



TOWN OF WINTER PARK, CO

SALES TAX REPORT

November 2025 Sales

(Collected: December-2025)

SUMMARY

Month: Total sales tax revenue for the month of November, 2025 decreased by 6% (\$52K) vs. the same period of the prior year. This decrease was primarily due to a 16% (\$43K) decrease in the Retail

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 6% (\$50K), primarily due to a 16% (\$43K) decrease in the Lodging sector.

YTD: On a year-to-date basis, total sales tax revenue increased by 6% (\$750K) vs. the same period of the prior year. This increase was primarily due to a 12% (\$539K) increase in the Lodging sector, a 2% (\$78K) increase in Retail sector and a 1% (\$48K) increase in the Restaurant & Bar sector

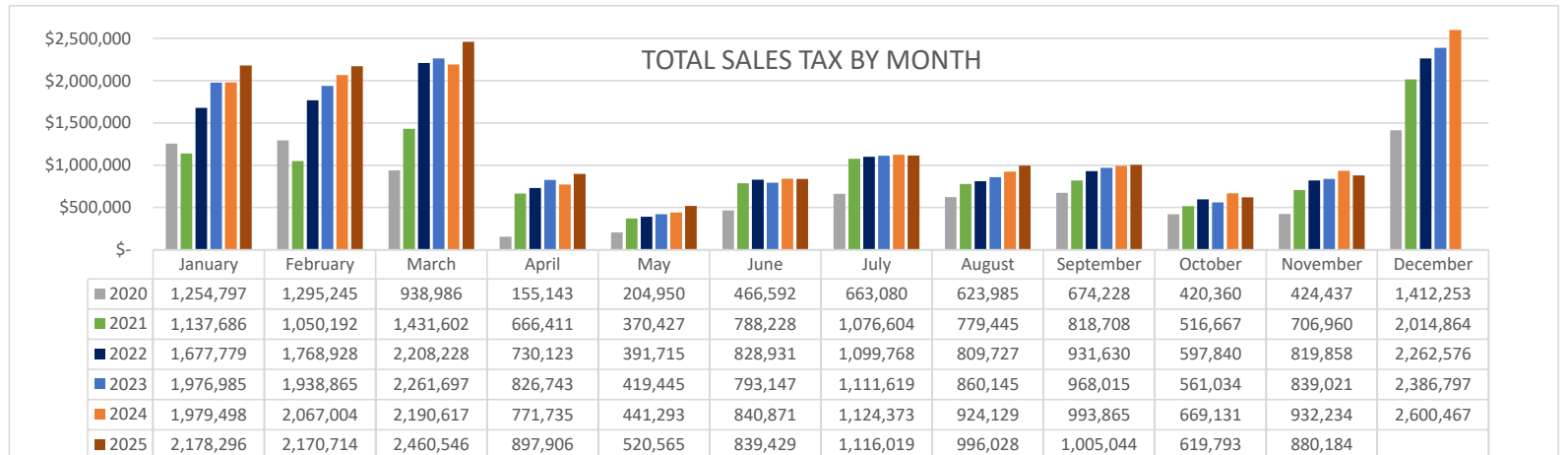
Excluding the impact of the increase in the Lodging Tax rate from 1% to 3%, which became effective on 7/1/2024, total sales tax revenue was nearly flat. There was a 5% (\$206K) decrease in the Lodging sector offset by an increase of 2% (\$78K) in the Retail sector, an increase of 10% (\$65K) in the Utilities sector, a 1% (\$47K) increase the Restaurant & Bar sector and a 3% (\$21K) increase in the Service sector.

PRIOR YEAR COMPARISONS - MONTH

Description	Nov-25	Nov-24	25 vs 24	Nov-23	25 vs 23	Nov-22	25 vs 22	Nov-21	25 vs 21	Nov-20	25 vs 20
General, Supplemental & Lodging Tax on:											
Non-Lodging Sales (5%)	370,650	483,815	-23.4%	401,149	-7.6%	420,570	-11.9%	353,835	4.8%	235,399	57.5%
Lodging Sales (7% after 7/1/24)	280,991	205,462	36.8%	198,152	41.8%	165,043	70.3%	151,137	85.9%	67,770	314.6%
	651,641	689,277	-5.5%	599,301	8.7%	585,613	11.3%	504,972	29.0%	303,169	114.9%
Transit & Trails Tax (2%)	228,543	242,957	-5.9%	239,720	-4.7%	234,245	-2.4%	201,989	13.1%	121,268	88.5%
	880,184	932,234	-5.6%	839,021	4.9%	819,858	7.4%	706,960	24.5%	424,437	107.4%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE

Description	Nov-25	Nov-24	25 vs 24	Nov-23	25 vs 23	Nov-22	25 vs 22	Nov-21	25 vs 21	Nov-20	25 vs 20
General, Supplemental & Lodging Tax on:											
Non-Lodging Sales (5%)	6,233,495	6,228,270	0.1%	6,155,506	1.3%	5,897,678	5.7%	4,622,011	34.9%	3,705,851	68.2%
Lodging Sales (7% after 7/1/24)	3,853,930	2,904,750	32.7%	2,813,577	37.0%	2,576,983	49.6%	2,051,511	87.9%	1,381,151	179.0%
	10,087,425	9,133,020	10.5%	8,969,083	12.5%	8,474,661	19.0%	6,673,522	51.2%	5,087,002	98.3%
Transit & Trails Tax (2%)	3,597,098	3,801,730	-5.4%	3,587,633	0.3%	3,389,865	6.1%	2,669,409	34.8%	2,034,801	76.8%
	13,684,523	12,934,750	5.8%	12,556,716	9.0%	11,864,526	15.3%	9,342,930	46.5%	7,121,803	92.1%



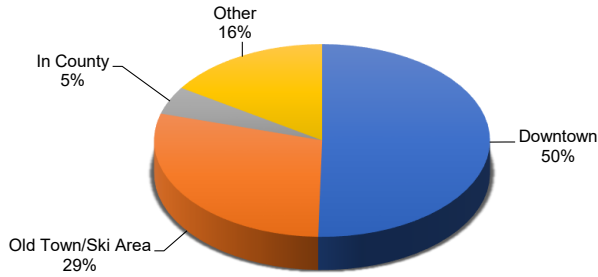
TOTAL SALES TAX BY BUSINESS LOCATION

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.

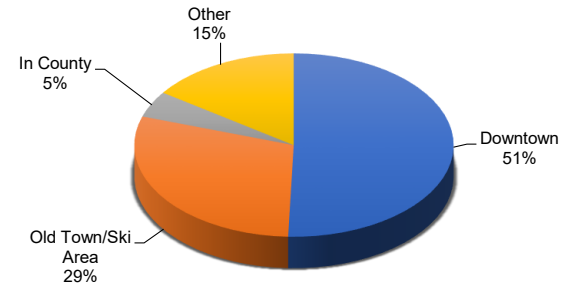
MONTH	Nov-25	Nov-24	25 vs 24	Nov-23	25 vs 23	Nov-22	25 vs 22	Nov-21	25 vs 21	Nov-20	25 vs 20
Downtown	480,413	539,101	-10.9%	424,989	13.0%	437,585	9.8%	366,212	31.2%	283,729	69.3%
Old Town/Ski Area	196,460	179,570	9.4%	185,939	5.7%	183,639	7.0%	126,718	55.0%	24,380	705.8%
In County	49,778	44,934	10.8%	42,608	16.8%	46,014	8.2%	42,993	15.8%	41,321	20.5%
Outside County	153,532	168,629	-9.0%	185,486	-17.2%	152,620	0.6%	171,038	-10.2%	75,007	104.7%
	880,184	932,234	-5.6%	839,022	4.9%	819,858	7.4%	706,961	24.5%	424,437	107.4%

YEAR-TO-DATE	Nov-25	Nov-24	25 vs 24	Nov-23	25 vs 23	Nov-22	25 vs 22	Nov-21	25 vs 21	Nov-20	25 vs 20
Downtown	6,893,323	6,539,470	5.4%	6,135,617	12.3%	6,122,403	12.6%	5,343,074	29.0%	3,800,047	81.4%
Old Town/Ski Area	3,984,173	3,814,910	4.4%	3,926,843	1.5%	3,395,320	17.3%	2,118,935	88.0%	1,945,759	104.8%
In County	641,245	597,073	7.4%	584,675	9.7%	523,328	22.5%	528,032	21.4%	465,454	37.8%
Outside County	2,165,782	1,982,095	9.3%	1,909,581	13.4%	1,823,475	18.8%	1,352,889	60.1%	910,543	137.9%
	13,684,523	12,933,548	5.8%	12,556,716	9.0%	11,864,526	15.3%	9,342,930	46.5%	7,121,803	92.1%

2025 - TOTAL TAX REVENUE BY BUSINESS LOCATION



2024 - TOTAL TAX REVENUE BY BUSINESS LOCATION

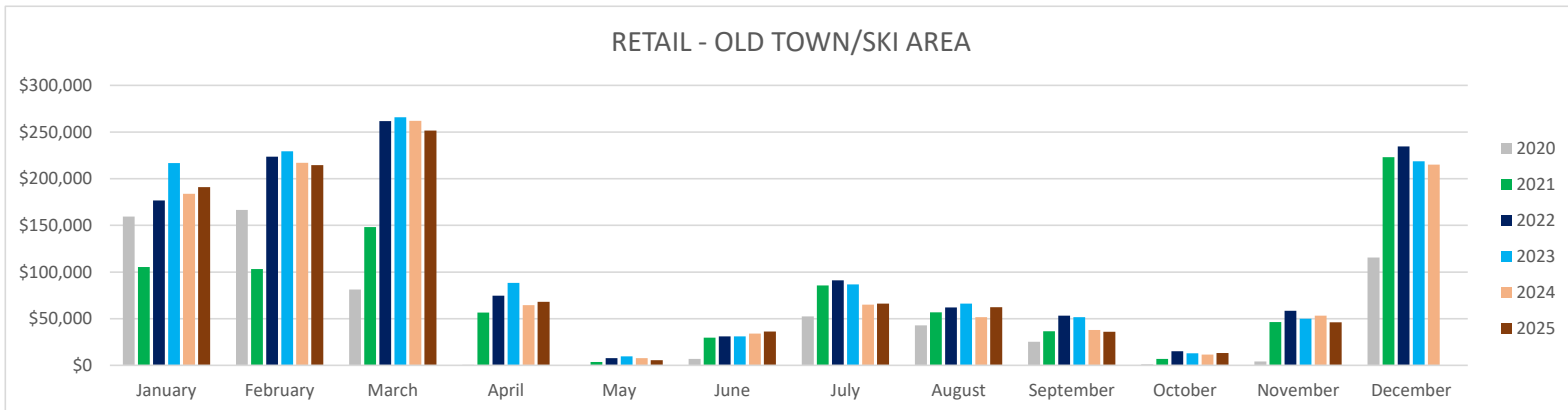
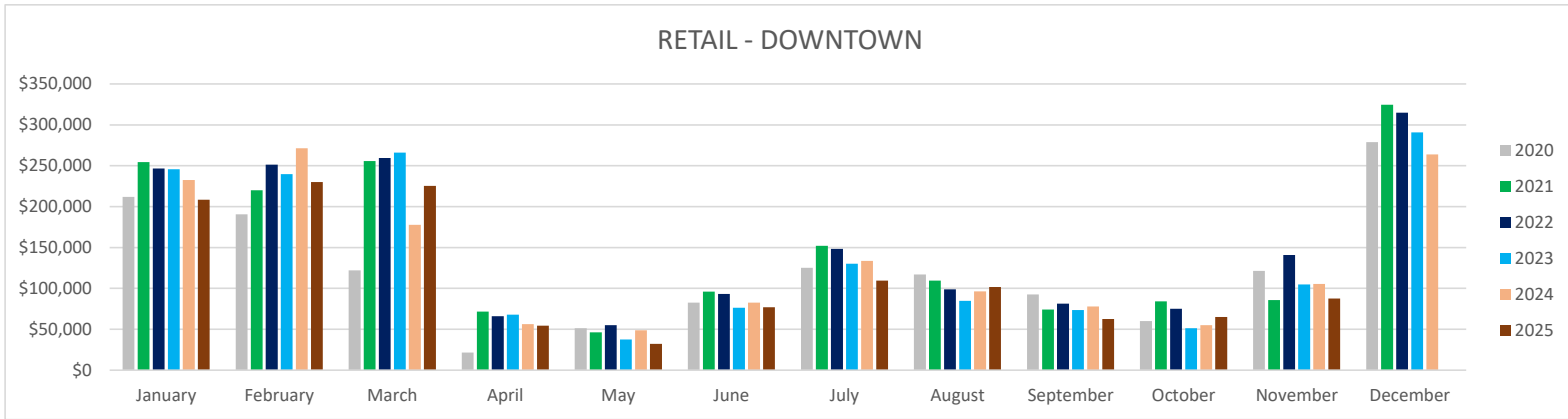


COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

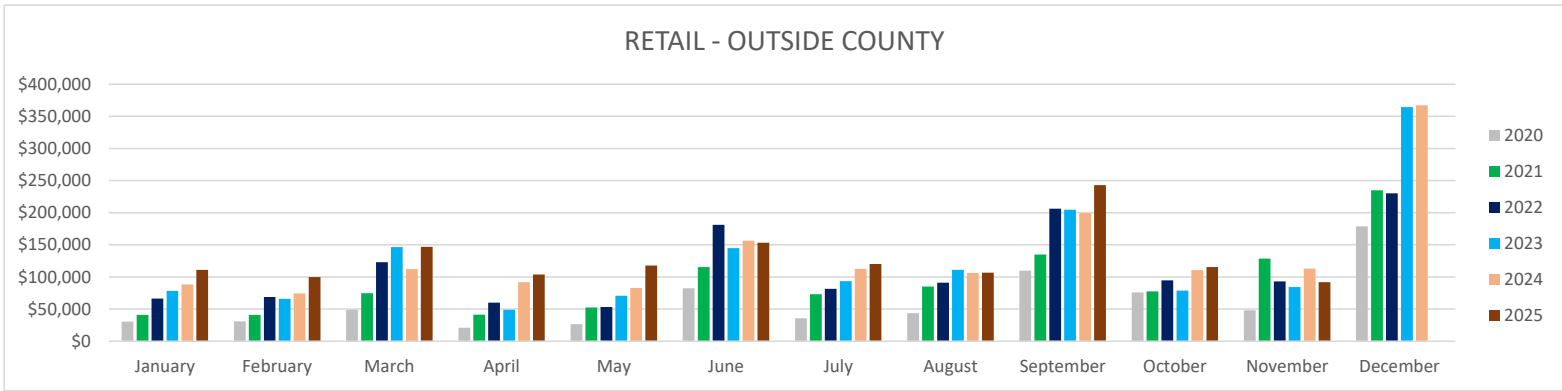
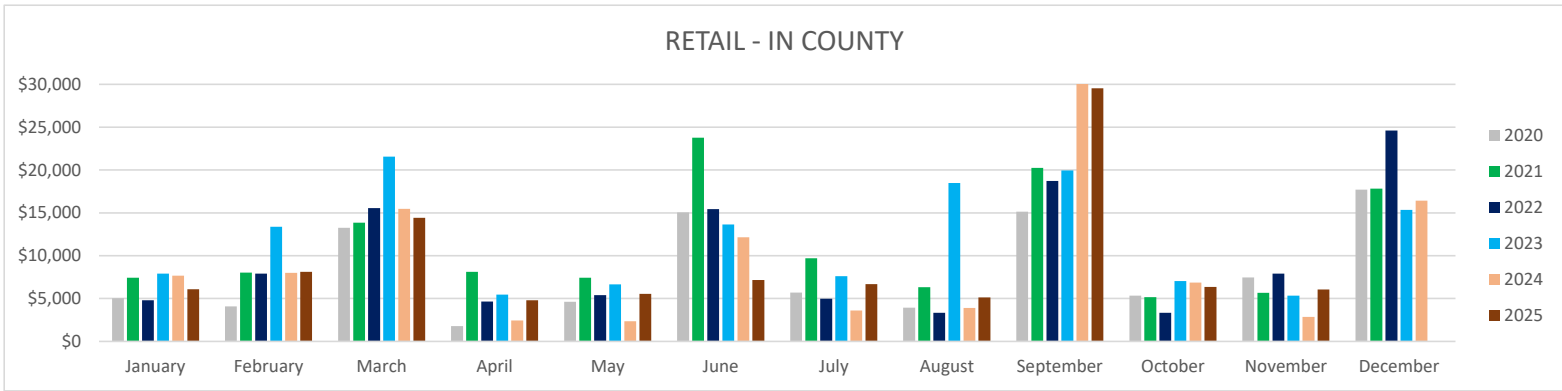
RETAIL

MONTH	Nov-25	Nov-24	25 vs 24	Nov-23	25 vs 23	Nov-22	25 vs 22	Nov-21	25 vs 21	Nov-20	25 vs 20
Downtown	87,642	105,364	-16.8%	104,923	-16.5%	140,774	-37.7%	85,721	2.2%	121,474	-27.9%
Old Town/Ski Area	46,193	53,379	-13.5%	49,842	-7.3%	58,545	-21.1%	46,459	-0.6%	4,157	#####
In County	6,060	2,865	111.5%	5,340	13.5%	7,922	-23.5%	5,671	6.9%	7,452	-18.7%
Outside County	92,103	113,096	-18.6%	84,510	9.0%	93,281	-1.3%	128,473	-28.3%	48,305	90.7%
	231,997	274,704	-15.5%	244,615	-5.2%	300,522	-22.8%	266,324	-12.9%	181,388	27.9%

YEAR-TO-DATE	Nov-25	Nov-24	25 vs 24	Nov-23	25 vs 23	Nov-22	25 vs 22	Nov-21	25 vs 21	Nov-20	25 vs 20
Downtown	1,253,961	1,337,330	-6.2%	1,378,042	-9.0%	1,516,127	-17.3%	1,449,965	-13.5%	1,195,701	4.9%
Old Town/Ski Area	990,532	988,534	0.2%	1,108,097	-10.6%	1,055,605	-6.2%	678,819	45.9%	540,442	83.3%
In County	99,911	101,469	-1.5%	127,109	-21.4%	92,103	8.5%	115,786	-13.7%	81,367	22.8%
Outside County	1,410,176	1,248,511	12.9%	1,127,781	25.0%	1,119,430	26.0%	865,751	62.9%	553,486	154.8%
	3,754,580	3,675,844	2.1%	3,741,029	0.4%	3,783,265	-0.8%	3,110,321	20.7%	2,370,996	58.4%



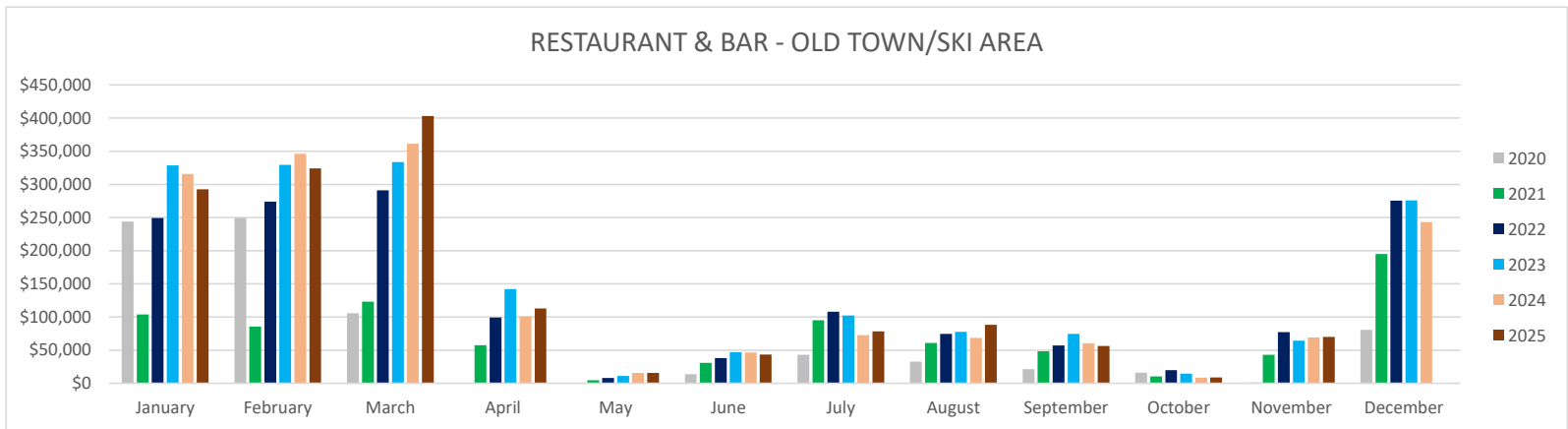
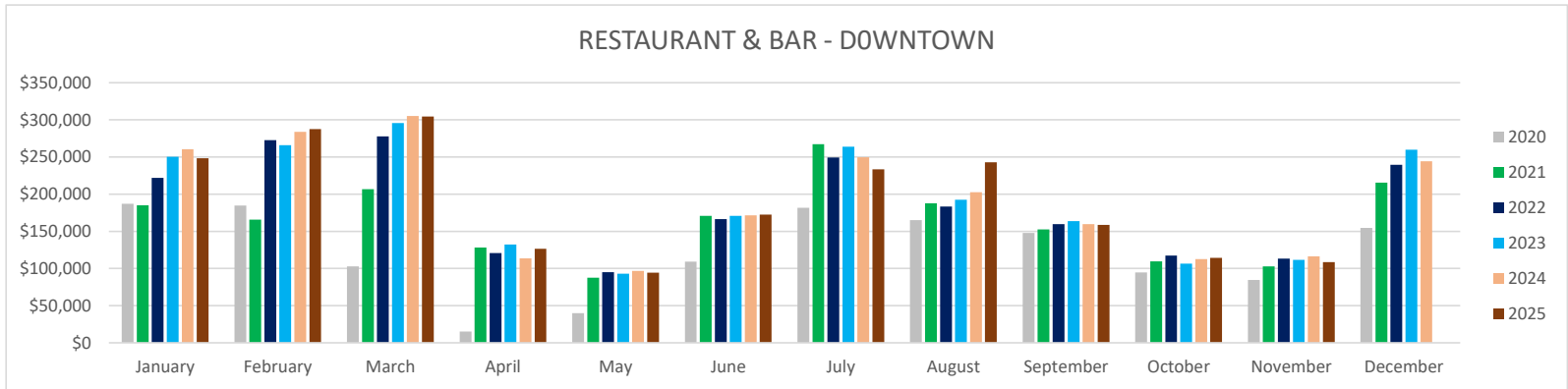
RETAIL - CONTINUED



RESTAURANT & BAR

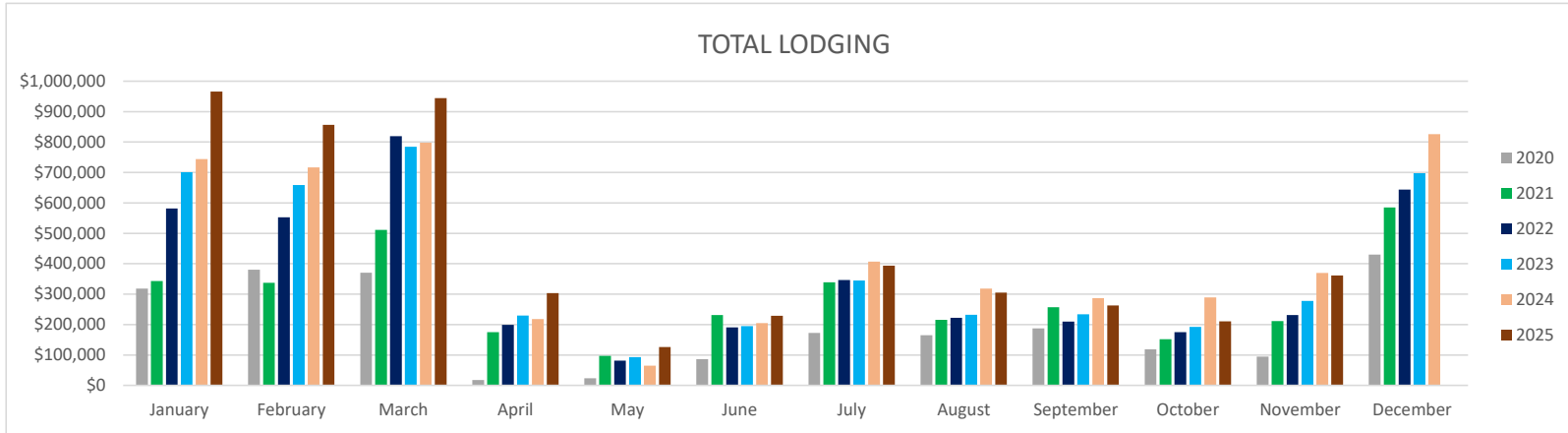
MONTH	Nov-25	Nov-24	25 vs 24	Nov-23	25 vs 23	Nov-22	25 vs 22	Nov-21	25 vs 21	Nov-20	25 vs 20
Downtown	108,550	116,243	-6.6%	111,761	-2.9%	113,471	-4.3%	102,902	5.5%	84,664	28.2%
Old Town/Ski Area	70,024	69,283	1.1%	64,162	9.1%	77,362	-9.5%	42,862	63.4%	1,288	#####
	178,574	185,526	-3.7%	175,923	1.5%	190,833	-6.4%	145,764	22.5%	85,952	107.8%

YEAR-TO-DATE	Nov-25	Nov-24	25 vs 24	Nov-23	25 vs 23	Nov-22	25 vs 22	Nov-21	25 vs 21	Nov-20	25 vs 20
Downtown	2,091,255	2,072,405	0.9%	2,046,205	2.2%	1,978,227	5.7%	1,764,234	18.5%	1,313,252	59.2%
Old Town/Ski Area	1,493,934	1,465,305	2.0%	1,525,446	-2.1%	1,296,796	15.2%	662,814	125.4%	727,372	105.4%
	3,585,189	3,537,710	1.3%	3,571,651	0.4%	3,275,023	9.5%	2,427,048	47.7%	2,040,624	75.7%



LODGING

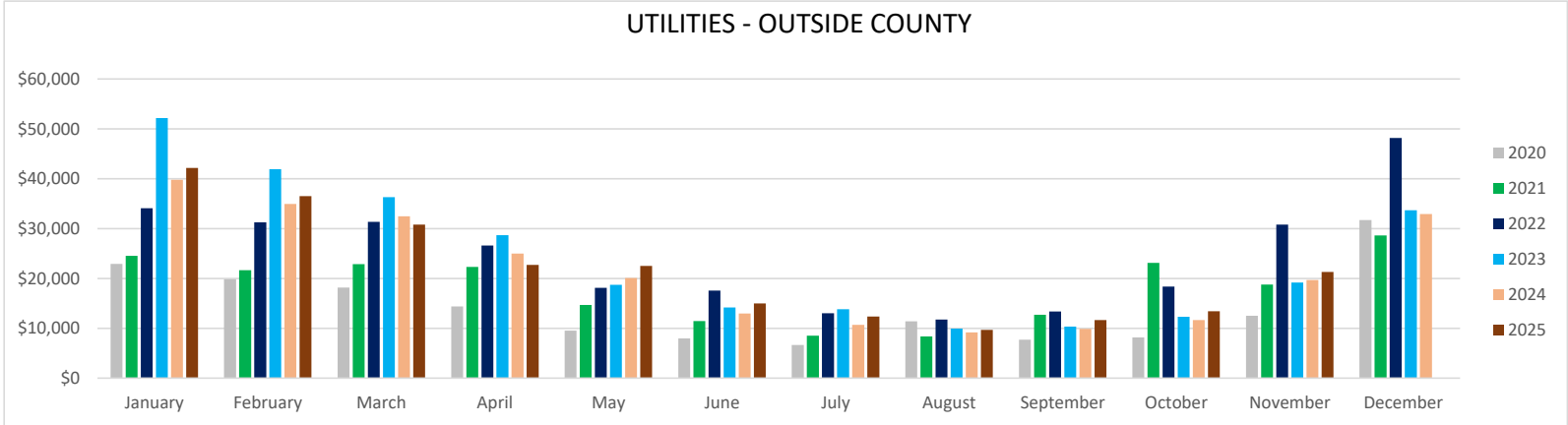
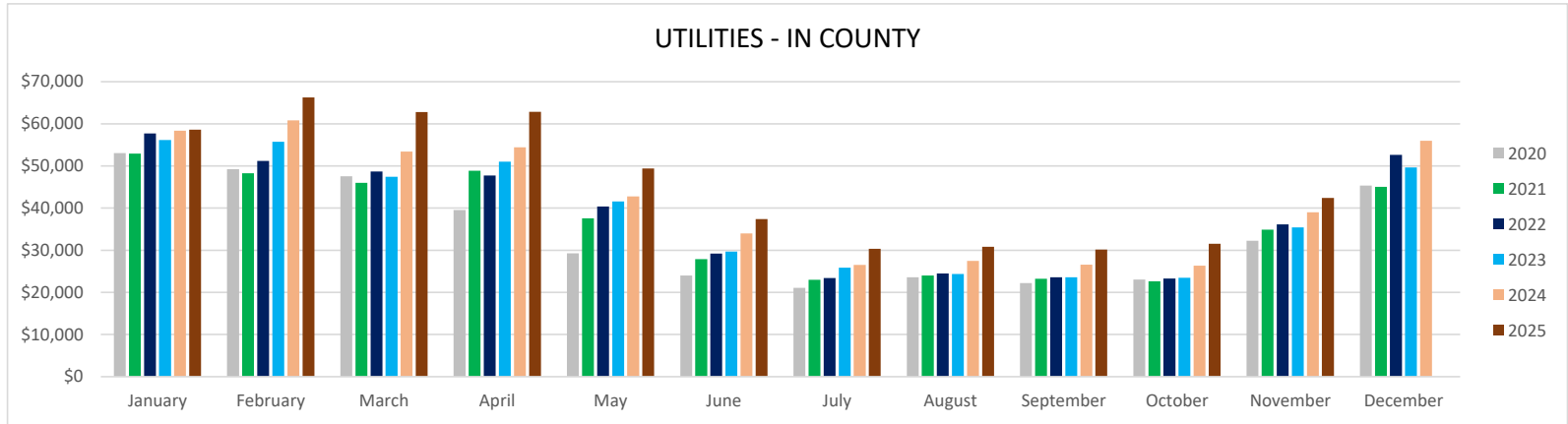
	<u>Nov-25</u>	<u>Nov-24</u>	<u>25 vs 24</u>	<u>Nov-23</u>	<u>25 vs 23</u>	<u>Nov-22</u>	<u>25 vs 22</u>	<u>Nov-21</u>	<u>25 vs 21</u>	<u>Nov-20</u>	<u>25 vs 20</u>
MONTH	361,274	369,533	-2.2%	277,413	30.2%	231,060	56.4%	211,592	70.7%	94,878	280.8%
YEAR-TO-DATE	4,958,165	4,415,551	12.3%	3,941,808	25.8%	3,607,775	37.4%	2,870,716	72.7%	1,933,611	156.4%



UTILITIES

<u>MONTH</u>	<u>Nov-25</u>	<u>Nov-24</u>	<u>25 vs 24</u>	<u>Nov-23</u>	<u>25 vs 23</u>	<u>Nov-22</u>	<u>25 vs 22</u>	<u>Nov-21</u>	<u>25 vs 21</u>	<u>Nov-20</u>	<u>25 vs 20</u>
In County	42,417	38,998	8.8%	35,403	19.8%	36,163	17.3%	34,860	21.7%	32,233	31.6%
Outside County	21,300	19,676	8.3%	19,173	11.1%	30,769	-30.8%	18,747	13.6%	12,491	70.5%
	63,717	58,674	8.6%	54,576	16.7%	66,932	-4.8%	53,607	18.9%	44,724	42.5%

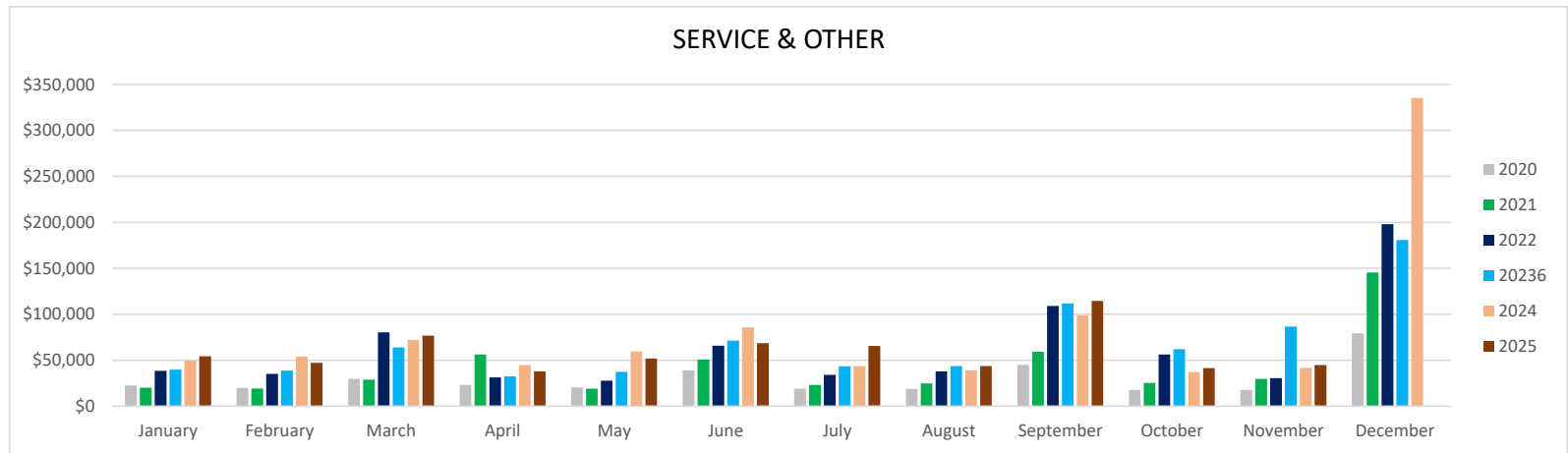
<u>YEAR-TO-DATE</u>	<u>Nov-25</u>	<u>Nov-24</u>	<u>25 vs 24</u>	<u>Nov-23</u>	<u>25 vs 23</u>	<u>Nov-22</u>	<u>25 vs 22</u>	<u>Nov-21</u>	<u>25 vs 21</u>	<u>Nov-20</u>	<u>25 vs 20</u>
In County	502,553	449,775	11.7%	414,332	21.3%	405,896	23.8%	389,390	29.1%	364,782	37.8%
Outside County	238,076	226,165	5.3%	257,511	-7.5%	246,253	-3.3%	188,957	26.0%	139,224	71.0%
	740,628	675,940	9.6%	671,843	10.2%	652,149	13.6%	578,347	28.1%	504,006	46.9%



SERVICE & OTHER

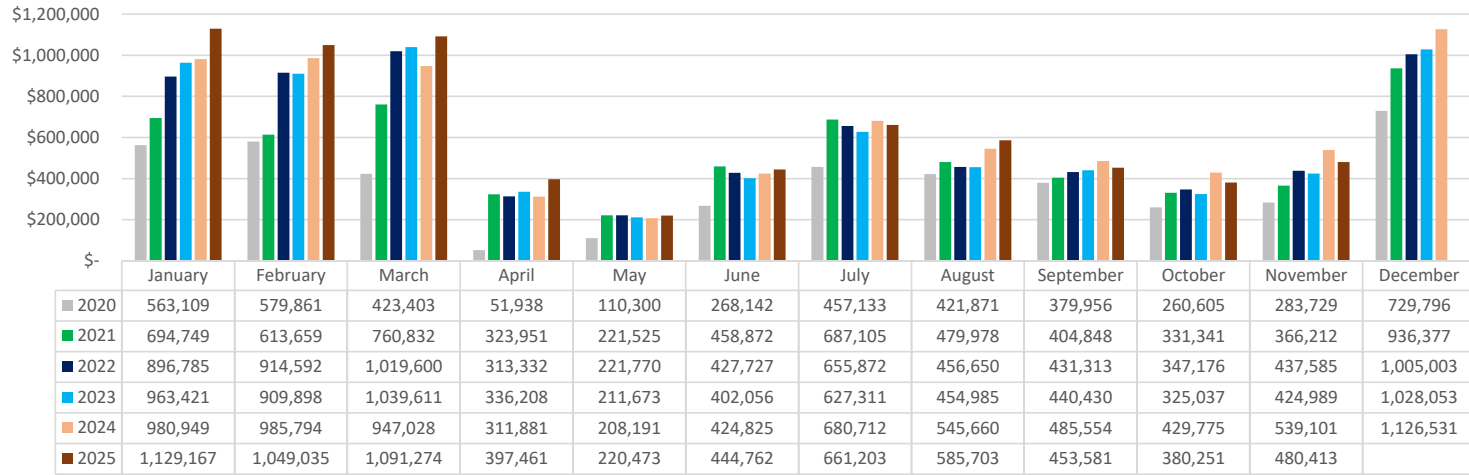
MONTH	Nov-25	Nov-24	25 vs 24	Nov-23	25 vs 23	Nov-22	25 vs 22	Nov-21	25 vs 21	Nov-20	25 vs 20
Downtown	519	151	243.8%	154	237.1%	11	#####	762	-31.9%	14	#####
Old Town/Ski Area	2,672	2,672	0.0%	2,672	0.0%	-	-	2,672	0.0%	2,672	0.0%
In County	1,301	3,070	-57.6%	1,864	-30.2%	1,930	-32.6%	2,422	-46.3%	599	117.2%
Outside County	40,129	35,857	11.9%	81,803	-50.9%	28,571	40.5%	23,819	68.5%	14,211	182.4%
	44,621	41,750	6.9%	86,493	-48.4%	30,512	46.2%	29,675	50.4%	17,496	155.0%

YEAR-TO-DATE	Nov-25	Nov-24	25 vs 24	Nov-23	25 vs 23	Nov-22	25 vs 22	Nov-21	25 vs 21	Nov-20	25 vs 20
Downtown	57,377	30,890	85.7%	33,703	70.2%	36,283	58.1%	6,329	806.6%	7,457	669.4%
Old Town/Ski Area	32,272	41,235	-21.7%	29,389	9.8%	26,919	19.9%	29,389	9.8%	29,390	9.8%
In County	38,781	45,830	-15.4%	43,008	-9.8%	25,319	53.2%	22,606	71.6%	17,888	116.8%
Outside County	517,531	507,419	2.0%	524,289	-1.3%	457,793	13.0%	298,175	73.6%	217,832	137.6%
	645,961	625,374	3.3%	630,389	2.5%	546,314	18.2%	356,499	81.2%	272,567	137.0%

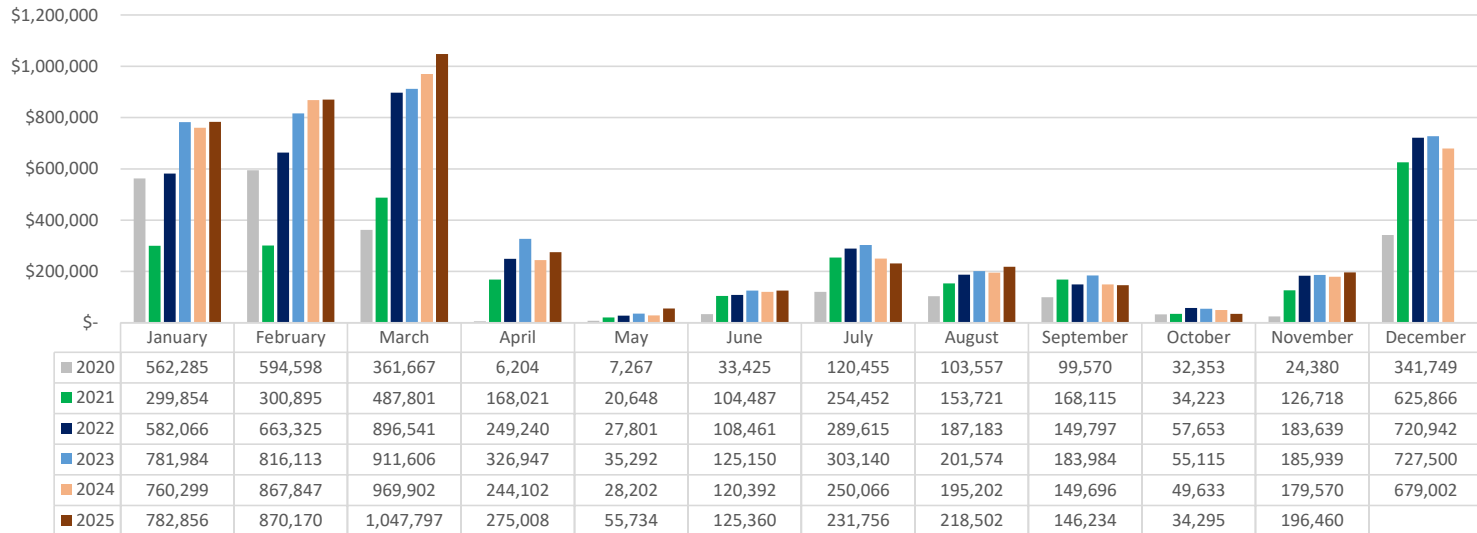


SUPPLEMENTAL INFORMATION

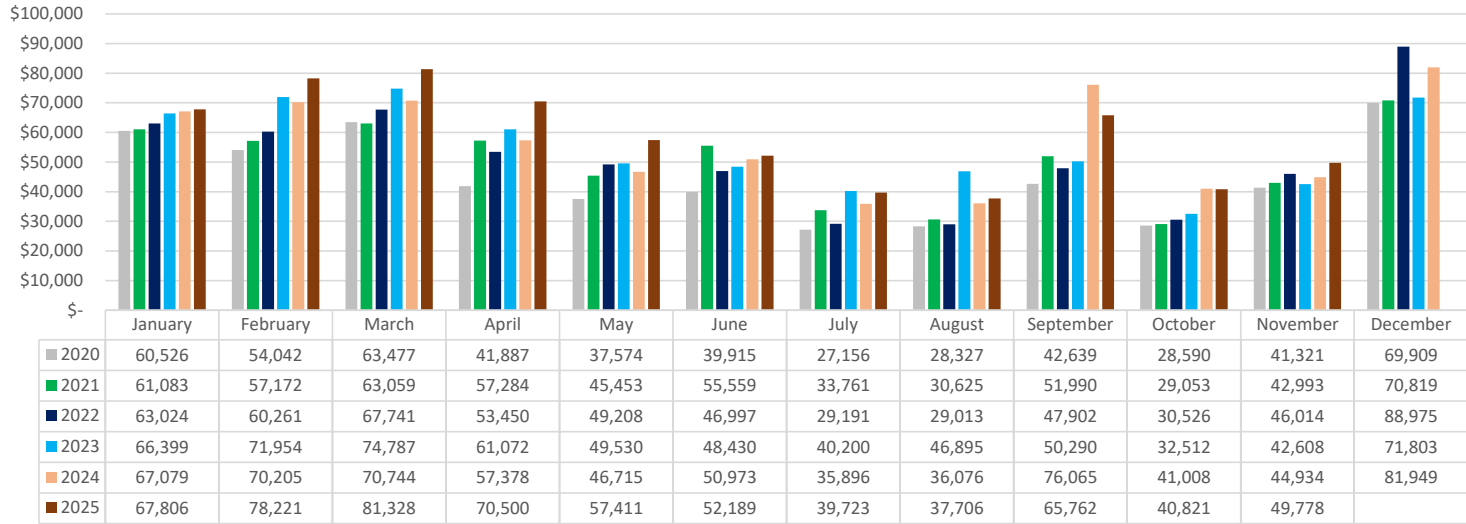
TOAL SALES TAX - DOWNTOWN



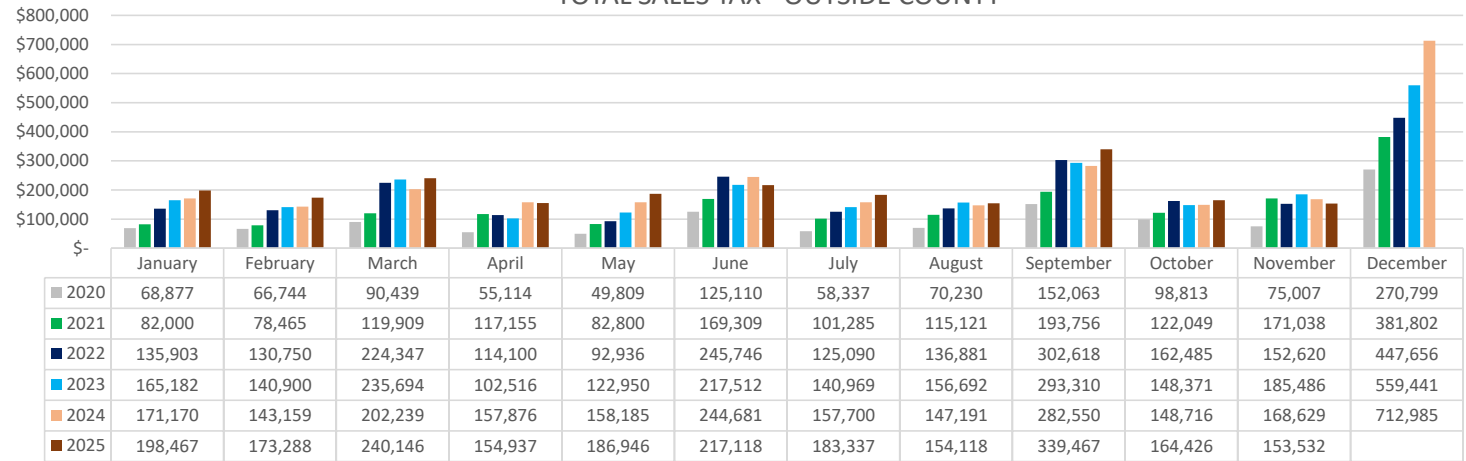
TOAL SALES TAX - OLD TOWN/SKI AREA



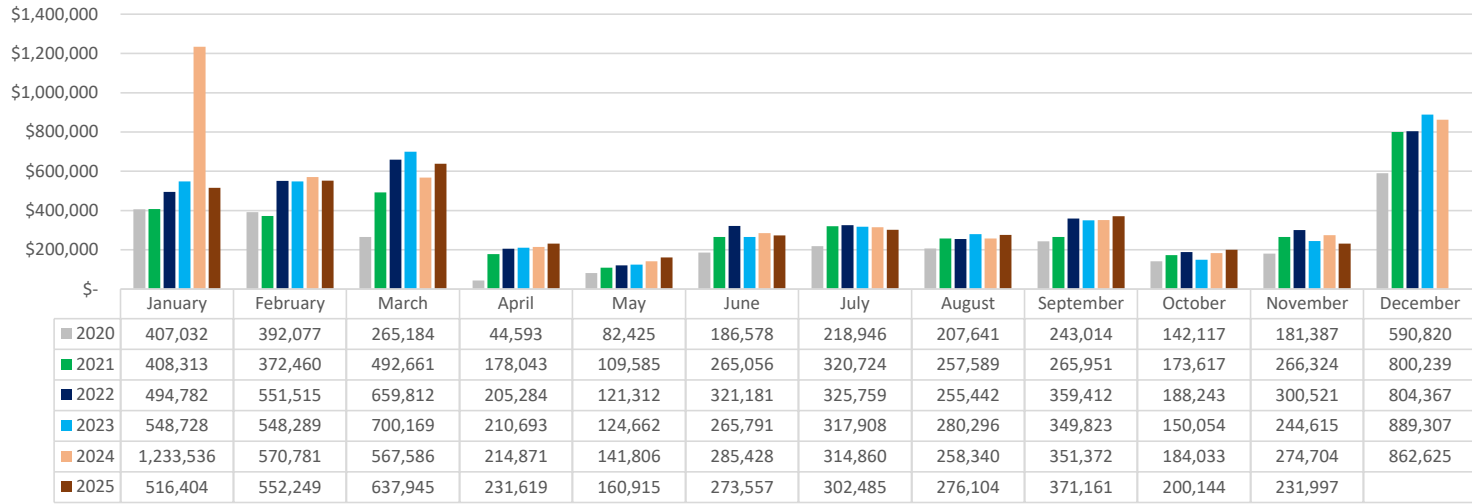
TOTAL SALES TAX - IN COUNTY



TOTAL SALES TAX - OUTSIDE COUNTY



TOTAL SALES TAX - RETAIL



TOTAL SALES TAX - RESTAURANT & BAR

