



TOWN OF WINTER PARK, CO

SALES TAX REPORT

January 2026 Sales

(Collected: February - 2026)

**SUMMARY**

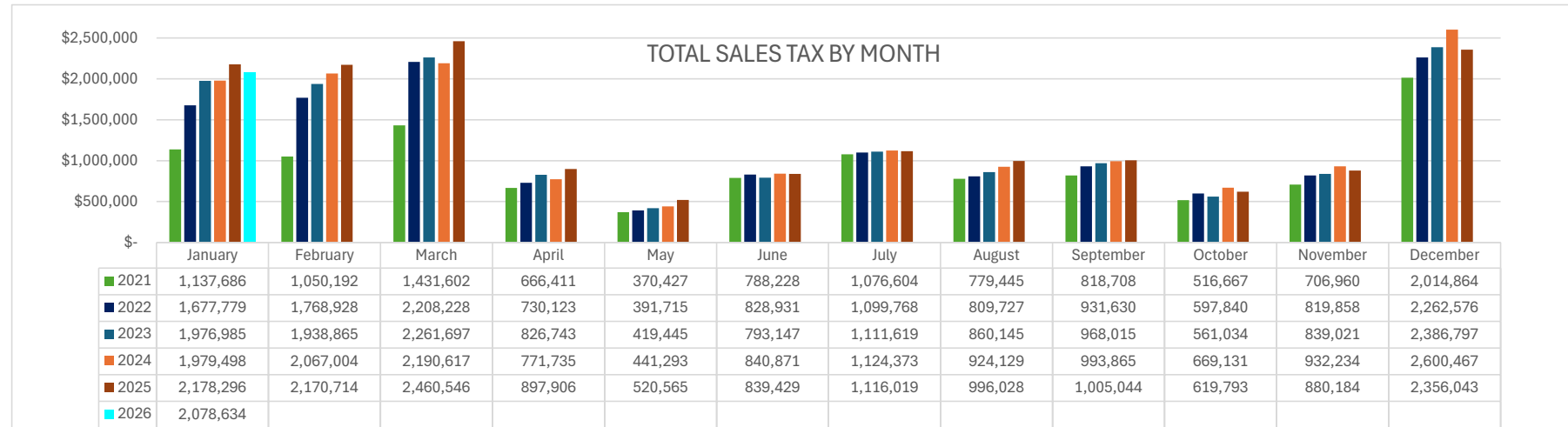
**Month and YTD:** For the month and year-to-date periods ended on January 31, 2026 there was a 5% (\$100K) decrease in Sales Tax revenue. This decrease is primarily due to a decrease of 11% (\$104K) in the Lodging sector, a decrease of 19% (\$96K) in the Retail sector and a 171% (\$93K) increase in the Service & Other sector.

**PRIOR YEAR COMPARISONS - MONTH**

Description	Jan-26	Jan-25	26 vs 25	Jan-24	25 vs 24	Jan-23	25 vs 23	Jan-22	25 vs 22	Jan-21	25 vs 21
General, Supplemental & Lodging Tax on:											
Non-Lodging Sales (5%)	869,338	1,019,343	-14.7%	876,770	-0.8%	911,235	-4.6%	783,161	11.0%	567,644	53.1%
Lodging Sales (7% after 7/1/24)	670,102	536,583	24.9%	537,157	24.7%	500,898	33.8%	415,252	61.4%	244,989	173.5%
	1,539,441	1,555,926	-1.1%	1,413,927	8.9%	1,412,133	9.0%	1,198,413	28.5%	812,633	89.4%
Transit & Trails Tax (2%)	539,193	622,370	-13.4%	565,571	-4.7%	564,852	-4.5%	479,366	12.5%	325,053	65.9%
	<b>2,078,634</b>	<b>2,178,296</b>	<b>-4.6%</b>	<b>1,979,498</b>	<b>5.0%</b>	<b>1,976,985</b>	<b>5.1%</b>	<b>1,677,779</b>	<b>23.9%</b>	<b>1,137,686</b>	<b>82.7%</b>

**PRIOR YEAR COMPARISONS - YEAR-TO-DATE**

Description	Jan-26	Jan-25	26 vs 25	Jan-24	25 vs 24	Jan-23	25 vs 23	Jan-22	25 vs 22	Jan-21	25 vs 21
General, Supplemental & Lodging Tax on:											
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**TOTAL SALES TAX BY BUSINESS LOCATION**

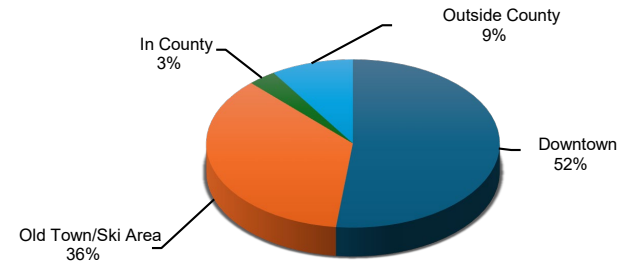
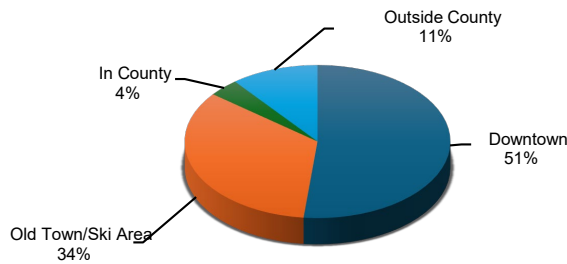
The following tables and graphs compare total sales tax revenues for the current month and YTD periods, by business location and industry sector. For lodging properties managed by a property management company, the lodging taxes are reported in the geographic area of the property management company location.

<u>MONTH</u>	<u>Jan-26</u>	<u>Jan-25</u>	<u>26 vs 25</u>	<u>Jan-24</u>	<u>25 vs 24</u>	<u>Jan-23</u>	<u>25 vs 23</u>	<u>Jan-22</u>	<u>25 vs 22</u>	<u>Jan-21</u>	<u>25 vs 21</u>
Downtown	1,074,031	1,129,167	-4.9%	980,949	9.5%	963,421	11.5%	896,785	19.8%	694,749	54.6%
Old Town/Ski Area	704,956	782,856	-10.0%	760,299	-7.3%	781,984	-9.9%	582,066	21.1%	299,854	135.1%
In County	77,720	67,806	14.6%	67,079	15.9%	66,399	17.0%	63,024	23.3%	61,083	27.2%
Outside County	221,926	198,467	11.8%	171,171	29.7%	165,181	34.4%	135,904	63.3%	82,000	170.6%
	<b>2,078,634</b>	<b>2,178,296</b>	<b>-4.6%</b>	<b>1,979,498</b>	<b>5.0%</b>	<b>1,976,985</b>	<b>5.1%</b>	<b>1,677,779</b>	<b>23.9%</b>	<b>1,137,686</b>	<b>82.7%</b>

<u>YEAR-TO-DATE</u>	<u>Jan-26</u>	<u>Jan-25</u>	<u>26 vs 25</u>	<u>Jan-24</u>	<u>25 vs 24</u>	<u>Jan-23</u>	<u>25 vs 23</u>	<u>Jan-22</u>	<u>25 vs 22</u>	<u>Jan-21</u>	<u>25 vs 21</u>
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**2024 - SALES TAX BY BUSINESS LOCATION**



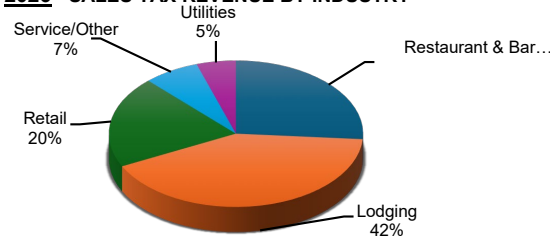
**TOTAL SALES TAX BY INDUSTRY SECTOR**

<u>MONTH</u>	<u>Jan-26</u>	<u>Jan-25</u>	<u>26 vs 25</u>	<u>Jan-24</u>	<u>25 vs 24</u>	<u>Jan-23</u>	<u>25 vs 23</u>	<u>Jan-22</u>	<u>25 vs 22</u>	<u>Jan-21</u>	<u>25 vs 21</u>
Restaurant & Bar	544,656	540,857	0.7%	576,045	-5.4%	578,957	-5.9%	471,305	15.6%	288,831	88.6%
Lodging	861,560	965,849	-10.8%	743,624	15.9%	701,257	22.9%	581,353	48.2%	342,984	151.2%
Retail	420,509	516,404	-18.6%	512,063	-17.9%	548,728	-23.4%	494,782	-15.0%	408,313	3.0%
Service/Other	147,613	54,404	171.3%	49,624	197.5%	39,732	271.5%	38,514	283.3%	20,063	635.7%
Utilities	104,296	100,783	3.5%	98,142	6.3%	108,312	-3.7%	91,824	13.6%	77,494	34.6%
	<b>2,078,634</b>	<b>2,178,296</b>	<b>-4.6%</b>	<b>1,979,498</b>	<b>5.0%</b>	<b>1,976,985</b>	<b>5.1%</b>	<b>1,677,779</b>	<b>23.9%</b>	<b>1,137,686</b>	<b>82.7%</b>

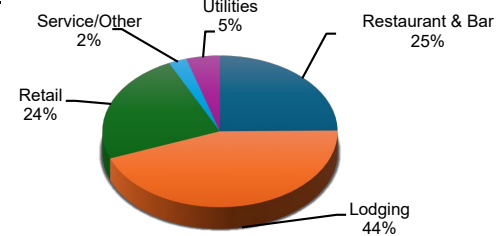
  

<u>YEAR-TO-DATE</u>	<u>Jan-26</u>	<u>Jan-25</u>	<u>26 vs 25</u>	<u>Jan-24</u>	<u>25 vs 24</u>	<u>Jan-23</u>	<u>25 vs 23</u>	<u>Jan-22</u>	<u>25 vs 22</u>	<u>Jan-21</u>	<u>25 vs 21</u>
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**2026 - SALES TAX REVENUE BY INDUSTRY**



**2025 - SALES TAX REVENUE BY INDUSTRY**



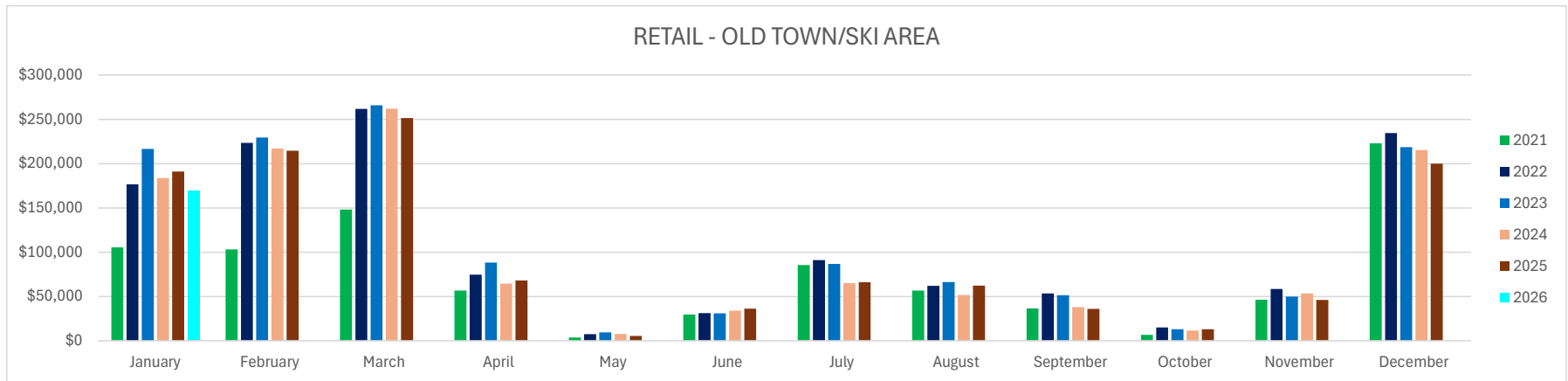
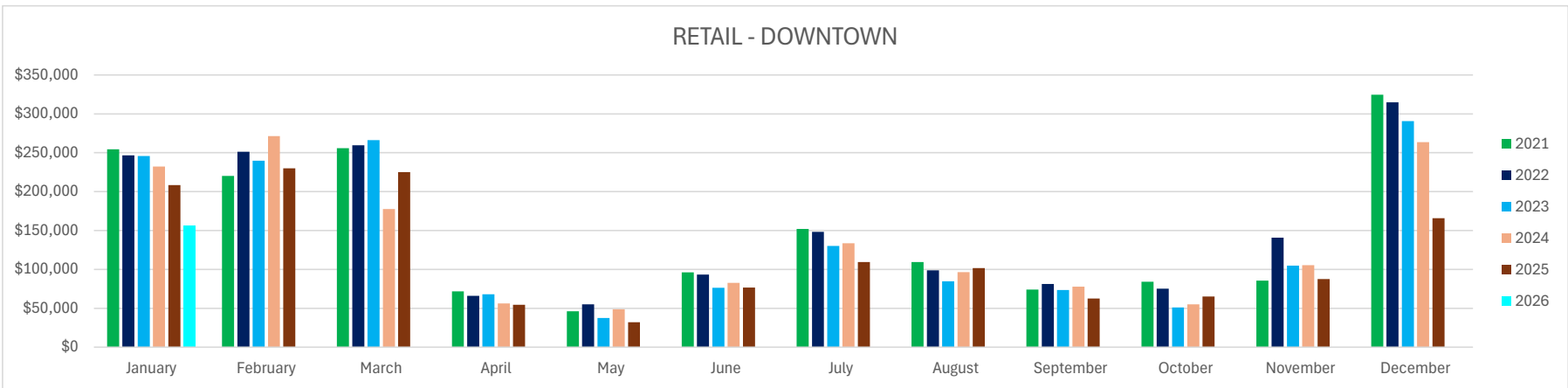
**COMPARISONS BY INDUSTRY AND BUSINESS LOCATION**

**RETAIL**

<b>MONTH</b>	<b>Jan-26</b>	<b>Jan-25</b>	<b>26 vs 25</b>	<b>Jan-24</b>	<b>25 vs 24</b>	<b>Jan-23</b>	<b>25 vs 23</b>	<b>Jan-22</b>	<b>25 vs 22</b>	<b>Jan-21</b>	<b>25 vs 21</b>
Downtown	156,205	208,456	-25.1%	232,391	-32.8%	245,873	-36.5%	246,671	-36.7%	254,484	-38.6%
Old Town/Ski Area	168,835	190,927	-11.6%	183,754	-8.1%	216,605	-22.1%	176,755	-4.5%	105,361	60.2%
In County	8,014	6,097	31.4%	7,677	4.4%	7,913	1.3%	4,812	66.5%	7,440	7.7%
Outside County	87,456	110,923	-21.2%	86,268	1.4%	78,337	11.6%	66,544	31.4%	41,028	113.2%
<b>TOTAL</b>	<b>420,509</b>	<b>516,404</b>	<b>-18.6%</b>	<b>510,090</b>	<b>-17.6%</b>	<b>548,728</b>	<b>-23.4%</b>	<b>494,782</b>	<b>-15.0%</b>	<b>408,313</b>	<b>3.0%</b>

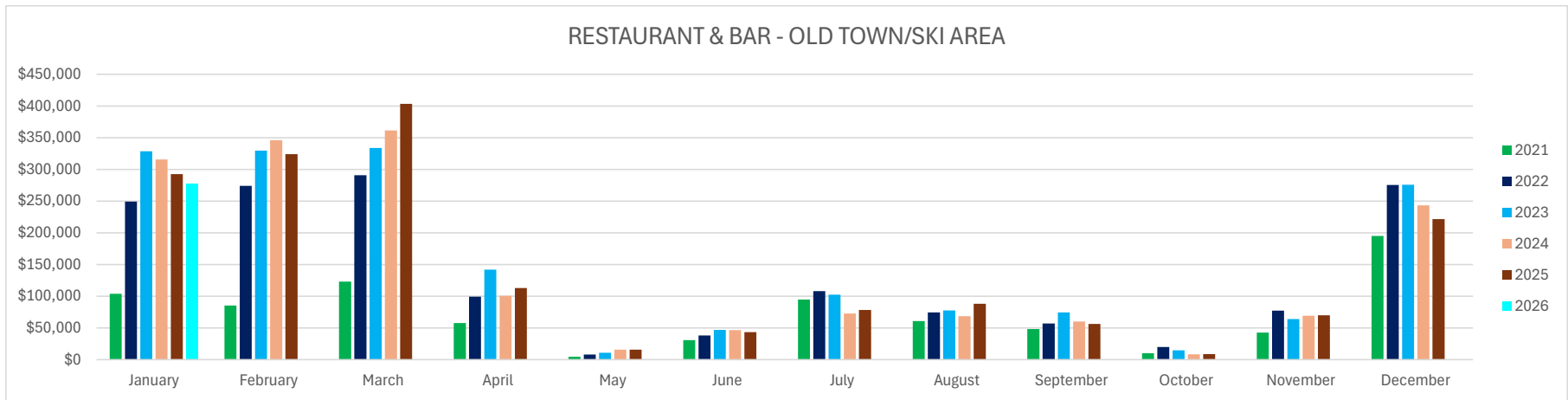
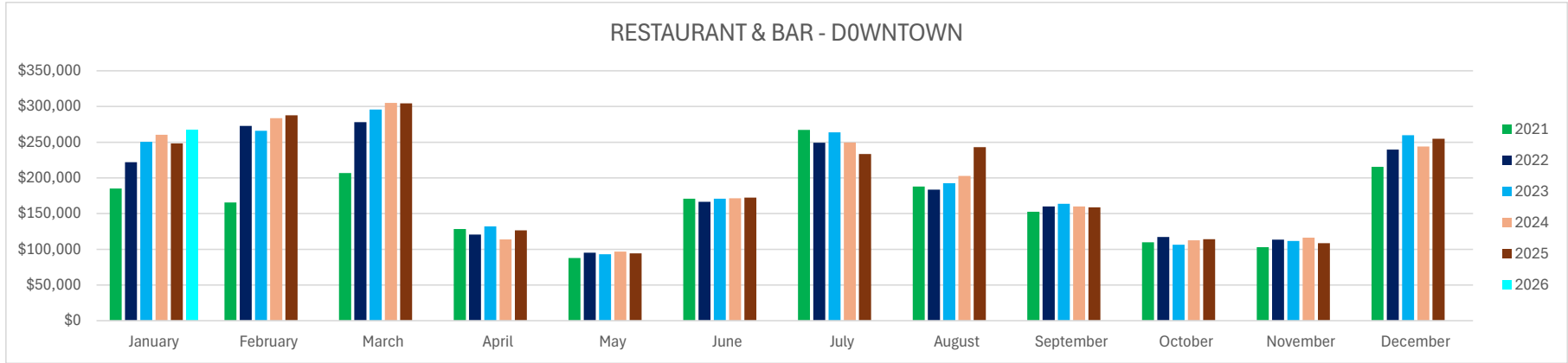
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**RESTAURANT & BAR**

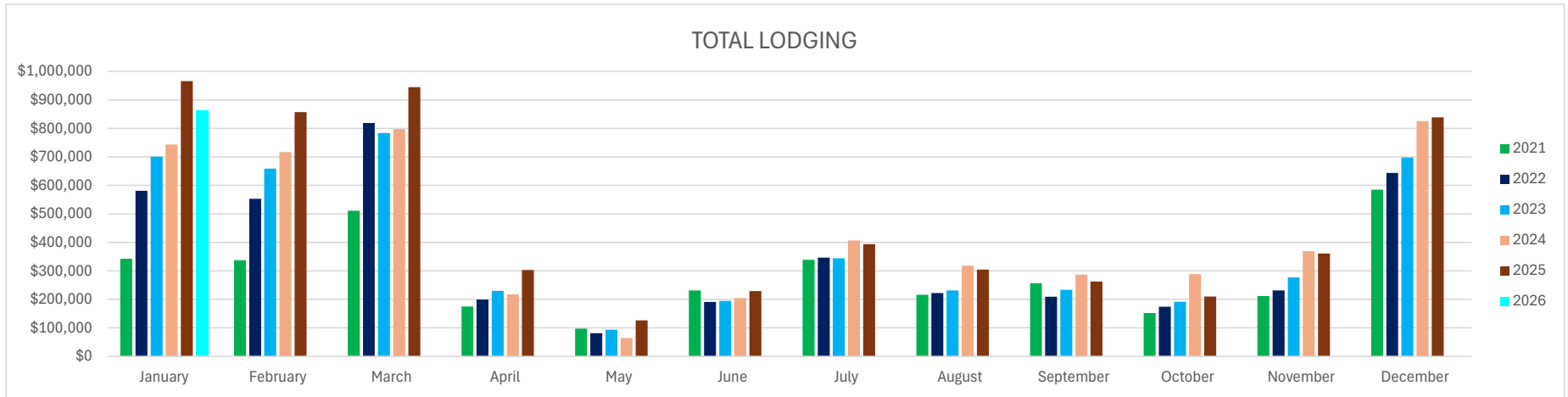
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Downtown	267,276	248,190	7.7%	260,427	2.6%	250,334	6.8%	222,071	20.4%	185,021	44.5%
Old Town/Ski Area	277,380	292,667	-5.2%	315,619	-12.1%	328,623	-15.6%	249,234	11.3%	103,810	167.2%
	<b>544,656</b>	<b>540,857</b>	<b>0.7%</b>	<b>576,045</b>	<b>-5.4%</b>	<b>578,957</b>	<b>-5.9%</b>	<b>471,305</b>	<b>15.6%</b>	<b>288,831</b>	<b>88.6%</b>

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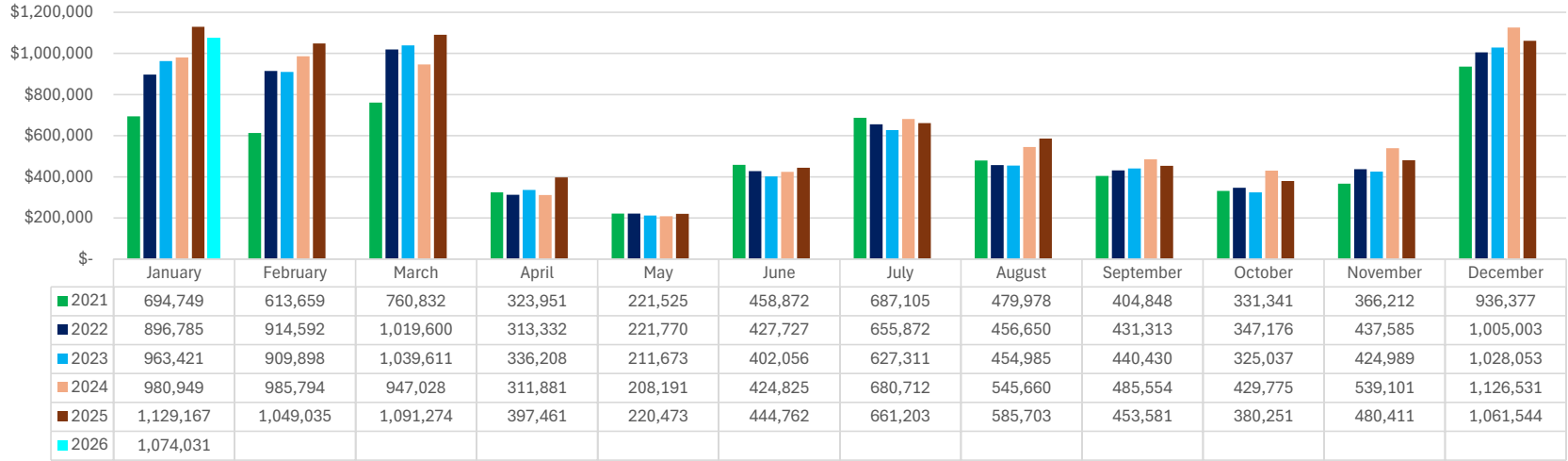
**LODGING**

	<u>Jan-26</u>	<u>Jan-25</u>	<u>26 vs 25</u>	<u>Jan-24</u>	<u>25 vs 24</u>	<u>Jan-23</u>	<u>25 vs 23</u>	<u>Jan-22</u>	<u>25 vs 22</u>	<u>Jan-21</u>	<u>25 vs 21</u>
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**SUPPLEMENTAL INFORMATION**

**TOAL SALES TAX - DOWNTOWN**



**TOAL SALES TAX - OLD TOWN/SKI AREA**

