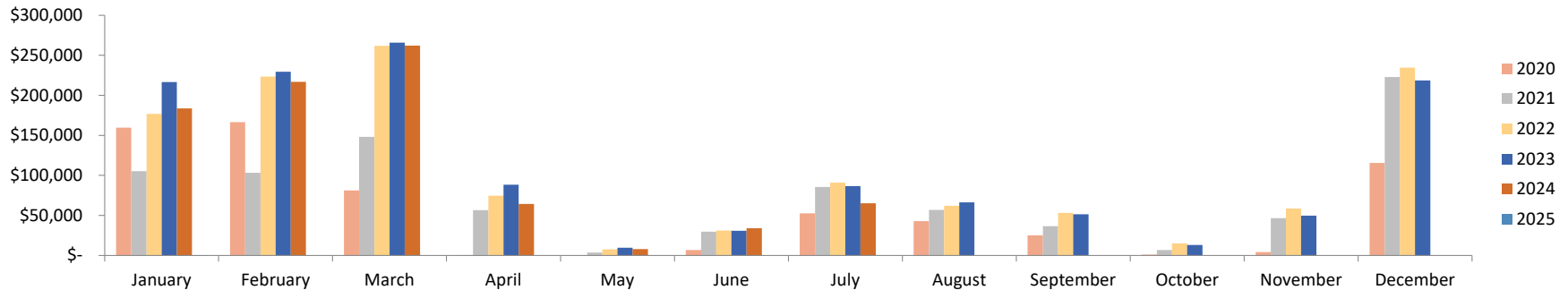
MONTH	Jul-25	Jul-24	25 vs 24	Jul-23	25 vs 23	Jul-22	25 vs 22	Jul-21	25 vs 21	Jul-20	25 vs 20
Downtown	109,601	133,655	-18.0%	130,171	-15.8%	148,194	-26.0%	152,062	-27.9%	125,138	-12.4%
Old Town/Ski Area	66,064	65,076	1.5%	86,701	-23.8%	91,042	-27.4%	85,594	-22.8%	52,488	25.9%
In County	6,672	3,620	84.3%	7,621	-12.5%	4,997	33.5%	9,703	-31.2%	5,701	17.0%
Outside County	120,106	112,509	6.8%	93,414	28.6%	81,526	47.3%	73,364	63.7%	35,619	237.2%
	302,443	314,860	-3.9%	317,907	-4.9%	325,759	-7.2%	320,723	-5.7%	218,946	38.1%

YEAR-TO-DATE	Jul-25	Jul-24	25 vs 24	Jul-23	25 vs 23	Jul-22	25 vs 22	Jul-21	25 vs 21	Jul-20	25 vs 20
Downtown	936,642	1,002,524	-6.6%	1,063,829	-7.4%	1,120,147	-6.7%	1,096,524	18.5%	804,501	33.5%
Old Town/Ski Area	832,950	834,112	-0.1%	927,443	6.1%	866,524	67.3%	532,305	97.3%	467,128	17.0%
In County	52,840	51,716	2.2%	76,269	44.7%	58,760	10.6%	78,361	64.7%	49,495	39.9%
Outside County	852,038	719,041	18.5%	648,699	1.7%	634,215	41.5%	439,652	106.5%	275,712	103.7%
	2,674,470	2,607,393	2.6%	2,716,240	-1.5%	2,679,646	-0.2%	2,146,842	24.6%	1,596,836	67.5%

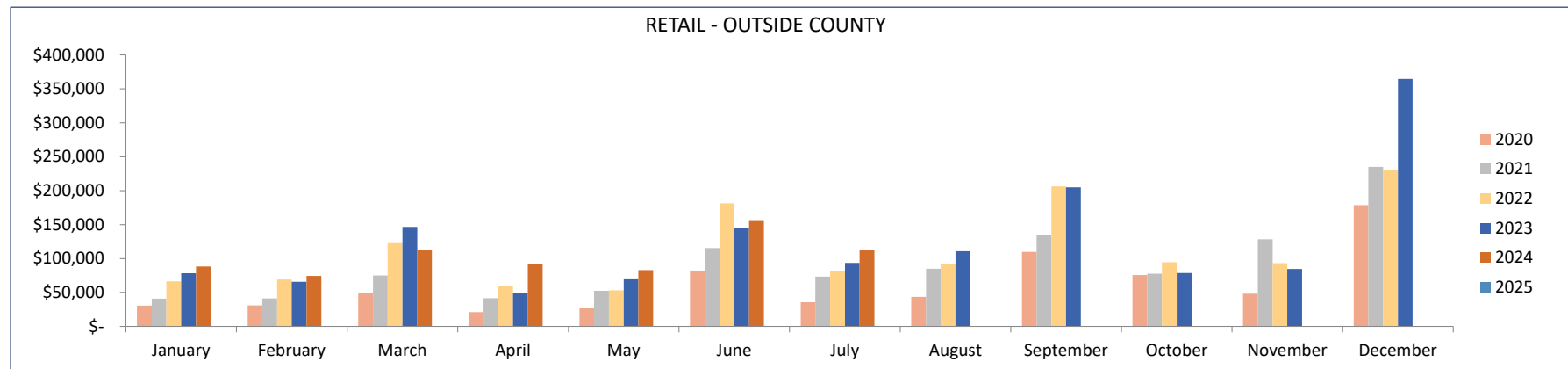
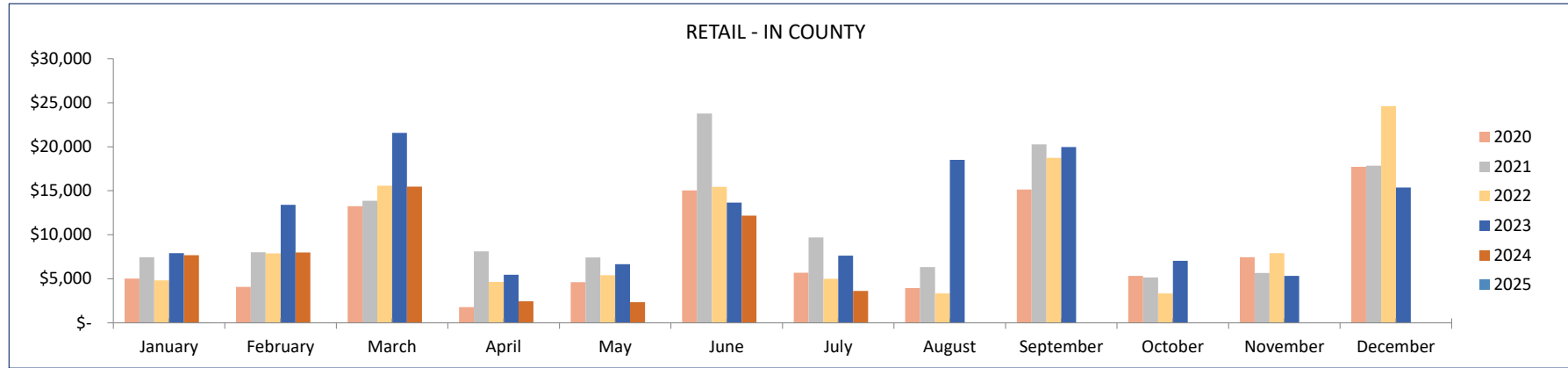
RETAIL - DOWNTOWN



RETAIL - OLD TOWN/SKI AREA



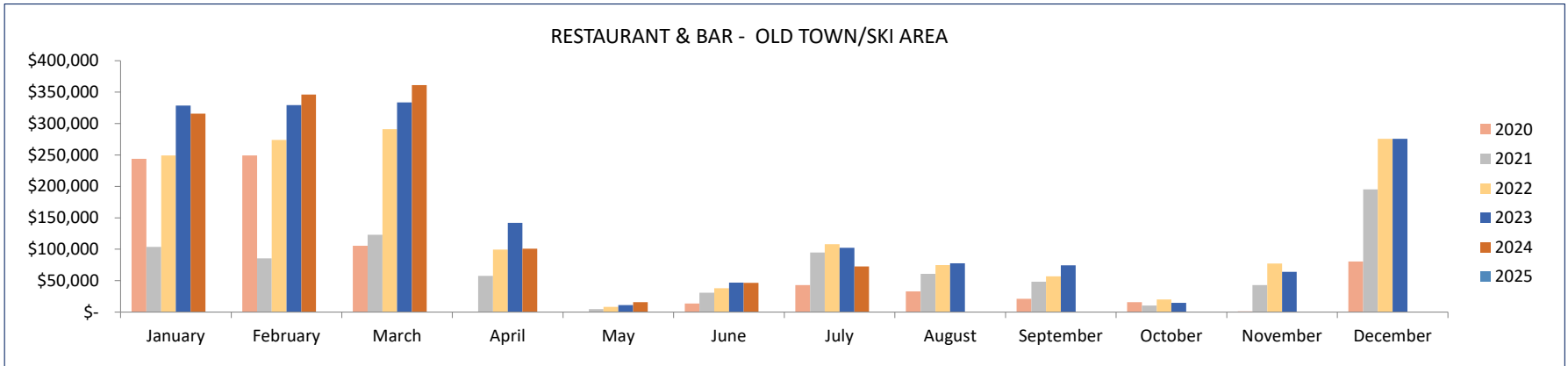
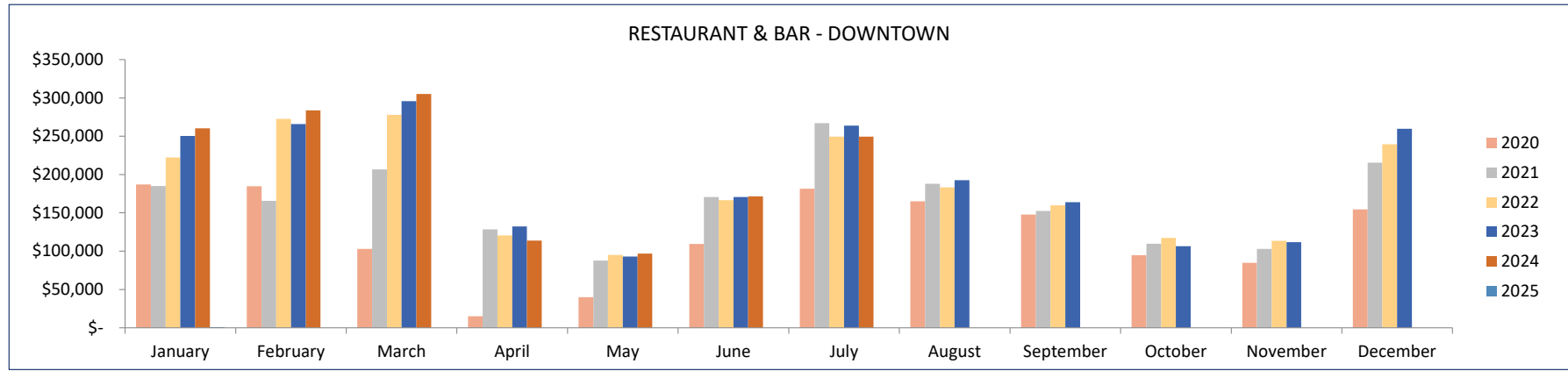
RETAIL - CONTINUED



RESTAURANT & BAR

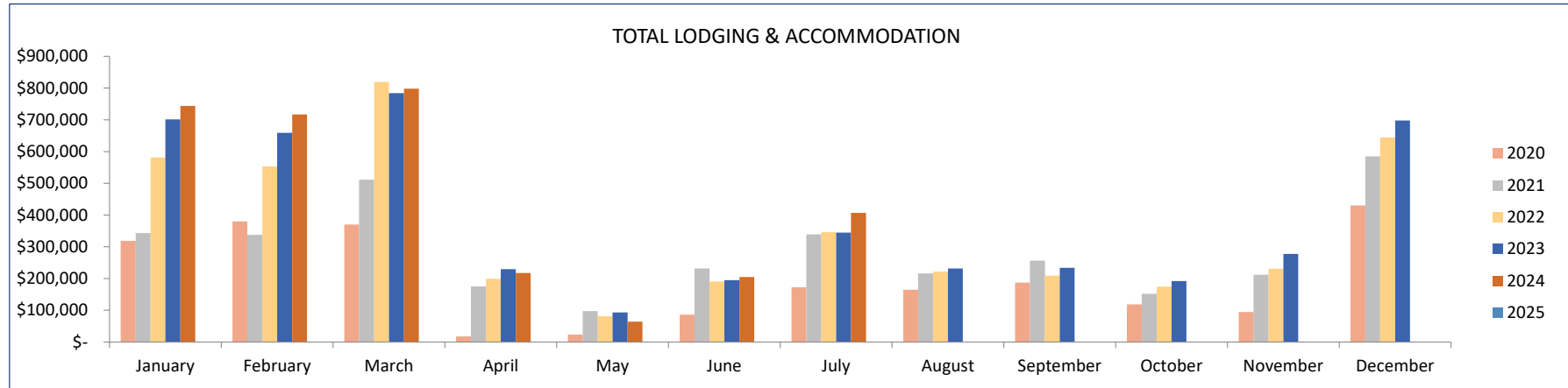
MONTH	Jul-25	Jul-24	25 vs 24	Jul-23	25 vs 23	Jul-22	25 vs 22	Jul-21	25 vs 21	Jul-20	25 vs 20
Downtown	233,375	249,557	-6.5%	263,843	-11.5%	249,336	-6.4%	267,160	-12.6%	44,014	430.2%
Old Town/Ski Area	78,379	72,691	7.8%	102,451	-23.5%	108,054	-27.5%	94,891	-17.4%	181,627	-56.8%
	311,754	322,248	-3.3%	366,294	-14.9%	357,390	-12.8%	362,051	-13.9%	43,086	623.6%

YEAR-TO-DATE	Jul-25	Jul-24	25 vs 24	Jul-23	25 vs 23	Jul-22	25 vs 22	Jul-21	25 vs 21	Jul-20	25 vs 20
Downtown	1,466,913	1,481,021	-1.0%	1,471,576	-0.3%	1,404,296	4.5%	1,211,306	21.1%	820,796	78.7%
Old Town/Ski Area	1,270,560	1,258,791	0.9%	1,294,301	-1.8%	1,067,777	19.0%	500,369	153.9%	656,052	93.7%
	2,737,473	2,739,812	-0.1%	2,765,877	-1.0%	2,472,073	10.7%	1,711,675	59.9%	1,476,848	85.4%



LODGING & ACCOMMODATION

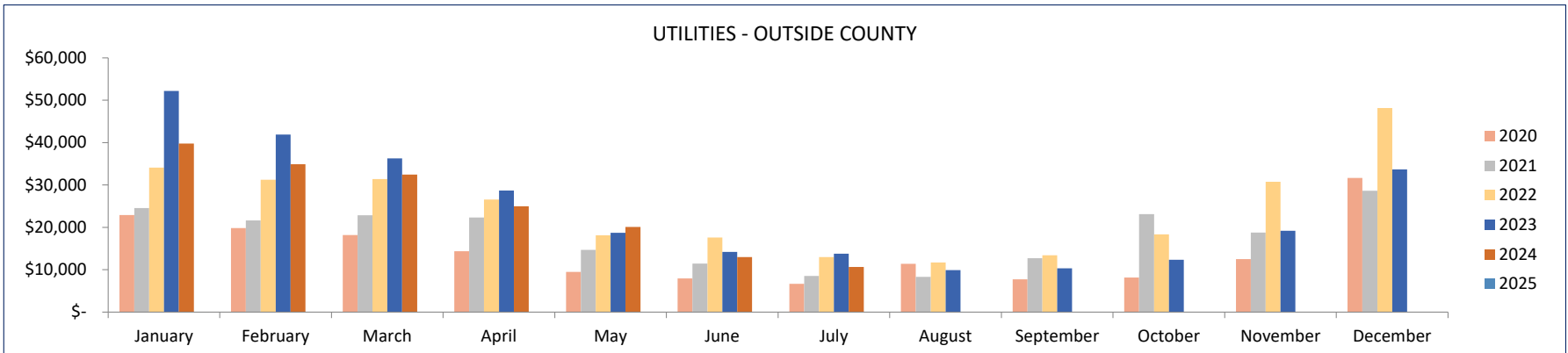
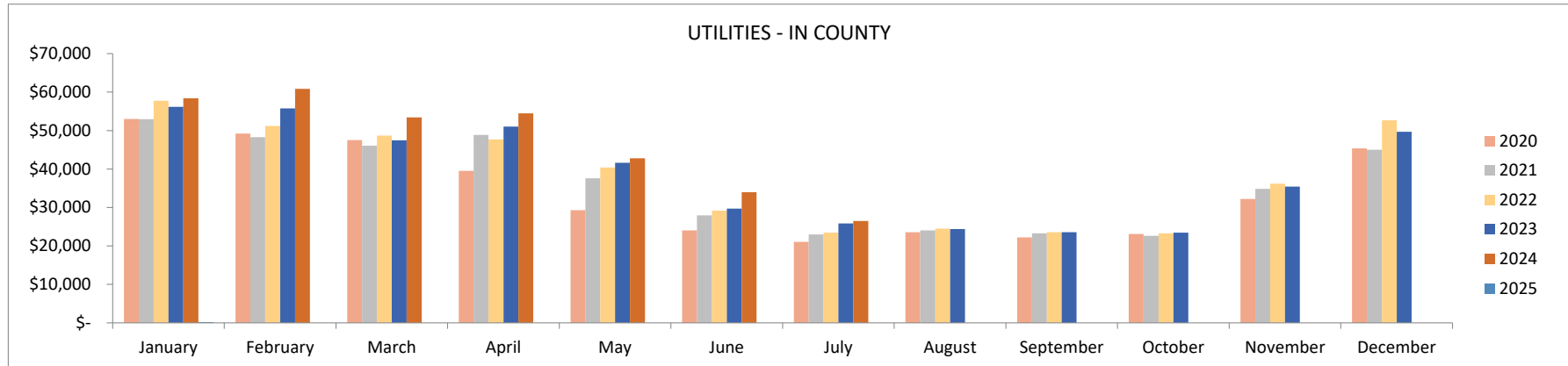
	<u>Jul-25</u>	<u>Jul-24</u>	<u>25 vs 24</u>	<u>Jul-23</u>	<u>25 vs 23</u>	<u>Jul-22</u>	<u>25 vs 22</u>	<u>Jul-21</u>	<u>25 vs 21</u>	<u>Jul-20</u>	<u>25 vs 20</u>
MONTH	393,686	406,586	-3.2%	344,482	14.3%	346,145	13.7%	339,104	16.1%	172,630	128.1%
	<u>Jul-25</u>	<u>Jul-24</u>	<u>25 vs 24</u>	<u>Jul-23</u>	<u>25 vs 23</u>	<u>Jul-22</u>	<u>25 vs 22</u>	<u>Jul-21</u>	<u>25 vs 21</u>	<u>Jul-20</u>	<u>25 vs 20</u>
YEAR-TO-DATE	3,820,023	3,152,083	21.2%	3,006,631	27.1%	2,770,560	37.9%	2,034,554	87.8%	1,368,284	179.2%



UTILITIES

MONTH	Jul-25	Jul-24	25 vs 24	Jul-23	25 vs 23	Jul-22	25 vs 22	Jul-21	25 vs 21	Jul-20	25 vs 20
In County	30,331	26,501	14.5%	25,843	17.4%	23,444	29.4%	23,000	31.9%	21,056	44.0%
Outside County	12,334	10,677	15.5%	13,799	-10.6%	13,001	-5.1%	8,511	44.9%	6,668	85.0%
	42,665	37,177	14.8%	39,642	7.6%	36,445	17.1%	31,511	35.4%	27,724	53.9%

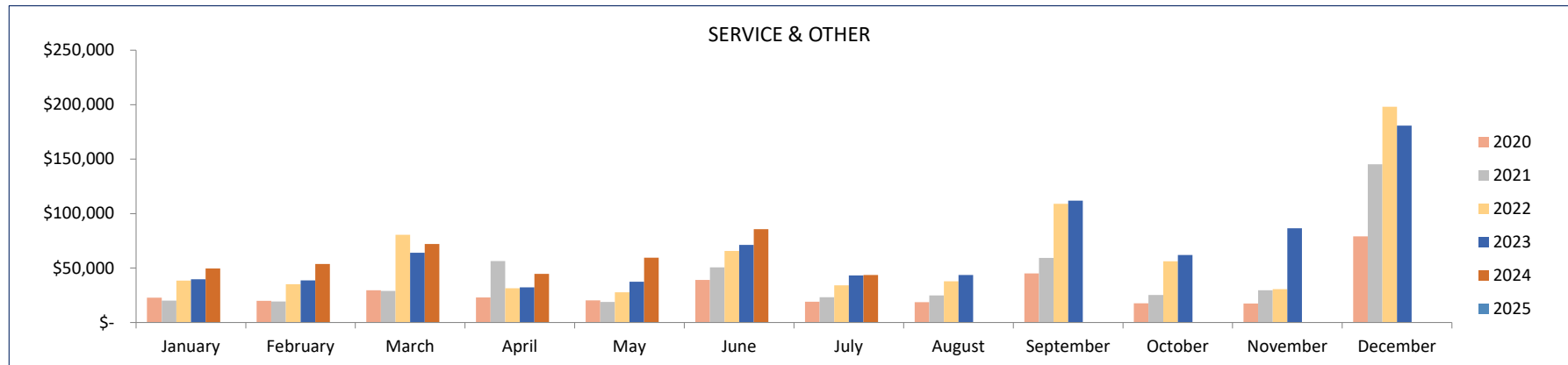
YEAR-TO-DATE	Jul-25	Jul-24	25 vs 24	Jul-23	25 vs 23	Jul-22	25 vs 22	Jul-21	25 vs 21	Jul-20	25 vs 20
In County	367,597	330,378	11.3%	307,503	19.5%	298,369	23.2%	284,632	29.1%	263,676	39.4%
Outside County	182,050	175,832	3.5%	205,749	-11.5%	172,000	5.8%	126,027	44.5%	99,429	83.1%
	549,647	506,209	8.6%	513,252	7.1%	470,369	16.9%	410,659	33.8%	363,105	51.4%



SERVICE & OTHER

MONTH	Jul-25	Jul-24	25 vs 24	Jul-23	25 vs 23	Jul-22	25 vs 22	Jul-21	25 vs 21	Jul-20	25 vs 20
Downtown	9,223	541	1606.0%	130	6994.3%	43	21347.9%	129	7049.3%	25	36790.3%
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	2,720	5,775	-52.9%	6,735	-59.6%	750	262.7%	1,009	169.6%	331	721.8%
Outside County	50,855	34,514	47.3%	33,757	50.6%	30,563	66.4%	19,404	162.1%	16,050	216.9%
	65,469	43,502	50.5%	43,294	51.2%	34,028	92.4%	23,214	182.0%	19,078	243.2%

YEAR-TO-DATE	Jul-25	Jul-24	25 vs 24	Jul-23	25 vs 23	Jul-22	25 vs 22	Jul-21	25 vs 21	Jul-20	25 vs 20
Downtown	37,032	21,262	74.2%	7,943	366.2%	18,731	97.7%	3,224	1048.6%	4,652	696.0%
Old Town/Ski Area	21,113	30,399	-30.5%	18,702	12.9%	18,702	12.9%	18,702	12.9%	18,703	12.9%
In County	26,741	16,897	58.3%	28,583	-6.4%	12,734	110.0%	10,256	160.7%	11,077	141.4%
Outside County	316,975	340,137	-6.8%	271,275	16.8%	262,656	20.7%	185,240	71.1%	139,290	127.6%
	401,861	408,695	-1.7%	326,503	23.1%	312,823	28.5%	217,422	84.8%	173,722	131.3%



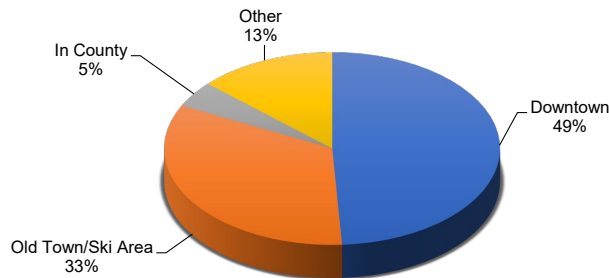
TOTAL TAX BY BUSINESS LOCATION

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.

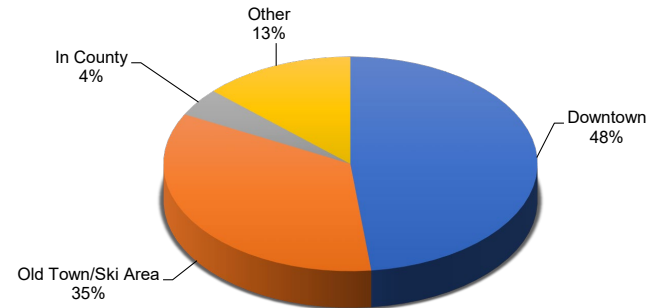
<u>MONTH</u>	<u>Jul-25</u>	<u>Jul-24</u>	<u>25 vs 24</u>	<u>Jul-23</u>	<u>25 vs 23</u>	<u>Jul-22</u>	<u>25 vs 22</u>	<u>Jul-21</u>	<u>25 vs 21</u>	<u>Jul-20</u>	<u>25 vs 20</u>
Downtown	661,244	680,712	-2.9%	627,311	5.4%	655,872	0.8%	687,105	-3.8%	457,133	44.7%
Old Town/Ski Area	231,756	250,066	-7.3%	303,140	-23.5%	289,615	-20.0%	254,452	-8.9%	120,455	92.4%
In County	39,723	35,896	10.7%	40,200	-1.2%	29,191	36.1%	33,761	17.7%	27,156	46.3%
Outside County	183,296	157,700	16.2%	140,969	30.0%	125,090	46.5%	101,285	81.0%	58,337	214.2%
	1,116,019	1,124,373	-0.7%	1,111,620	0.4%	1,099,768	1.5%	1,076,603	3.7%	663,081	68.3%

<u>YEAR-TO-DATE</u>	<u>Jul-25</u>	<u>Jul-24</u>	<u>25 vs 24</u>	<u>Jul-23</u>	<u>25 vs 23</u>	<u>Jul-22</u>	<u>25 vs 22</u>	<u>Jul-21</u>	<u>25 vs 21</u>	<u>Jul-20</u>	<u>25 vs 20</u>
Downtown	4,996,551	4,539,380	10.1%	4,490,177	11.3%	4,449,678	12.3%	3,760,695	32.9%	2,453,886	103.6%
Old Town/Ski Area	3,388,682	3,240,810	4.6%	3,300,231	2.7%	2,817,049	20.3%	1,636,158	107.1%	1,685,900	101.0%
In County	447,178	398,990	12.1%	412,371	8.4%	369,873	20.9%	373,372	19.8%	324,577	37.8%
Outside County	1,351,063	1,235,011	9.4%	1,125,723	20.0%	1,068,871	26.4%	750,924	79.9%	514,431	162.6%
	10,183,474	9,414,190	8.2%	9,328,502	9.2%	8,705,471	17.0%	6,521,149	56.2%	4,978,794	104.5%

2025 - TOTAL TAX REVENUE BY BUSINESS LOCATION

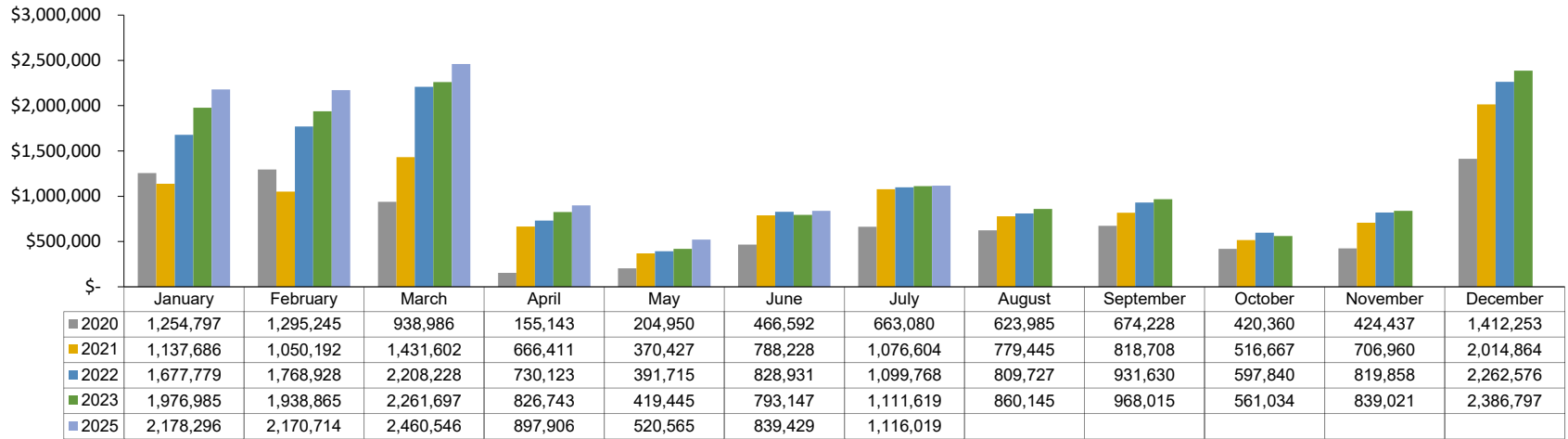


2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION

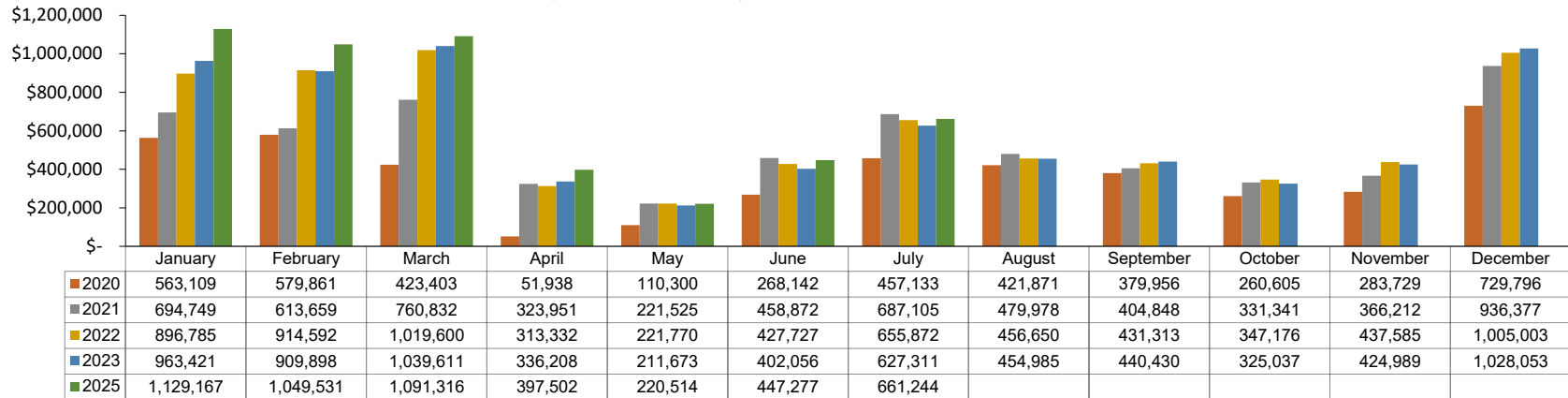


SUPPLEMENTAL INFORMATION

TOTAL - SALES, LODGING & TRANSIT/TRAILS TAX

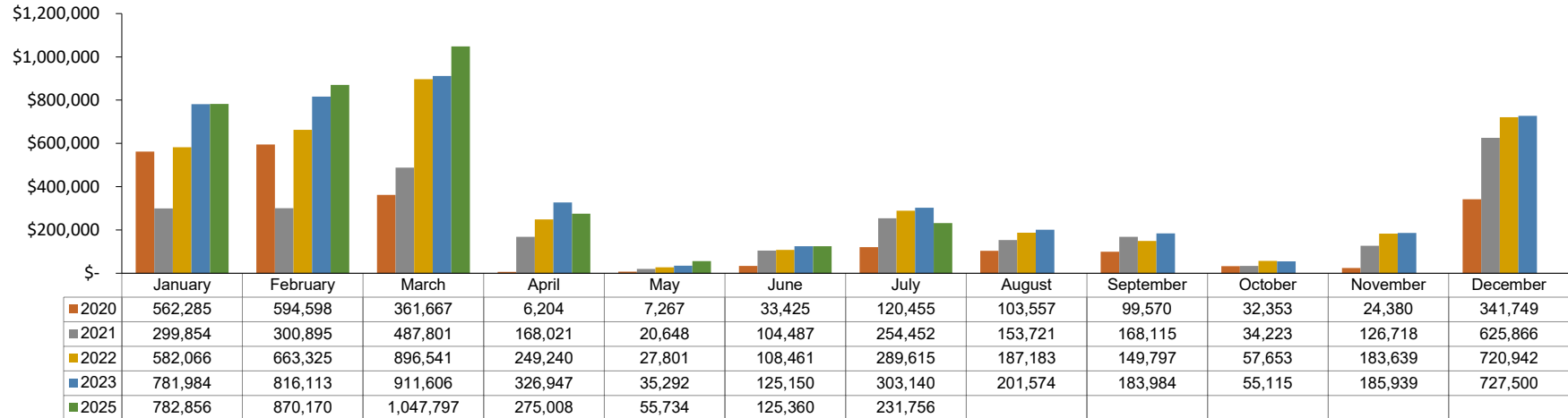


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN

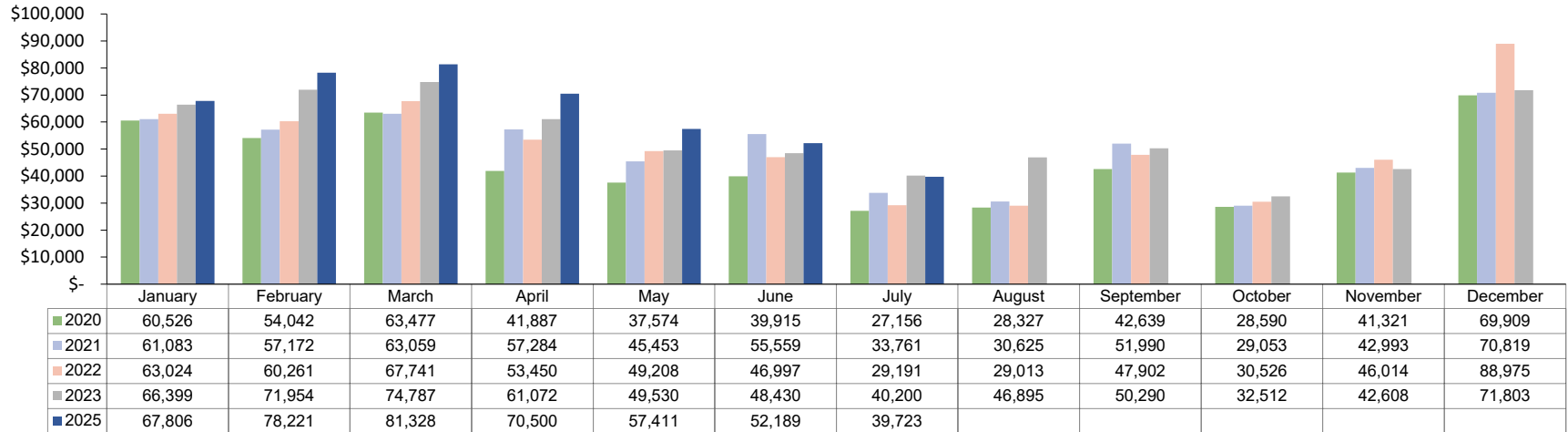


SUPPLEMENTAL INFORMATION - CONTINUED

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

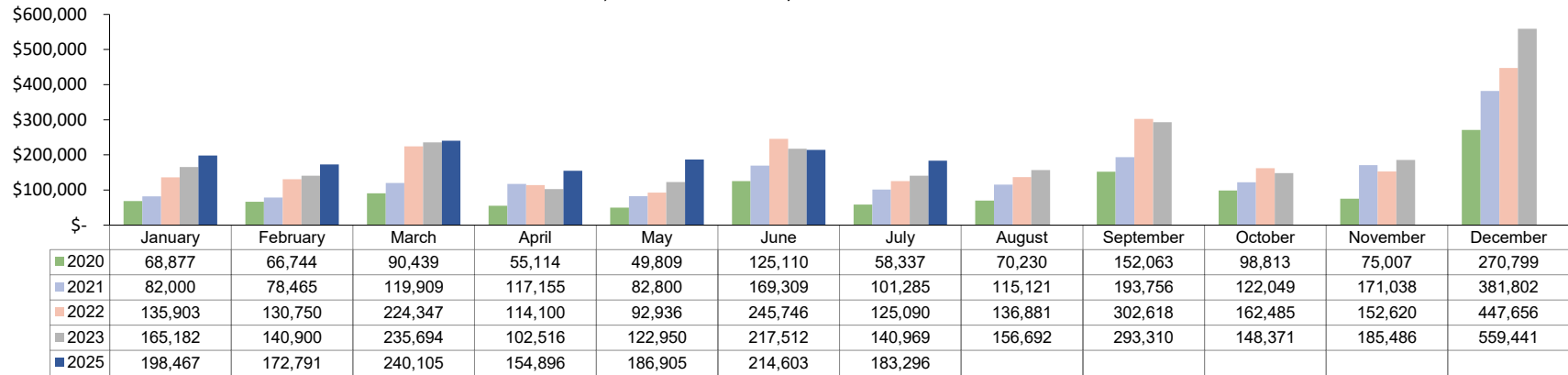


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY

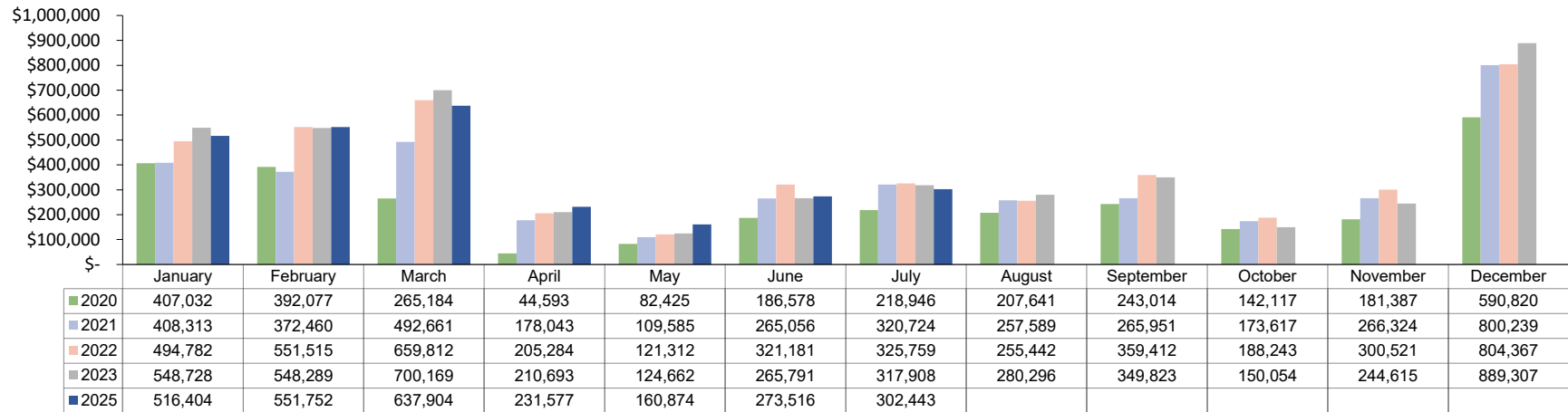


SUPPLEMENTAL INFORMATION - CONTINUED

SALES, LODGING & TRANSIT/TRAILS - TOTAL OUTSIDE COUNTY

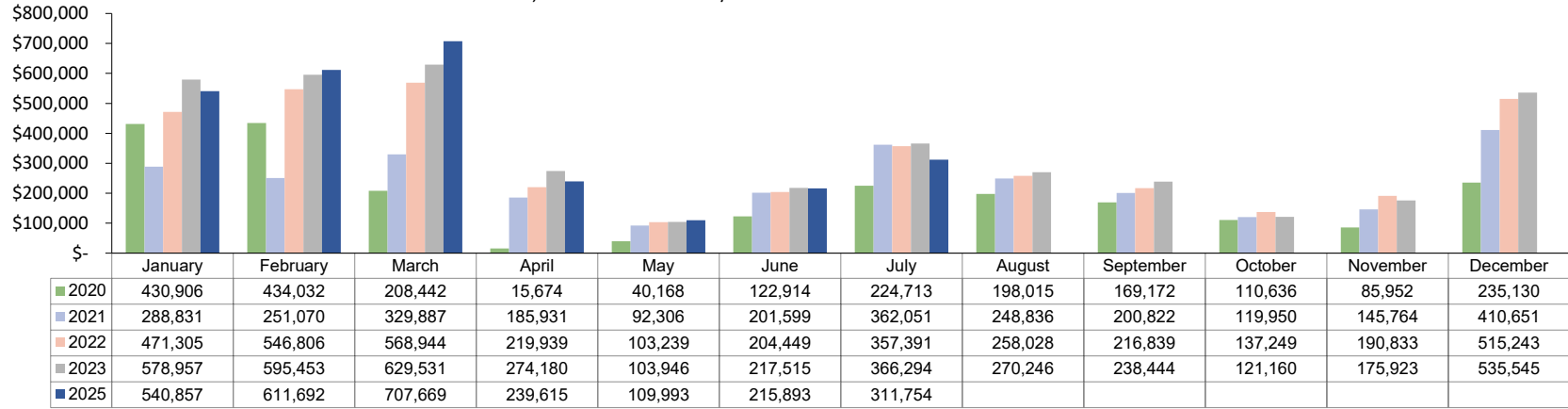


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL



SUPPLEMENTAL INFORMATION - CONTINUED

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



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

