



TOWN OF WINTER PARK, CO

SALES TAX REPORT

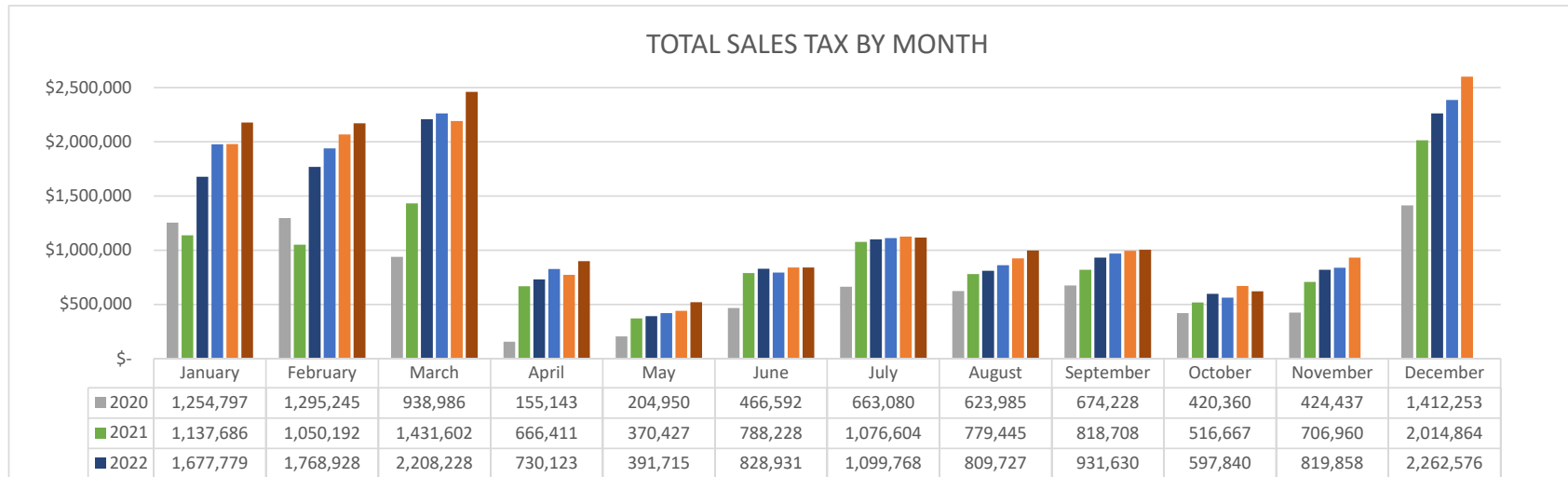
October 2025 Sales

(Collected: November-2025)

SUMMARY	
Month:	Total sales tax revenue for the month of October, 2025, decreased by 7% (\$49K) vs. the same period of the prior year. This net decrease was primarily due to a 27% (\$79K) decrease in the Lodging sector, offset by a 9% (\$16K) increase in the Retail sector.
	<i>Excluding the impact of the increase in the Lodging Tax rate from 1% to 3%, which became effective on 7/1/2024, total sales tax revenue decreased by 5% (\$32), primarily due to a 27% (\$62K) decrease in the Lodging sector, offset by an increase of 9% (\$16k) increase in the Retail Sector.</i>
YTD:	On a year-to-date basis, total sales tax revenue increased by 7% (\$803K) vs. the same period of the prior year. This net increase was primarily due to a 13% (\$531K) increase in the Lodging sector, 4% (\$123K) increase in Retail sector and a 2% (\$74K) increase in the Restaurant & Bar sector
	<i>Excluding the impact of the increase in the Lodging Tax rate from 1% to 3%, which became effective on 7/1/2024, total sales tax revenue increased by 0.5% (\$56K), primarily due to a 6% (\$217K) decrease in the Lodging sector offset by a 4% (123K) increase in the Retail sector and a 2% (\$74K) increase in the Restaurant & Bar sector.</i>

PRIOR YEAR COMPARISONS - MONTH											
Description	Oct-25	Oct-24	25 vs 24	Oct-23	25 vs 23	Oct-22	25 vs 22	Oct-21	25 vs 21	Oct-20	25 vs 20
Non-Lodging Sales (5%)	339,239	257,581	31.7%	233,595	45.2%	302,287	12.2%	260,470	30.2%	215,478	57.4%
Lodging Sales (5%, 7% Jul-24 fwd.)	116,821	127,589	-8.4%	167,144	-30.1%	124,742	-6.3%	108,578	7.6%	84,779	37.8%
Sub Total	456,060	385,169	18.4%	400,739	13.8%	427,029	6.8%	369,048	23.6%	300,257	51.9%
Transit & Trails Tax (2%)	163,733	283,962	-42.3%	160,296	2.1%	170,811	-4.1%	147,619	10.9%	120,103	36.3%
Total	619,793	669,131	-7.4%	561,034	10.5%	597,840	3.7%	516,667	20.0%	420,360	47.4%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE											
Description	Oct-25	Oct-24	25 vs 24	Oct-23	25 vs 23	Oct-22	25 vs 22	Oct-21	25 vs 21	Oct-20	25 vs 20
Non-Lodging Sales (5%)	6,666,082	6,414,379	3.9%	5,752,358	15.9%	5,477,109	21.7%	4,269,176	56.1%	3,470,452	92.1%
Lodging Sales (5%, 7% Jul-24 fwd.)	2,554,243	2,157,989	18.4%	2,617,425	-2.4%	2,411,940	5.9%	1,899,374	34.5%	1,313,381	94.5%
Sub Total	9,220,325	8,572,368	7.6%	8,369,783	10.2%	7,889,049	16.9%	6,168,550	49.5%	4,783,833	92.7%
Transit & Trails Tax (2%)	3,584,014	3,428,947	4.5%	3,347,913	7.1%	3,155,619	13.6%	2,467,420	45.3%	1,913,533	87.3%
Total	12,804,339	12,001,315	6.7%	11,717,696	9.3%	11,044,668	15.9%	8,635,970	48.3%	6,697,366	91.2%



2023	1,976,985	1,938,865	2,261,697	826,743	419,445	793,147	1,111,619	860,145	968,015	561,034	839,021	2,386,797
2024	1,979,498	2,067,004	2,190,617	771,735	441,293	840,871	1,124,373	924,129	993,865	669,131	932,234	2,600,467
2025	2,178,296	2,170,714	2,460,546	897,906	520,565	839,429	1,116,019	996,028	1,005,044	619,793		

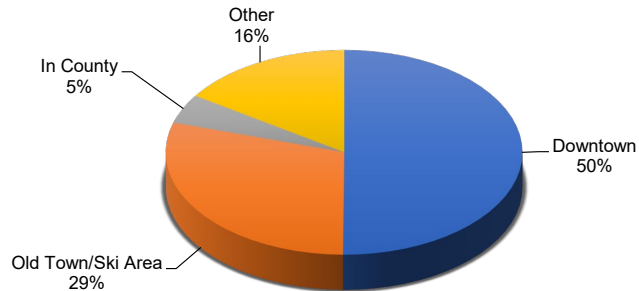
TOTAL SALES TAX BY BUSINESS LOCATION

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 taxes are reported in the geographic area of the property management company location.

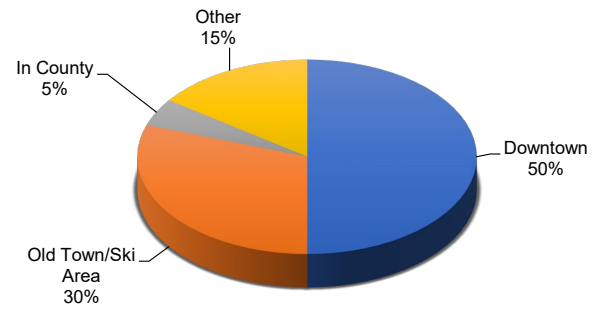
MONTH	Oct-25	Oct-24	25 vs 24	Oct-23	25 vs 23	Oct-22	25 vs 22	Oct-21	25 vs 21	Oct-20	25 vs 20
Downtown	380,251	429,775	-11.5%	325,037	17.0%	347,176	9.5%	331,341	14.8%	260,605	45.9%
Old Town/Ski Area	34,295	49,633	-30.9%	55,115	-37.8%	57,653	-40.5%	34,223	0.2%	32,353	6.0%
In County	40,821	41,008	-0.5%	32,512	25.6%	30,526	33.7%	29,053	40.5%	28,590	42.8%
Outside County	164,426	148,715	10.6%	148,370	10.8%	162,485	1.2%	122,049	34.7%	98,813	66.4%
	619,793	669,131	-7.4%	561,034	10.5%	597,840	3.7%	516,666	20.0%	420,361	47.4%

YEAR-TO-DATE	Oct-25	Oct-24	25 vs 24	Oct-23	25 vs 23	Oct-22	25 vs 22	Oct-21	25 vs 21	Oct-20	25 vs 20
Downtown	6,416,130	6,000,370	6.9%	5,710,628	12.4%	5,684,818	12.9%	4,976,862	28.9%	3,516,318	82.5%
Old Town/Ski Area	3,787,712	3,635,340	4.2%	3,740,905	1.3%	3,211,682	17.9%	1,992,218	90.1%	1,921,379	97.1%
In County	591,467	552,139	7.1%	542,068	9.1%	477,313	23.9%	485,040	21.9%	424,133	39.5%
Outside County	2,009,030	1,813,467	10.8%	1,724,095	16.5%	1,670,855	20.2%	1,181,851	70.0%	835,536	140.4%
	12,804,339	12,001,316	6.7%	11,717,696	9.3%	11,044,668	15.9%	8,635,971	48.3%	6,697,366	91.2%

2025 - TOTAL TAX REVENUE BY BUSINESS LOCATION



2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION

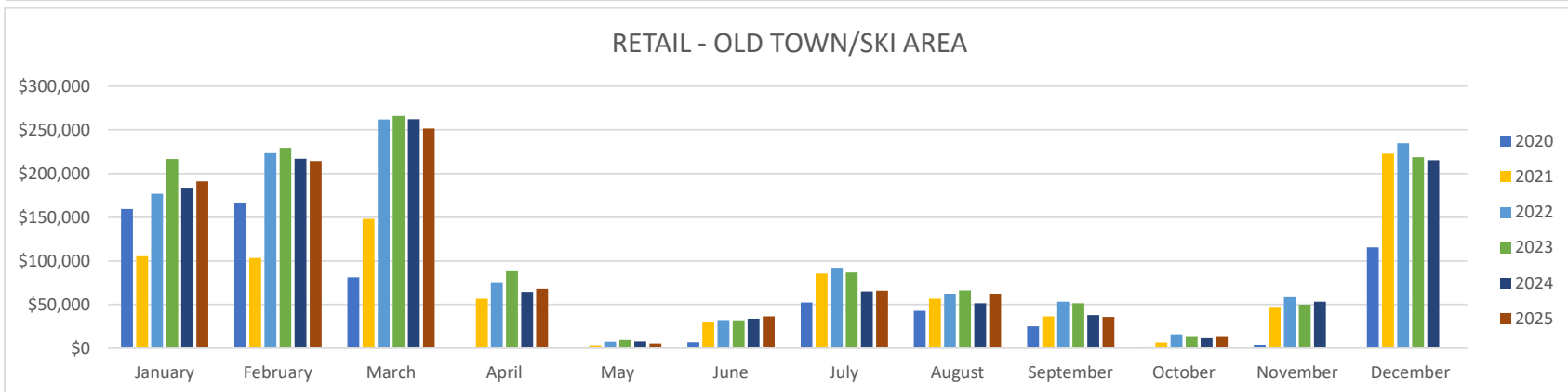
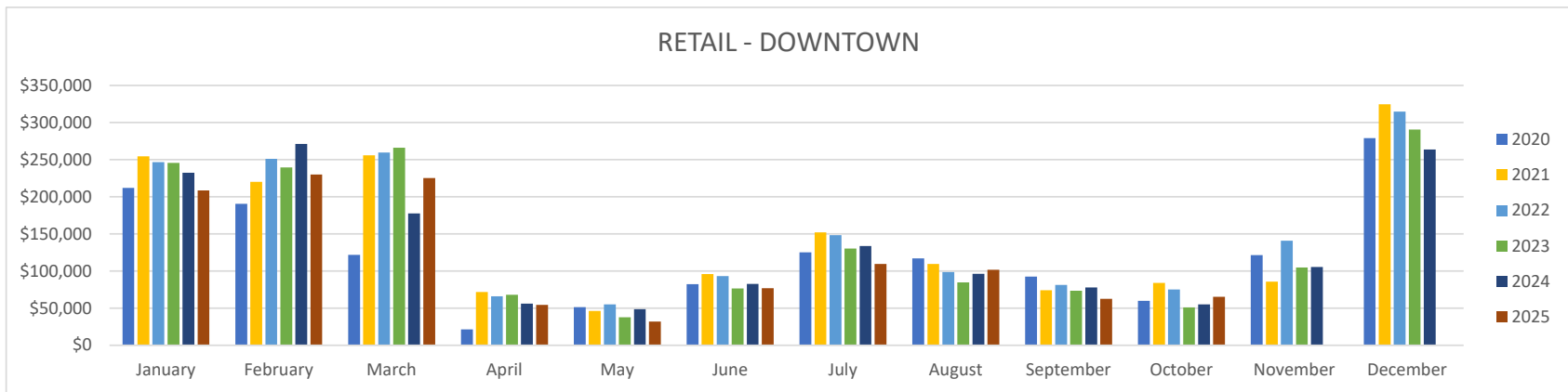


COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

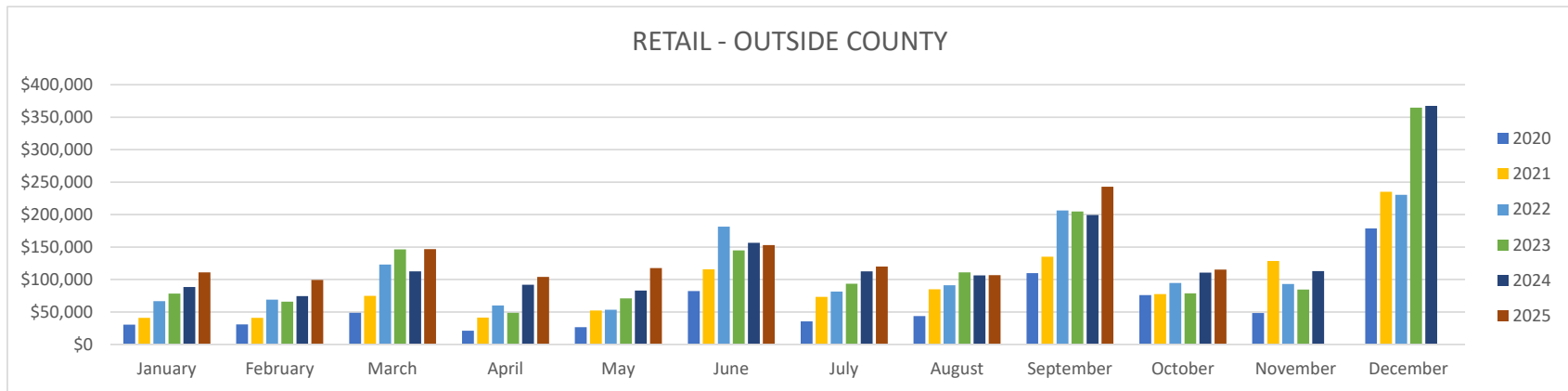
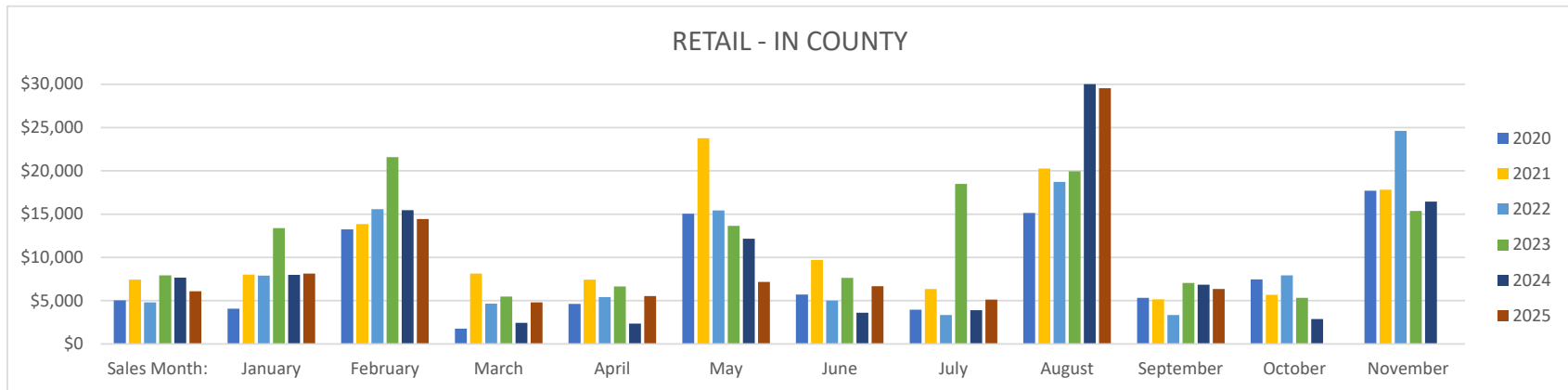
RETAIL

MONTH	Oct-25	Oct-24	25 vs 24	Oct-23	25 vs 23	Oct-22	25 vs 22	Oct-21	25 vs 21	Oct-20	25 vs 20
Downtown	65,187	55,163	18.2%	51,163	27.4%	75,183	-13.3%	84,097	-22.5%	59,954	8.7%
Old Town/Ski Area	13,144	11,539	13.9%	13,054	0.7%	15,078	-12.8%	6,835	92.3%	1,002	#####
In County	6,350	6,853	-7.3%	7,051	-9.9%	3,344	89.9%	5,157	23.1%	5,339	18.9%
Outside County	115,462	110,478	4.5%	78,786	46.6%	94,637	22.0%	77,528	48.9%	75,822	52.3%
TOTAL	200,144	184,033	8.8%	150,054	33.4%	188,242	6.3%	173,617	15.3%	142,117	40.8%

YEAR-TO-DATE	Oct-25	Oct-24	25 vs 24	Oct-23	25 vs 23	Oct-22	25 vs 22	Oct-21	25 vs 21	Oct-20	25 vs 20
Downtown	1,166,319	1,231,966	-5.3%	1,273,119	-7.4%	1,375,353	-6.7%	1,364,244	18.5%	1,074,227	33.5%
Old Town/Ski Area	944,339	935,154	1.0%	1,058,254	6.1%	997,061	67.3%	632,360	97.3%	536,285	17.0%
In County	93,851	98,603	-4.8%	121,768	44.7%	84,181	10.6%	110,116	64.7%	73,915	39.9%
Outside County	1,317,326	1,135,414	16.0%	1,043,272	1.7%	1,026,149	41.5%	737,278	106.5%	505,182	103.7%
TOTAL	3,521,836	3,401,137	3.5%	3,496,413	0.7%	3,482,744	1.1%	2,843,998	23.8%	2,189,609	60.8%



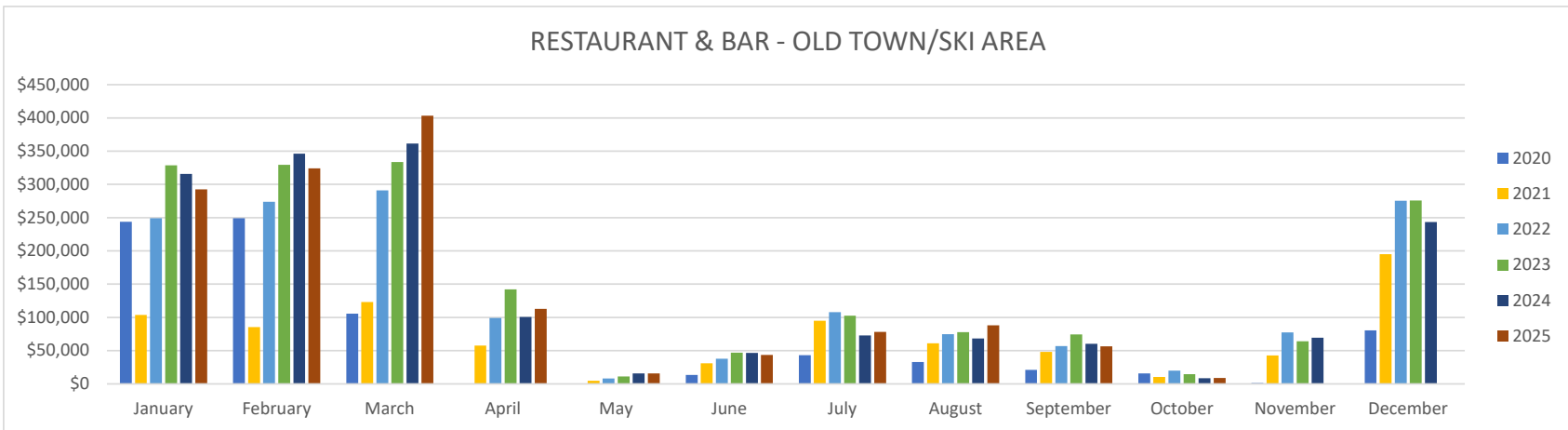
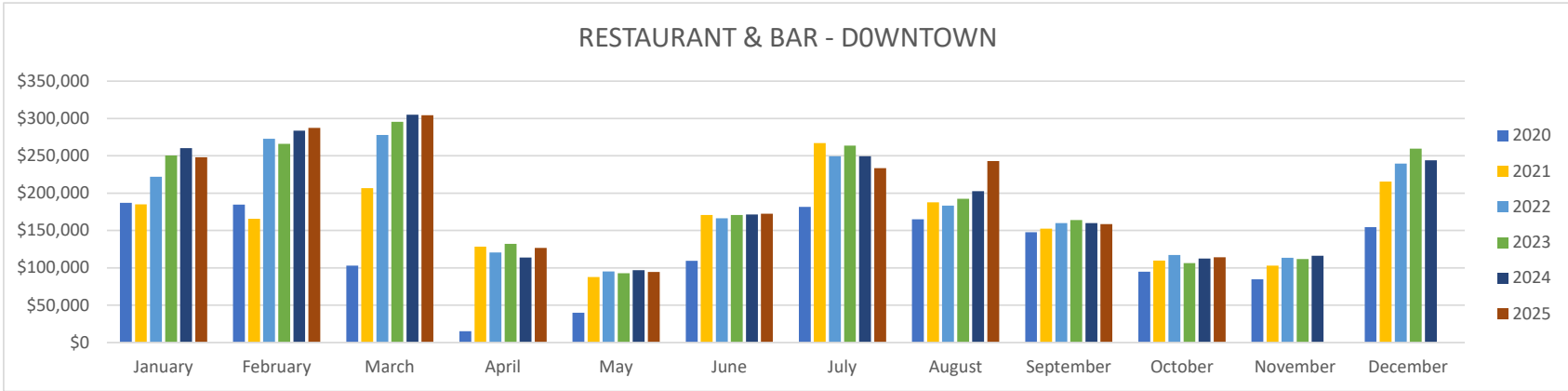
RETAIL - CONTINUED



RESTAURANT & BAR

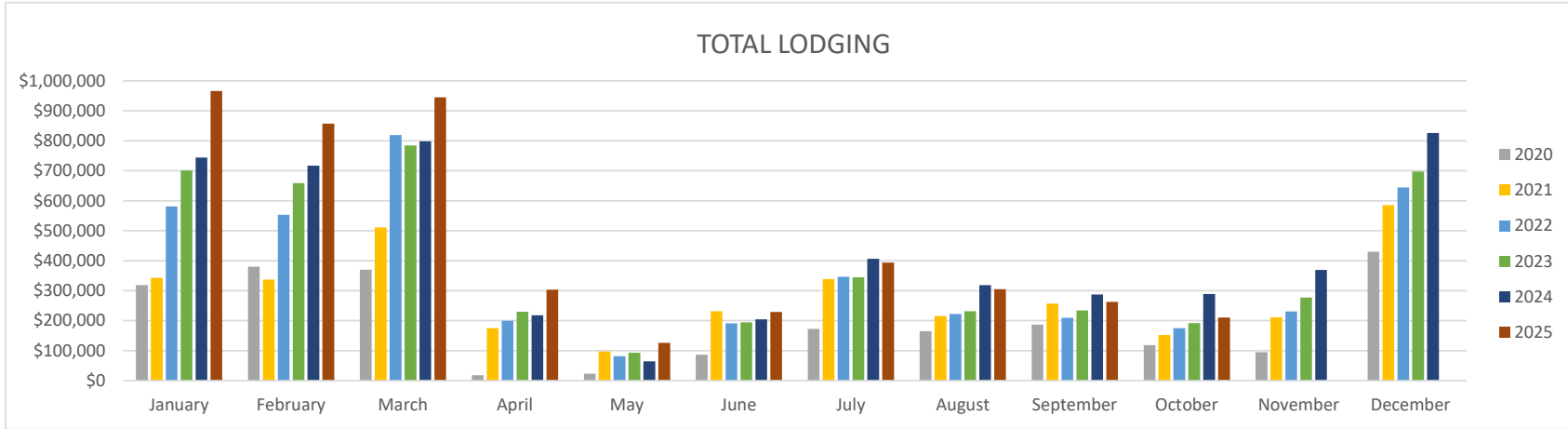
<u>MONTH</u>	<u>Oct-25</u>	<u>Oct-24</u>	<u>25 vs 24</u>	<u>Oct-23</u>	<u>25 vs 23</u>	<u>Oct-22</u>	<u>25 vs 22</u>	<u>Oct-21</u>	<u>25 vs 21</u>	<u>Oct-20</u>	<u>25 vs 20</u>
Downtown	114,176	112,637	1.4%	106,499	7.2%	117,241	-2.6%	109,654	4.1%	94,757	20.5%
Old Town/Ski Area	8,870	8,476	4.6%	14,661	-39.5%	20,009	-55.7%	10,296	-13.9%	15,879	-44.1%
	123,046	121,113	1.6%	121,160	1.6%	137,250	-10.3%	119,950	2.6%	110,636	11.2%

<u>YEAR-TO-DATE</u>	<u>Oct-25</u>	<u>Oct-24</u>	<u>25 vs 24</u>	<u>Oct-23</u>	<u>25 vs 23</u>	<u>Oct-22</u>	<u>25 vs 22</u>	<u>Oct-21</u>	<u>25 vs 21</u>	<u>Oct-20</u>	<u>25 vs 20</u>
Downtown	1,982,705	1,956,163	1.4%	1,934,444	2.5%	1,864,756	6.3%	1,661,332	19.3%	1,228,588	61.4%
Old Town/Ski Area	1,423,910	1,396,023	2.0%	1,461,283	-2.6%	1,219,434	16.8%	619,951	129.7%	726,084	96.1%
	3,406,615	3,352,186	1.6%	3,395,727	0.3%	3,084,190	10.5%	2,281,283	49.3%	1,954,672	74.3%



LODGING

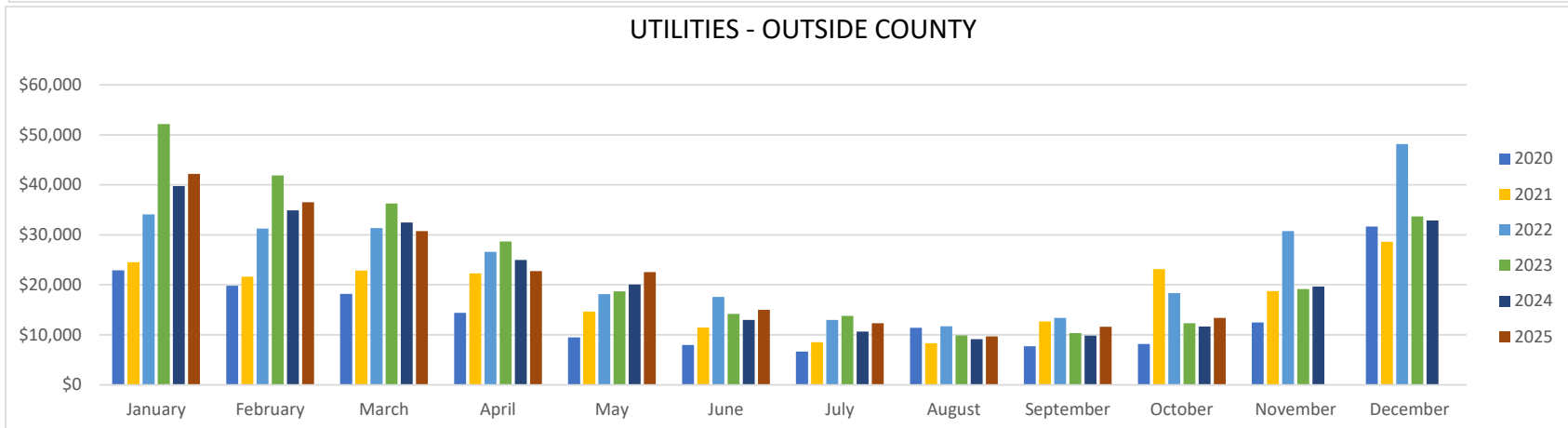
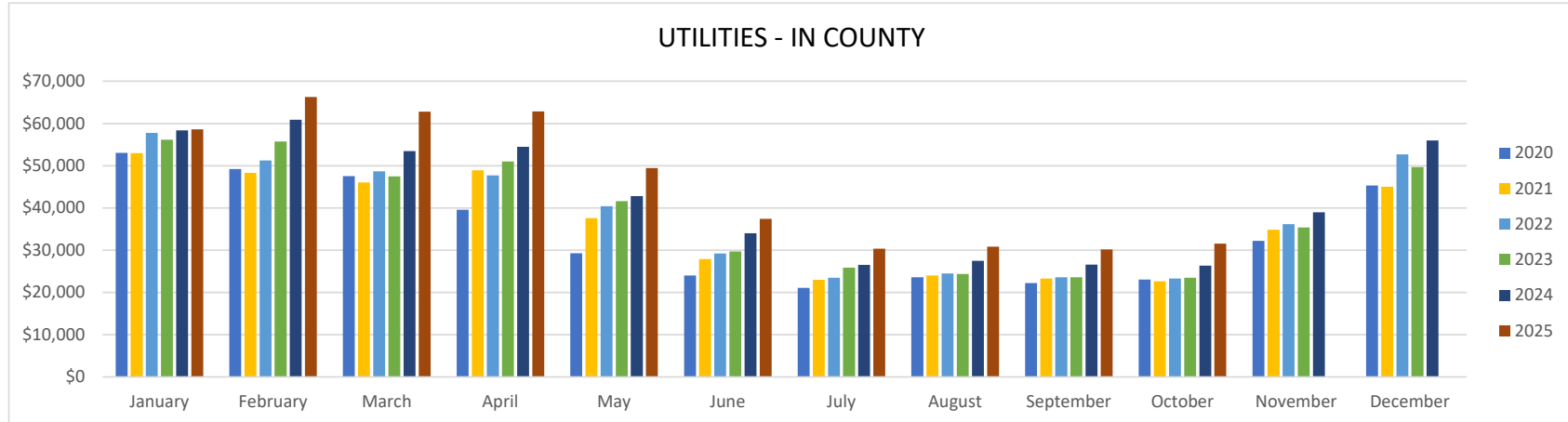
	<u>Oct-25</u>	<u>Oct-24</u>	<u>25 vs 24</u>	<u>Oct-23</u>	<u>25 vs 23</u>	<u>Oct-22</u>	<u>25 vs 22</u>	<u>Oct-21</u>	<u>25 vs 21</u>	<u>Oct-20</u>	<u>25 vs 20</u>
MONTH	210,278	288,921	-27.2%	191,993	9.5%	174,638	20.4%	152,009	38.3%	118,690	77.2%
YEAR-TO-DATE	4,597,637	4,047,101	13.6%	3,664,394	25.5%	3,376,715	36.2%	2,659,124	72.9%	1,838,733	150.0%



UTILITIES

MONTH	Oct-25	Oct-24	25 vs 24	Oct-23	25 vs 23	Oct-22	25 vs 22	Oct-21	25 vs 21	Oct-20	25 vs 20
In County	31,532	26,367	19.6%	23,462	34.4%	23,267	35.5%	22,625	39.4%	23,078	36.6%
Outside County	13,402	11,648	15.1%	12,329	8.7%	18,357	-27.0%	23,139	-42.1%	8,159	64.3%
	44,934	38,015	18.2%	35,791	25.5%	41,624	8.0%	45,764	-1.8%	31,237	1

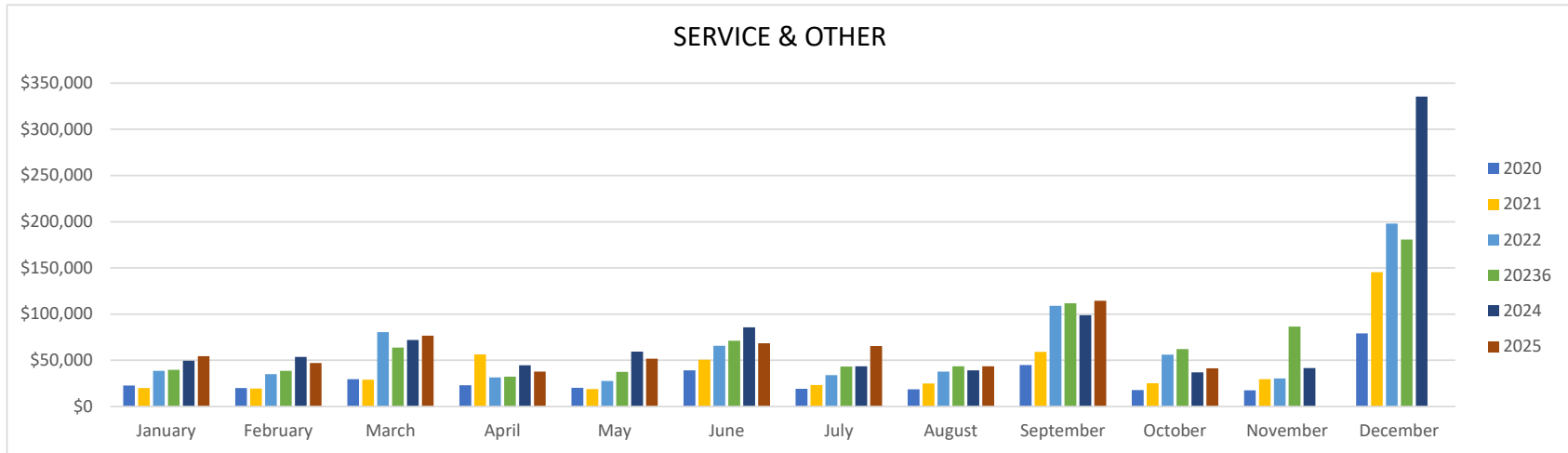
YEAR-TO-DATE	Oct-25	Oct-24	25 vs 24	Oct-23	25 vs 23	Oct-22	25 vs 22	Oct-21	25 vs 21	Oct-20	25 vs 20
In County	460,136	410,776	12.0%	378,929	21.4%	369,734	24.5%	354,531	29.8%	332,549	38.4%
Outside County	216,776	206,490	5.0%	238,337	-9.0%	215,484	0.6%	170,210	27.4%	126,733	71.0%
	676,911	617,266	9.7%	617,266	9.7%	585,218	15.7%	524,741	29.0%	459,282	47.4%



SERVICE & OTHER

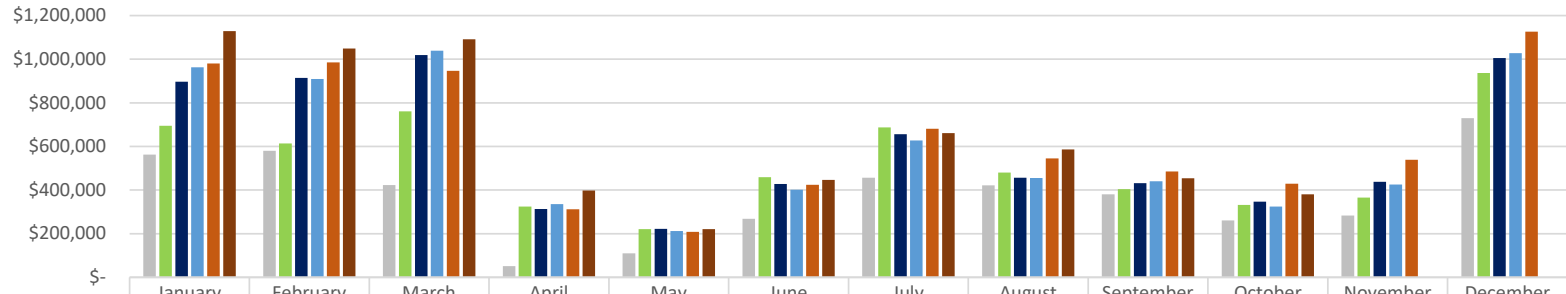
<u>MONTH</u>	<u>Oct-25</u>	<u>Oct-24</u>	<u>25 vs 24</u>	<u>Oct-23</u>	<u>25 vs 23</u>	<u>Oct-22</u>	<u>25 vs 22</u>	<u>Oct-21</u>	<u>25 vs 21</u>	<u>Oct-20</u>	<u>25 vs 20</u>
Downtown	218	-	-	110	98.6%	8	#####	13	#####	20	992.4%
Old Town/Ski Area	2,672	2,672	0.0%	2,672	0.0%	2,672	0.0%	2,672	0.0%	2,672	0.0%
In County	2,939	7,788	-62.3%	2,000	46.9%	3,915	-24.9%	1,260	133.2%	156	#####
Outside County	35,562	26,590	33.7%	57,255	-37.9%	49,491	-28.1%	21,383	66.3%	14,831	139.8%
	41,391	37,050	11.7%	62,037	-33.3%	56,086	-26.2%	25,328	63.4%	17,679	134.1%

<u>YEAR-TO-DATE</u>	<u>Oct-25</u>	<u>Oct-24</u>	<u>25 vs 24</u>	<u>Oct-23</u>	<u>25 vs 23</u>	<u>Oct-22</u>	<u>25 vs 22</u>	<u>Oct-21</u>	<u>25 vs 21</u>	<u>Oct-20</u>	<u>25 vs 20</u>
Downtown	59,331	30,740	93.0%	33,549	76.8%	36,272	63.6%	5,567	965.8%	7,443	697.1%
Old Town/Ski Area	29,601	38,563	-23.2%	26,717	10.8%	26,919	10.0%	26,717	10.8%	26,718	10.8%
In County	37,480	42,761	-12.3%	41,143	-8.9%	23,389	60.2%	20,184	85.7%	17,290	116.8%
Outside County	474,928	471,562	0.7%	442,486	7.3%	429,222	10.6%	274,357	73.1%	203,621	133.2%
	601,340	583,626	3.0%	543,895	10.6%	515,802	16.6%	326,825	84.0%	255,072	135.8%



SUPPLEMENTAL INFORMATION

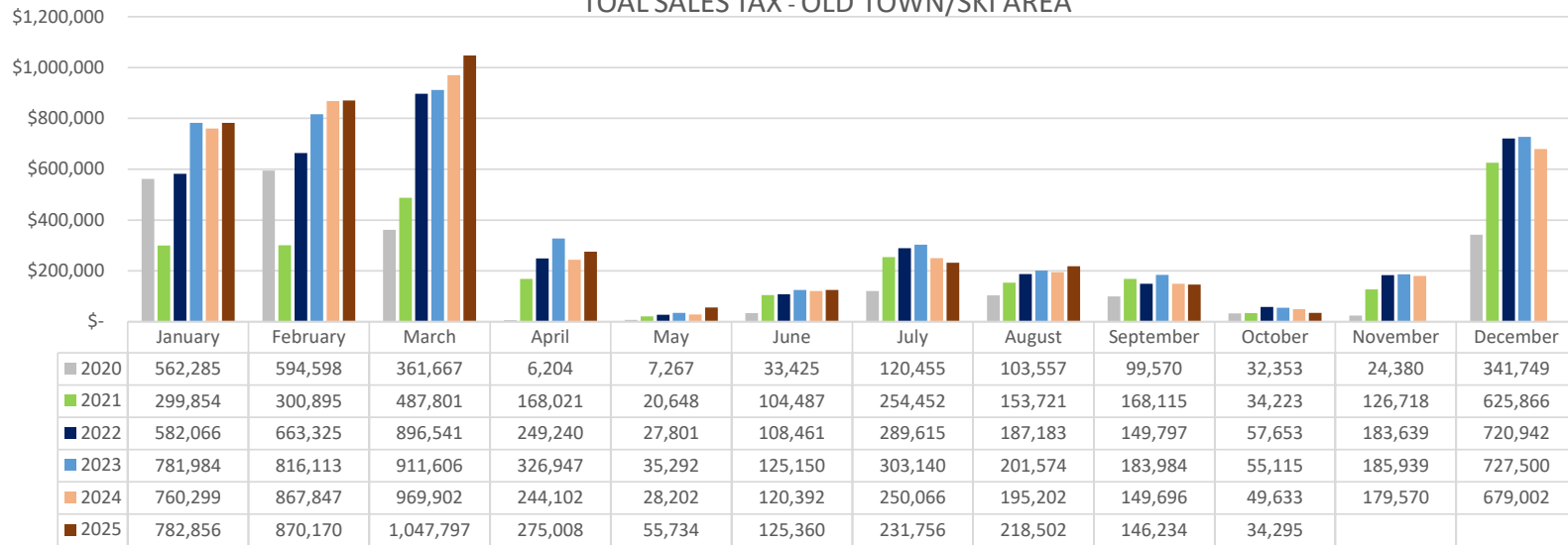
TOAL SALES TAX - DOWNTOWN



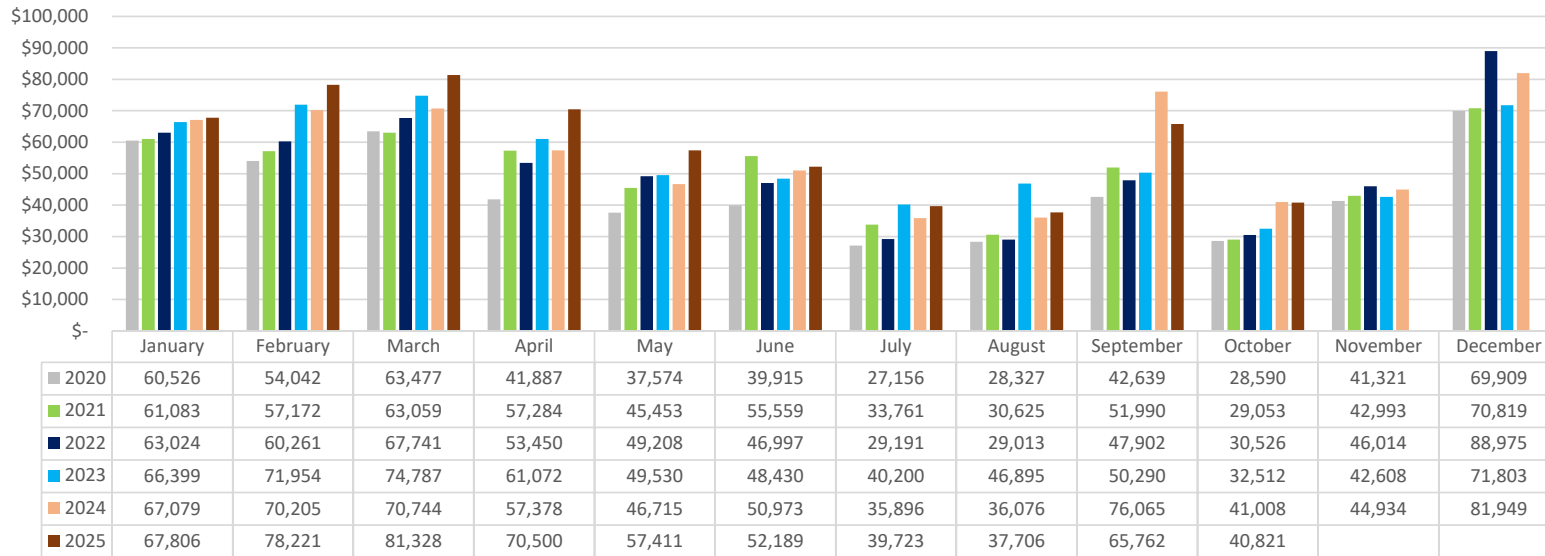
	January	February	March	April	May	June	July	August	September	October	November	December
■ 2020	563,109	579,861	423,403	51,938	110,300	268,142	457,133	421,871	379,956	260,605	283,729	729,796
■ 2021	694,749	613,659	760,832	323,951	221,525	458,872	687,105	479,978	404,848	331,341	366,212	936,377
■ 2022	896,785	914,592	1,019,600	313,332	221,770	427,727	655,872	456,650	431,313	347,176	437,585	1,005,003
■ 2023	963,421	909,898	1,039,611	336,208	211,673	402,056	627,311	454,985	440,430	325,037	424,989	1,028,053
■ 2024	980,949	985,794	947,028	311,881	208,191	424,825	680,712	545,660	485,554	429,775	539,101	1,126,531
■ 2025	1,129,167	1,049,531	1,091,316	397,502	220,514	447,277	661,244	585,746	453,581	380,251		

SUPPLEMENTAL INFORMATION - CONTINUED

TOAL SALES TAX - OLD TOWN/SKI AREA

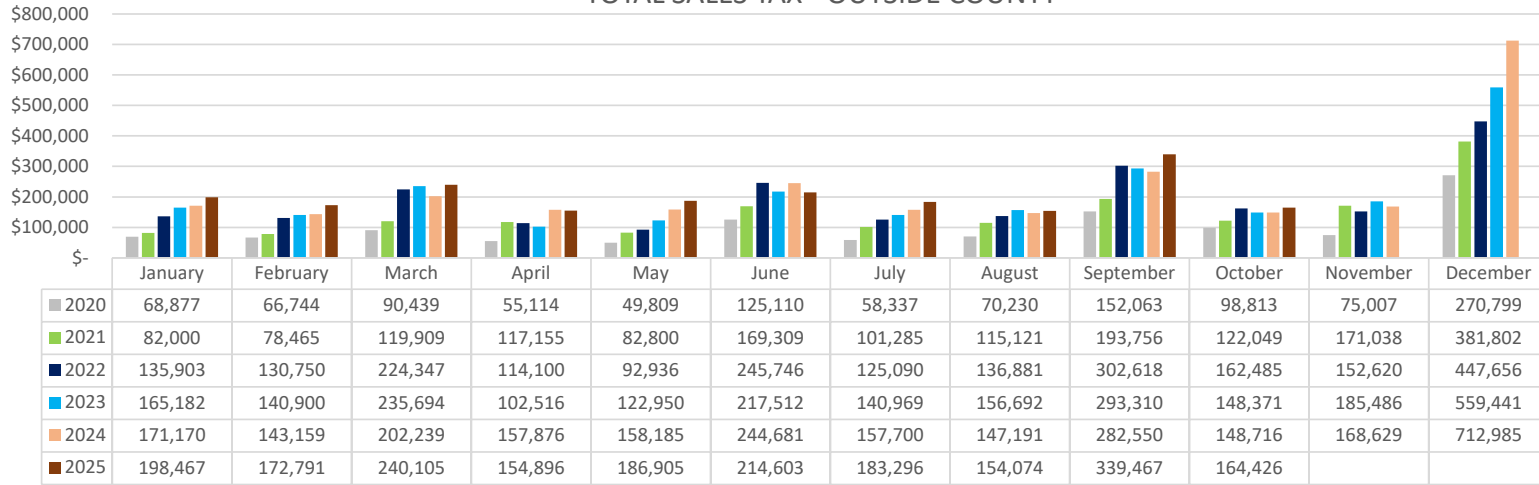


TOTAL SALES TAX - IN COUNTY

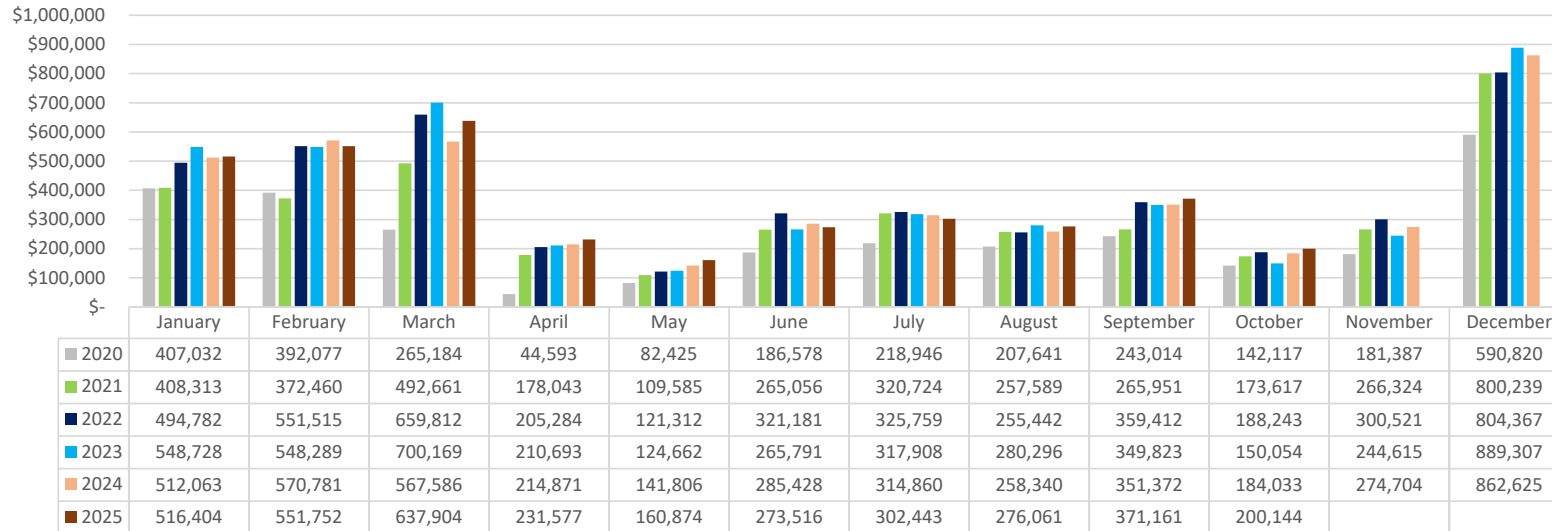


SUPPLEMENTAL INFORMATION - CONTINUED

TOTAL SALES TAX - OUTSIDE COUNTY

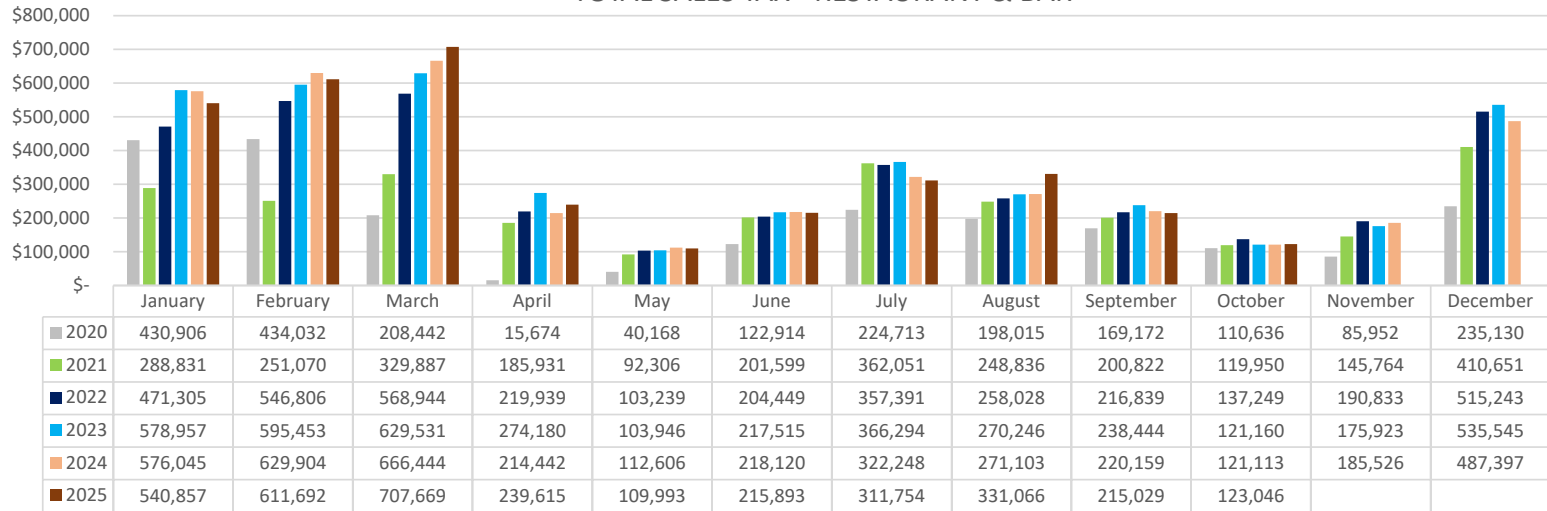


TOTAL SALES TAX - RETAIL



SUPPLEMENTAL INFORMATION - CONTINUED

TOTAL SALES TAX - RESTAURANT & BAR



TOTAL SALES TAX - LODGING

