



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

SUMMARY

Month: Total sales tax revenue for the month of September, 2025, increased by 1% (\$11K) vs. the same period of the prior year. This net increase was primarily due to a 6% (\$20K) increase in the Retail sector, 16% (\$15K) increase in Service/Other sector and a net decrease of 10% (\$24K) in Lodging & Accommodation.

Excluding the impact of the Lodging Tax increase, total sales tax revenue increased by 1.2% (\$11k), primarily due to an 10% (\$24k) decrease in the Lodging & Accommodation sector, offset by an increase of 5% (\$20k) in the Retail Sector and an increase of 16% (\$15k) in Service and Other sector and other less material variances.

YTD : On a year-to-date basis, total sales tax revenue increased by less than 1% (\$85K) vs. the same period of the prior year. This net increase was primarily due to a 3% (\$106K) increase in the Retail sector, 2% (\$12K) increase in Service/Other sector and a net decrease of 4% (\$157K) in Lodging & Accommodation.

Excluding the impact of the Lodging Tax increase, total sales tax revenue increased by less than 1% (\$85k), primarily due to a 3% (\$73K) increase in the Restaurant & Bar sector.

PRIOR YEAR COMPARISONS - MONTH

Description	Sep-25	Sep-24	25 vs 24	Sep-23	25 vs 23	Sep-22	25 vs 22	Sep-21	25 vs 21	Sep-20	25 vs 20
Non-Lodging Sales (5%)	791,465	587,396	34.7%	556,710	42.2%	515,883	53.4%	401,441	97.2%	363,944	117.5%
Lodging Sales (5%, 7% Jul-24 fwd.)	145,841	142,432	2.4%	165,550	-11.9%	149,567	-2.5%	183,351	-20.5%	117,647	24.0%
Sub Total	937,306	729,828	28.4%	722,260	29.8%	665,450	40.9%	584,792	60.3%	481,591	94.6%
Transit & Trails Tax (2%)	67,738	264,037	-74.3%	245,756	-72.4%	266,180	-74.6%	233,917	-71.0%	192,636	-64.8%
Total	1,005,044	993,865	1.1%	968,015	3.8%	931,630	7.9%	818,709	22.8%	674,227	49.1%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE

Description	Sep-25	Sep-24	25 vs 24	Sep-23	25 vs 23	Sep-22	25 vs 22	Sep-21	25 vs 21	Sep-20	25 vs 20
Non-Lodging Sales (5%)	6,326,843	6,064,838	4.3%	5,488,757	15.3%	5,324,390	18.8%	4,192,057	50.9%	3,388,583	86.7%
Lodging Sales (5%, 7% Jul-24 fwd.)	2,437,422	2,029,579	20.1%	2,480,287	-1.7%	2,137,631	14.0%	1,607,446	51.6%	1,094,993	122.6%
Sub Total	8,764,265	8,094,417	8.3%	7,969,044	10.0%	7,462,021	17.5%	5,799,503	51.1%	4,483,576	95.5%
Transit & Trails Tax (2%)	3,420,282	3,237,767	5.6%	3,187,618	7.3%	2,984,808	14.6%	2,319,801	47.4%	1,793,430	90.7%
Total	12,184,546	11,332,184	7.5%	11,156,661	9.2%	10,446,829	16.6%	8,119,304	50.1%	6,277,006	94.1%

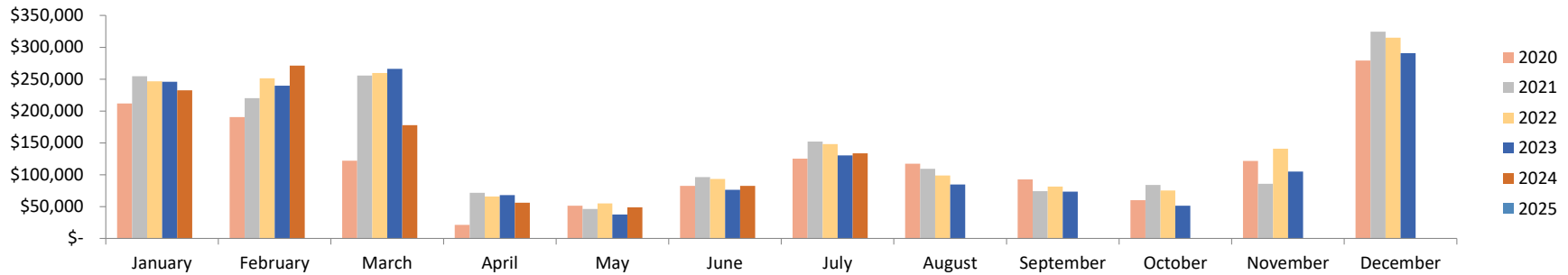
COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

RETAIL

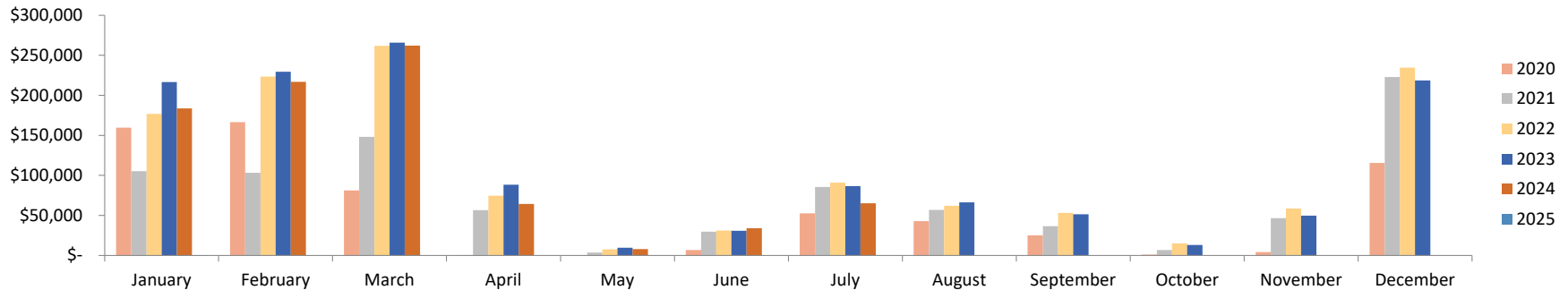
MONTH	Sep-25	Sep-24	25 vs 24	Sep-23	25 vs 23	Sep-22	25 vs 22	Sep-21	25 vs 21	Sep-20	25 vs 20
Downtown	62,724	77,831	-19.4%	73,467	-14.6%	81,224	-22.8%	74,151	-15.4%	92,675	-32.3%
Old Town/Ski Area	35,914	37,945	-5.4%	51,507	-30.3%	53,318	-32.6%	36,445	-1.5%	25,250	42.2%
In County	29,534	36,127	-18.2%	19,951	48.0%	18,729	57.7%	20,259	45.8%	15,132	95.2%
Outside County	242,989	199,468	21.8%	204,899	18.6%	206,142	17.9%	135,096	79.9%	109,957	121.0%
	371,161	351,372	5.6%	349,823	6.1%	359,413	3.3%	265,951	39.6%	243,014	52.7%

YEAR-TO-DATE	Sep-25	Sep-24	25 vs 24	Sep-23	25 vs 23	Sep-22	25 vs 22	Sep-21	25 vs 21	Sep-20	25 vs 20
Downtown	1,101,132	1,176,803	-6.4%	1,221,956	-7.4%	1,300,170	-6.7%	1,280,147	18.5%	1,014,273	33.5%
Old Town/Ski Area	931,194	923,616	0.8%	1,045,200	6.1%	981,982	67.3%	625,525	97.3%	535,283	17.0%
In County	87,501	91,750	-4.6%	114,717	44.7%	80,837	10.6%	104,959	64.7%	68,576	39.9%
Outside County	1,201,865	1,024,936	17.3%	964,485	1.7%	931,512	41.5%	659,750	106.5%	429,359	103.7%
	3,321,692	3,217,105	3.3%	3,346,359	-0.7%	3,294,501	0.8%	2,670,381	24.4%	2,047,491	62.2%

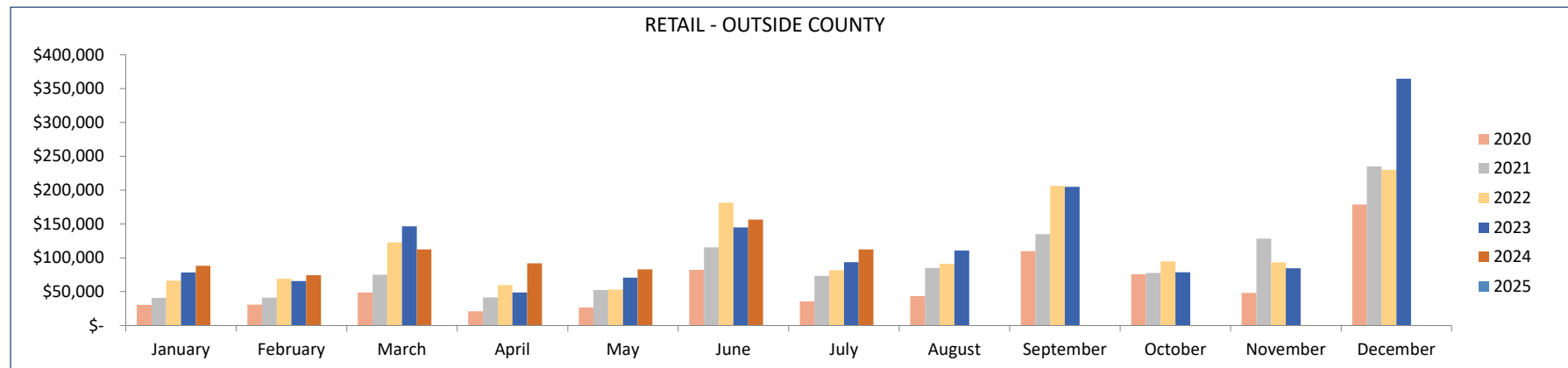
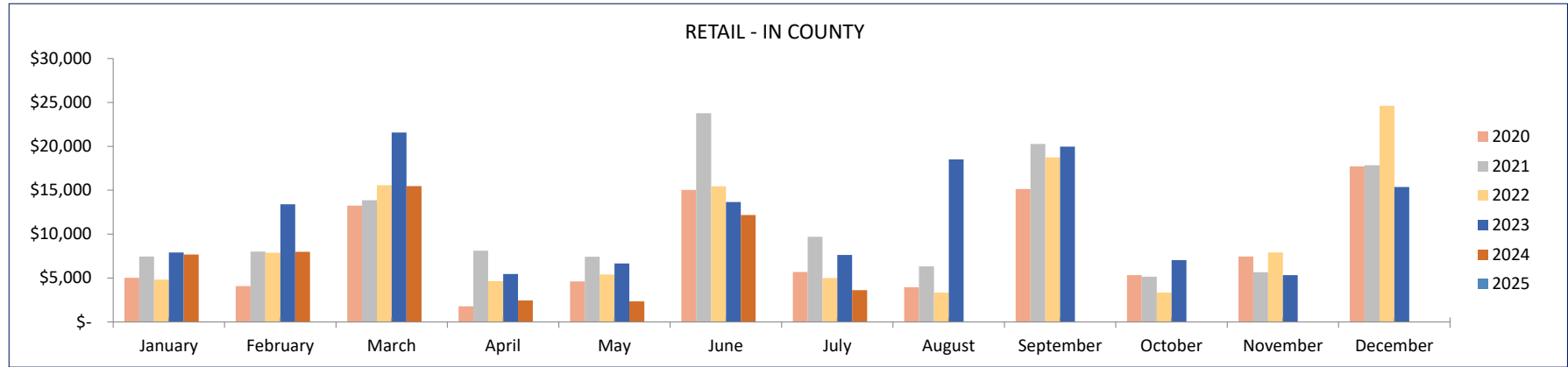
RETAIL - DOWNTOWN



RETAIL - OLD TOWN/SKI AREA



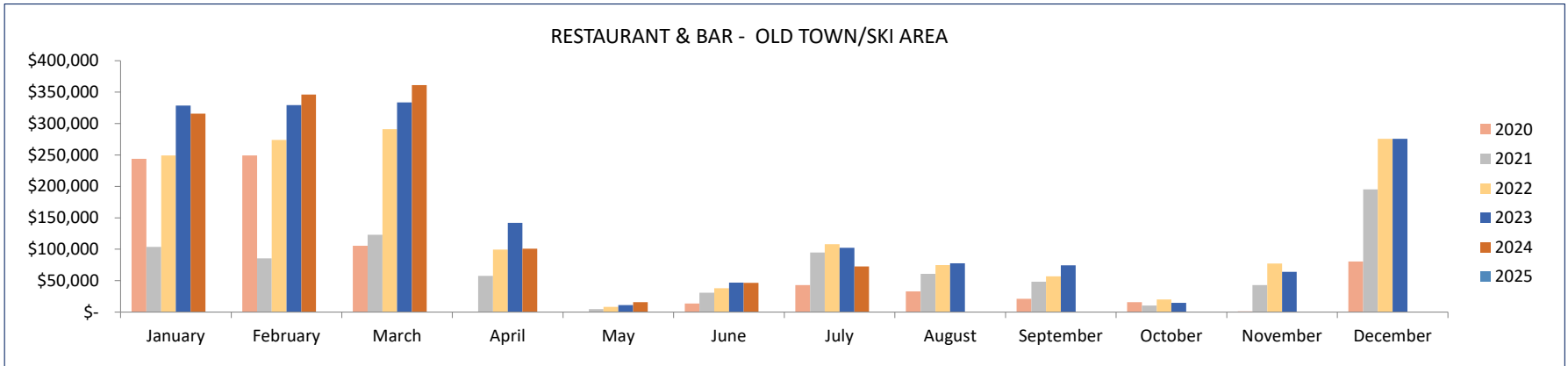
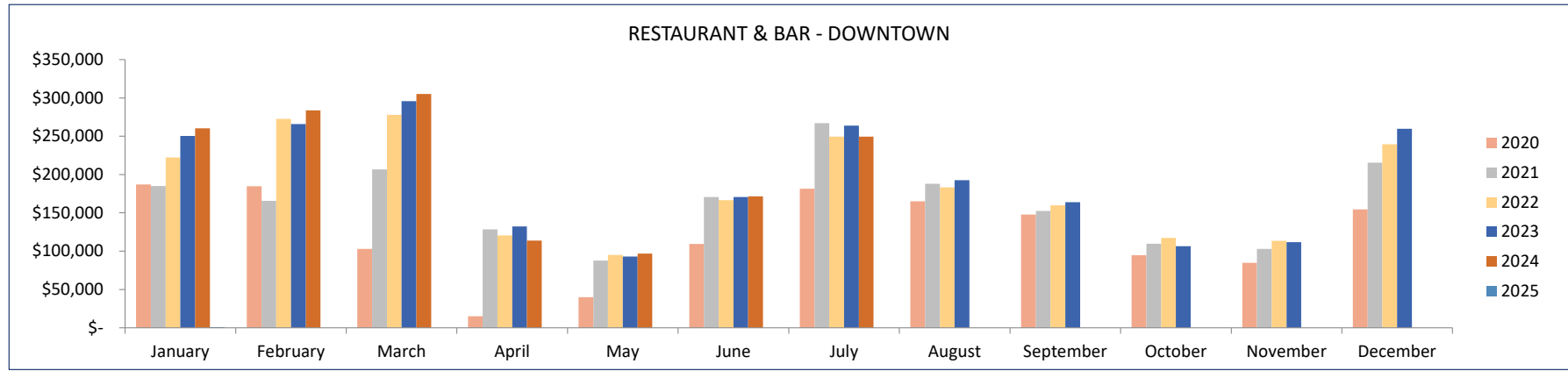
RETAIL - CONTINUED



RESTAURANT & BAR

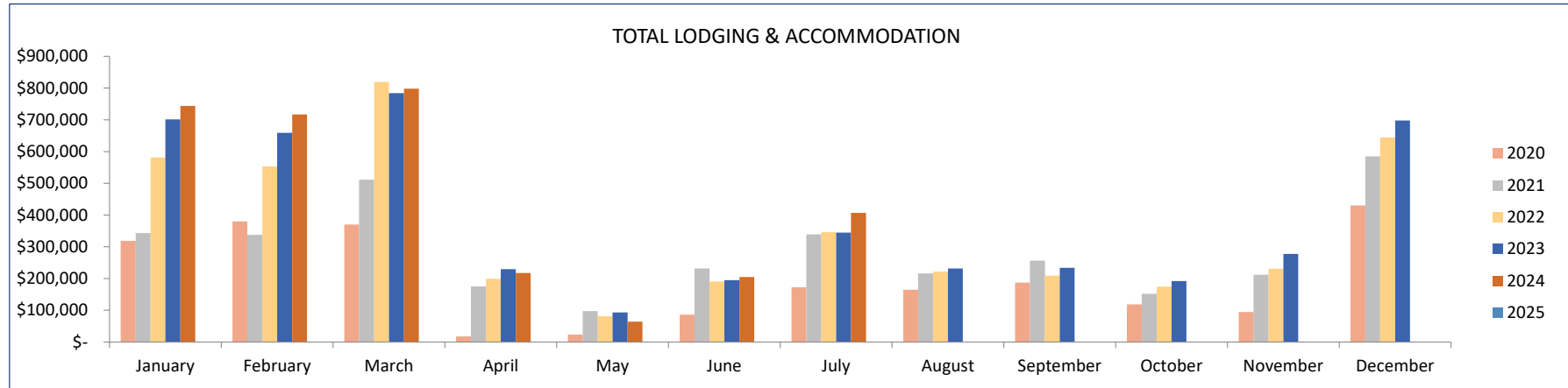
MONTH	Sep-25	Sep-24	25 vs 24	Sep-23	25 vs 23	Sep-22	25 vs 22	Sep-21	25 vs 21	Sep-20	25 vs 20
Downtown	158,642	159,845	-0.8%	163,855	-3.2%	159,834	-0.7%	152,523	4.0%	147,898	7.3%
Old Town/Ski Area	56,388	60,314	-6.5%	74,589	-24.4%	57,005	-1.1%	48,300	16.7%	21,275	165.0%
	215,029	220,159	-2.3%	238,444	-9.8%	216,839	-0.8%	200,823	7.1%	169,173	27.1%

YEAR-TO-DATE	Sep-25	Sep-24	25 vs 24	Sep-23	25 vs 23	Sep-22	25 vs 22	Sep-21	25 vs 21	Sep-20	25 vs 20
Downtown	1,868,529	1,843,526	1.4%	1,827,945	2.2%	1,747,515	6.9%	1,551,678	20.4%	1,133,831	64.8%
Old Town/Ski Area	1,415,040	1,387,548	2.0%	1,446,623	-2.2%	1,199,425	18.0%	609,655	132.1%	710,205	99.2%
	3,283,569	3,231,074	1.6%	3,274,567	0.3%	2,946,940	11.4%	2,161,333	51.9%	1,844,036	78.1%



LODGING & ACCOMMODATION

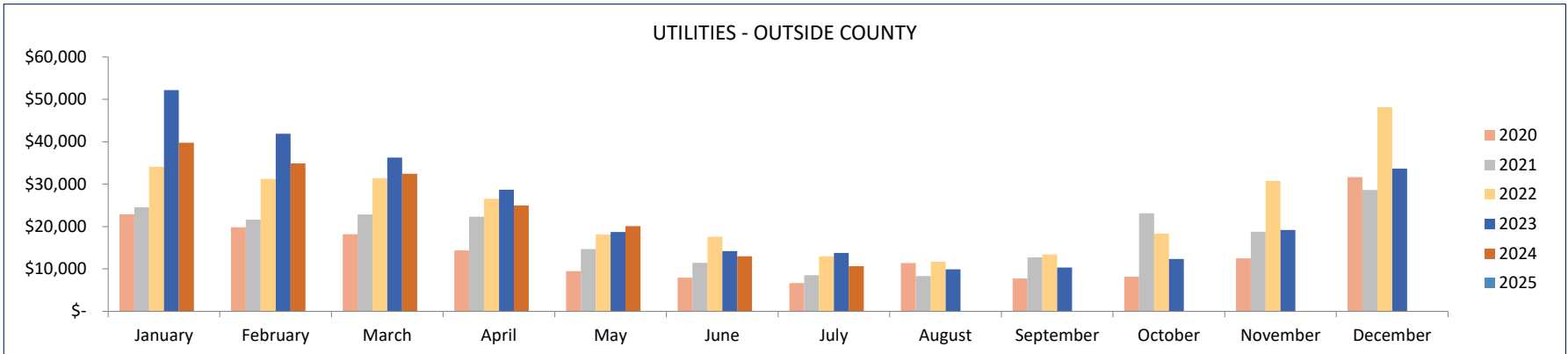
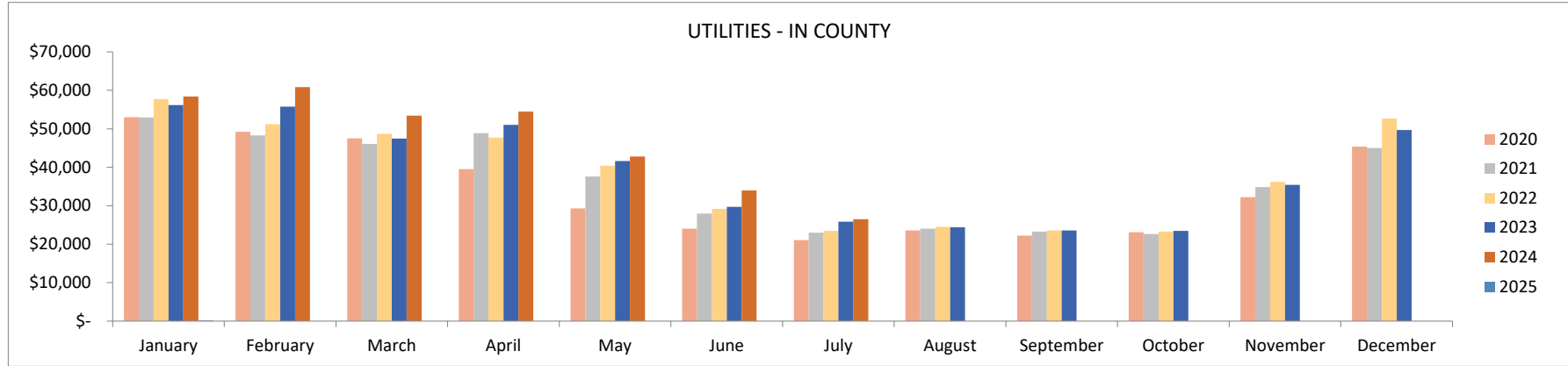
	Sep-25	Sep-24	25 vs 24	Sep-23	25 vs 23	Sep-22	25 vs 22	Sep-21	25 vs 21	Sep-20	25 vs 20
MONTH	262,515	287,075	-8.6%	234,001	12.2%	209,394	25.4%	256,691	2.3%	187,053	40.3%
YEAR-TO-DATE	4,387,359	3,758,180	16.7%	3,472,402	26.3%	3,202,077	37.0%	2,507,115	75.0%	1,720,043	155.1%



UTILITIES

MONTH	Sep-25	Sep-24	25 vs 24	Sep-23	25 vs 23	Sep-22	25 vs 22	Sep-21	25 vs 21	Sep-20	25 vs 20
In County	30,188	26,574	13.6%	23,588	28.0%	23,592	28.0%	23,264	29.8%	22,224	35.8%
Outside County	11,642	9,861	18.1%	10,342	12.6%	13,388	-13.0%	12,700	-8.3%	7,728	50.6%
	41,830	36,435	14.8%	33,931	23.3%	36,980	13.1%	35,964	16.3%	29,952	39.7%

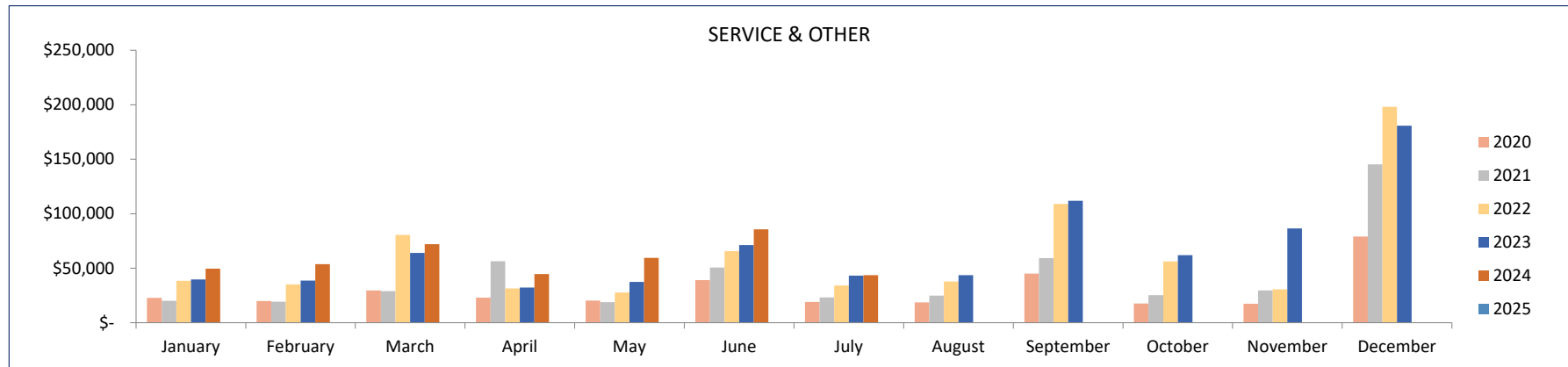
YEAR-TO-DATE	Sep-25	Sep-24	25 vs 24	Sep-23	25 vs 23	Sep-22	25 vs 22	Sep-21	25 vs 21	Sep-20	25 vs 20
In County	428,604	384,409	11.5%	355,467	20.6%	346,467	23.7%	331,906	29.1%	309,471	38.5%
Outside County	203,373	194,842	4.4%	226,008	-10.0%	197,127	3.2%	147,072	38.3%	118,574	71.5%
	631,977	579,251	9.1%	581,475	8.7%	543,594	16.3%	478,978	31.9%	428,045	47.6%



SERVICE & OTHER

<u>MONTH</u>	<u>Sep-25</u>	<u>Sep-24</u>	<u>25 vs 24</u>	<u>Sep-23</u>	<u>25 vs 23</u>	<u>Sep-22</u>	<u>25 vs 22</u>	<u>Sep-21</u>	<u>25 vs 21</u>	<u>Sep-20</u>	<u>25 vs 20</u>
Downtown	20,489	9,419	117.5%	24,497	-16.4%	17,462	17.3%	2,241	814.3%	2,729	650.8%
Old Town/Ski Area	3,144	2,821	11.4%	2,672	17.7%	2,874	9.4%	2,672	17.7%	2,672	17.7%
In County	6,040	13,364	-54.8%	6,578	-8.2%	5,581	8.2%	8,408	-28.2%	5,258	14.9%
Outside County	84,836	73,221	15.9%	78,069	8.7%	83,088	2.1%	45,959	84.6%	34,377	146.8%
	114,509	98,825	15.9%	111,817	2.4%	109,005	5.0%	59,280	93.2%	45,036	154.3%

<u>YEAR-TO-DATE</u>	<u>Sep-25</u>	<u>Sep-24</u>	<u>25 vs 24</u>	<u>Sep-23</u>	<u>25 vs 23</u>	<u>Sep-22</u>	<u>25 vs 22</u>	<u>Sep-21</u>	<u>25 vs 21</u>	<u>Sep-20</u>	<u>25 vs 20</u>
Downtown	59,113	30,740	92.3%	33,438	76.8%	36,264	63.0%	5,554	964.3%	7,422	696.5%
Old Town/Ski Area	26,929	35,891	-25.0%	24,045	12.0%	24,247	11.1%	24,045	12.0%	24,046	12.0%
In County	34,542	34,973	-1.2%	39,144	-11.8%	19,474	77.4%	18,924	82.5%	17,133	101.6%
Outside County	439,366	444,973	-1.3%	385,231	14.1%	379,732	15.7%	252,974	73.7%	188,790	132.7%
	559,949	546,577	2.4%	481,858	16.2%	459,717	21.8%	301,497	85.7%	237,391	135.9%



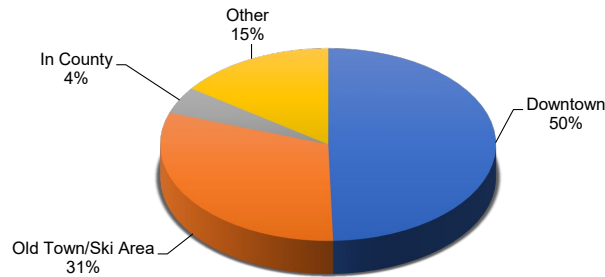
TOTAL TAX BY BUSINESS LOCATION

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.

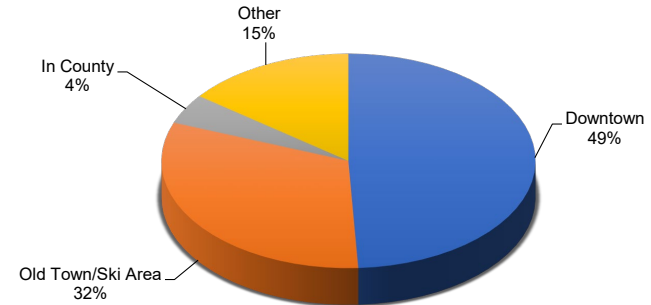
<u>MONTH</u>	<u>Sep-25</u>	<u>Sep-24</u>	<u>25 vs 24</u>	<u>Sep-23</u>	<u>25 vs 23</u>	<u>Sep-22</u>	<u>25 vs 22</u>	<u>Sep-21</u>	<u>25 vs 21</u>	<u>Sep-20</u>	<u>25 vs 20</u>
Downtown	453,581	485,554	-6.6%	440,430	3.0%	431,313	5.2%	404,848	12.0%	379,956	19.4%
Old Town/Ski Area	146,234	149,696	-2.3%	183,984	-20.5%	149,797	-2.4%	168,115	-13.0%	99,570	46.9%
In County	65,762	76,065	-13.5%	50,290	30.8%	47,902	37.3%	51,990	26.5%	42,639	54.2%
Outside County	339,467	282,550	20.1%	293,310	15.7%	302,618	12.2%	193,756	75.2%	152,063	123.2%
	1,005,044	993,865	1.1%	968,015	3.8%	931,630	7.9%	818,709	22.8%	674,228	49.1%

<u>YEAR-TO-DATE</u>	<u>Sep-25</u>	<u>Sep-24</u>	<u>25 vs 24</u>	<u>Sep-23</u>	<u>25 vs 23</u>	<u>Sep-22</u>	<u>25 vs 22</u>	<u>Sep-21</u>	<u>25 vs 21</u>	<u>Sep-20</u>	<u>25 vs 20</u>
Downtown	6,035,878	5,570,595	8.4%	5,385,592	12.1%	5,337,642	13.1%	4,645,521	29.9%	3,255,713	85.4%
Old Town/Ski Area	3,753,418	3,585,707	4.7%	3,685,790	1.8%	3,154,029	19.0%	1,957,994	91.7%	1,889,026	98.7%
In County	550,646	511,131	7.7%	509,556	8.1%	446,788	23.2%	455,987	20.8%	395,543	39.2%
Outside County	1,844,604	1,664,751	10.8%	1,575,724	17.1%	1,508,370	22.3%	1,059,801	74.1%	736,724	150.4%
	12,184,546	11,332,185	7.5%	11,156,661	9.2%	10,446,829	16.6%	8,119,303	50.1%	6,277,006	94.1%

2025 - TOTAL TAX REVENUE BY BUSINESS LOCATION

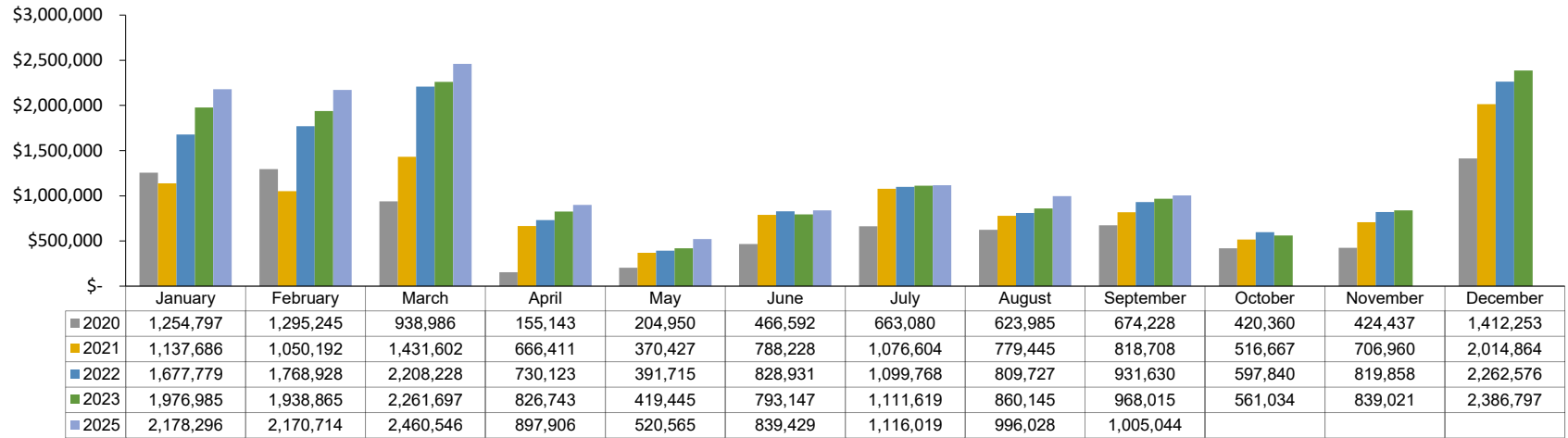


2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION

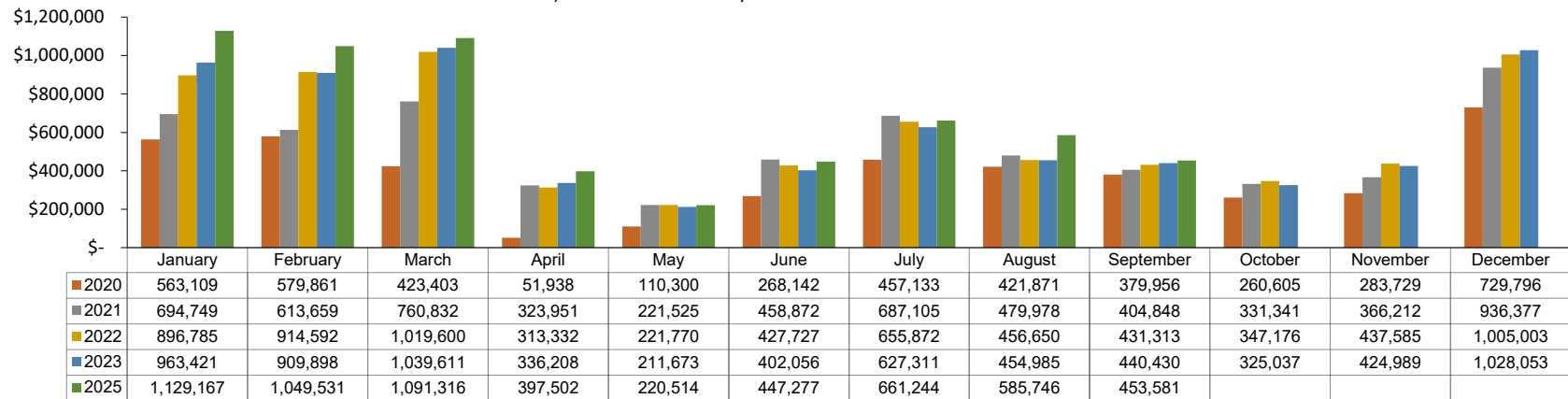


SUPPLEMENTAL INFORMATION

TOTAL - SALES, LODGING & TRANSIT/TRAILS TAX

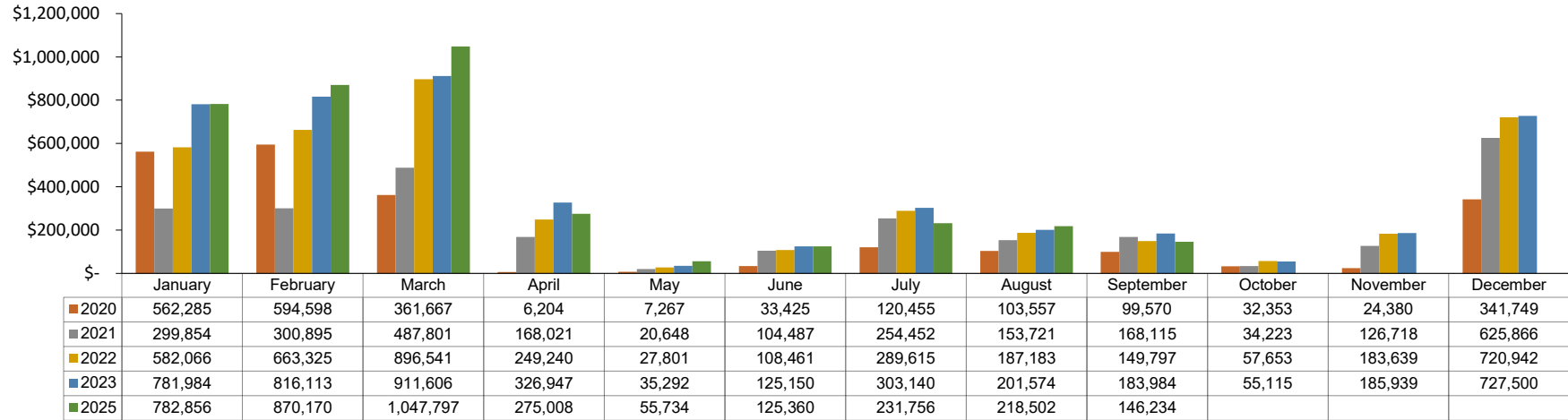


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL DOWNTOWN

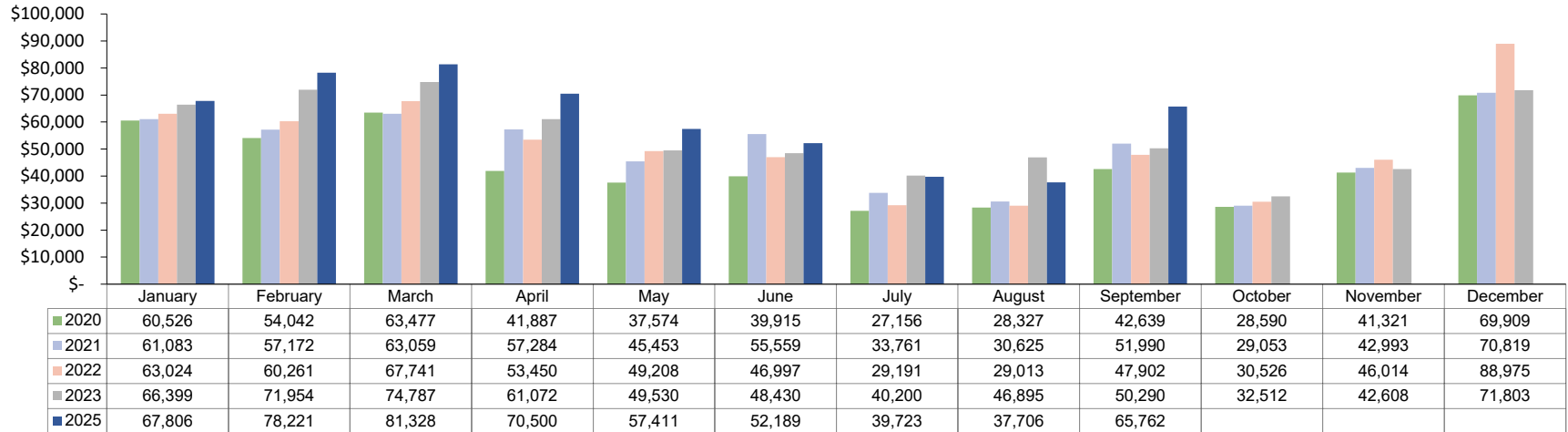


SUPPLEMENTAL INFORMATION - CONTINUED

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

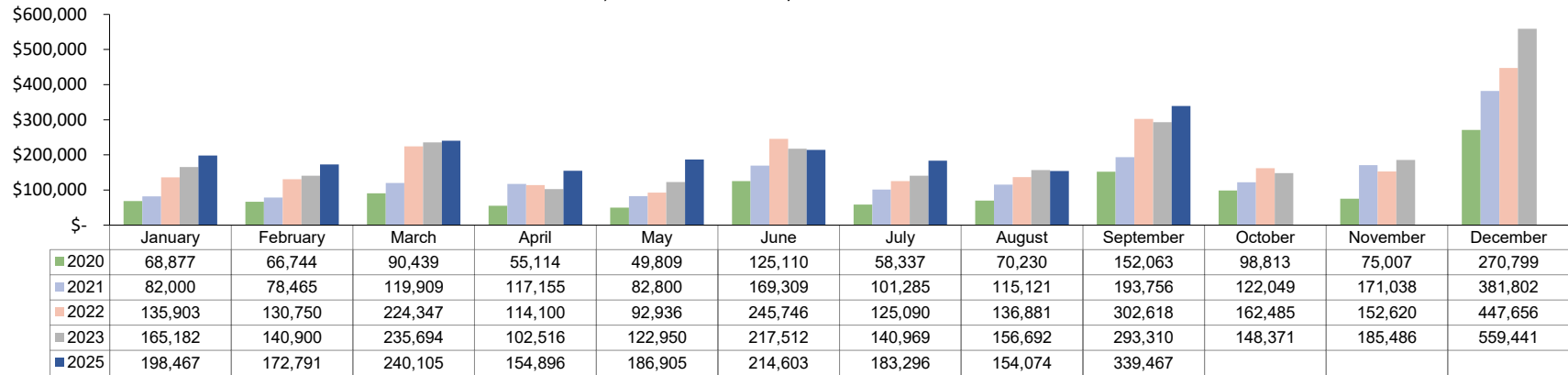


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL IN COUNTY

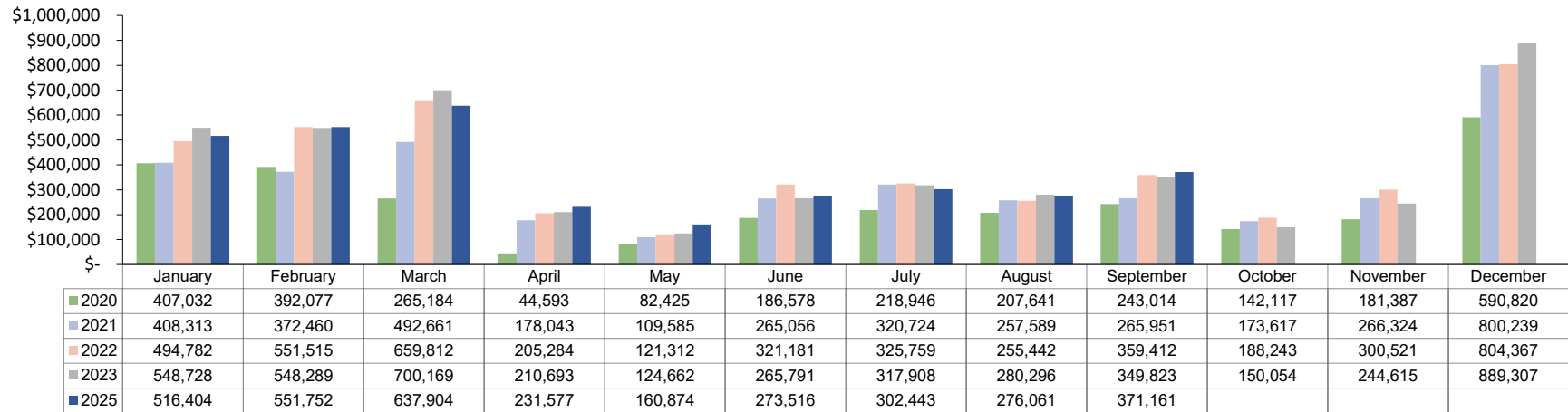


SUPPLEMENTAL INFORMATION - CONTINUED

SALES, LODGING & TRANSIT/TRAILS - TOTAL OUTSIDE COUNTY

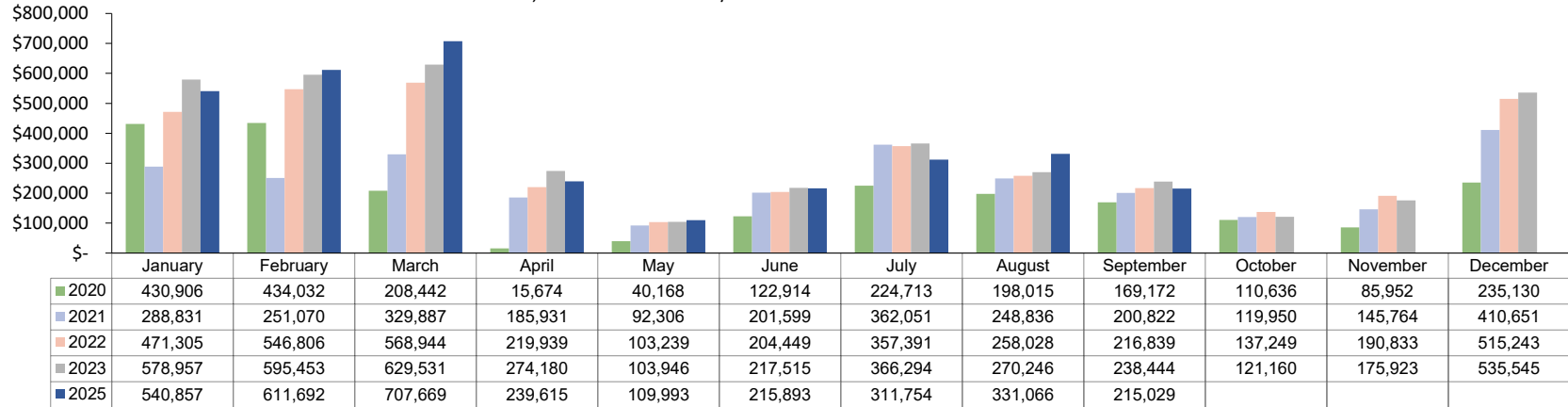


SALES, LODGING & TRANSIT/TRAILS TAX - TOTAL RETAIL



SUPPLEMENTAL INFORMATION - CONTINUED

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



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

