



TOWN OF WINTER PARK, CO

SALES TAX REPORT

February 2026 Sales

(Collected: March 2026)

**SUMMARY**

**Month:** Total Sales Tax revenue for the month of February, 2026 decreased by 7% (\$142K) vs. the same month of the prior year. This decrease was primarily due to decreases in the Retail sector of 16% (\$90K), Restaurant & Bar sector of 9% (\$56K), and the Lodging sector of 3% (\$25K).

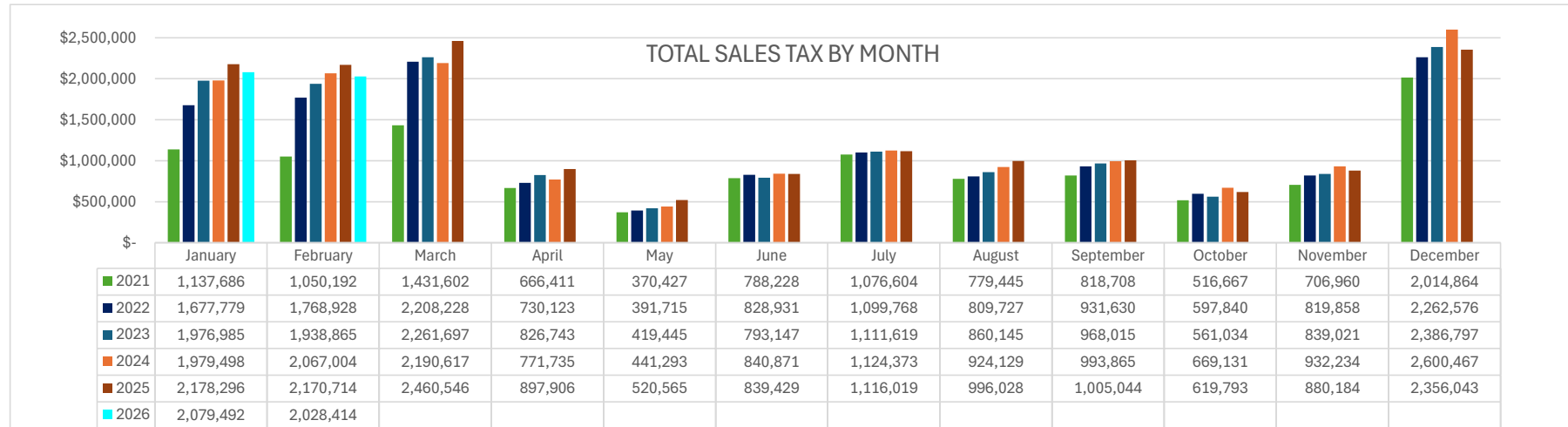
**YTD:** Total YTD Sales Tax revenue decreased by 6% (\$241K) vs. the same period of the prior year. This decrease was primarily due to decreases in the Retail sector of 17% (\$185K), Restaurant & Bar sector of 5% (\$52K), and the Lodging sector of 7% (\$129K).

**PRIOR YEAR COMPARISONS - MONTH**

Description	Feb-26	Feb-25	26 vs 25	Feb-24	25 vs 24	Feb-23	25 vs 23	Feb-22	25 vs 22	Feb-21	25 vs 21
<b>General, Supplemental &amp; Lodging Tax on:</b>											
Non-Lodging Sales (5%)	854,476	938,653	-9.0%	956,701	-10.7%	914,314	-6.5%	868,502	-1.6%	509,141	67.8%
Lodging Sales (7% after 7/1/24)	647,226	665,308	-2.7%	519,704	24.5%	470,589	37.5%	395,018	63.8%	240,996	168.6%
	1,501,702	1,603,961	-6.4%	1,476,405	1.7%	1,384,903	8.4%	1,263,520	18.9%	750,137	100.2%
Transit & Trails Tax (2%)	526,712	566,753	-7.1%	590,573	-10.8%	553,961	-4.9%	505,408	4.2%	300,055	75.5%
	<b>2,028,414</b>	<b>2,170,714</b>	<b>-6.6%</b>	<b>2,066,978</b>	<b>-1.9%</b>	<b>1,938,864</b>	<b>4.6%</b>	<b>1,768,928</b>	<b>14.7%</b>	<b>1,050,192</b>	<b>93.1%</b>

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

Description	Feb-26	Feb-25	26 vs 25	Feb-24	25 vs 24	Feb-23	25 vs 23	Feb-22	25 vs 22	Feb-21	25 vs 21
<b>General, Supplemental &amp; Lodging Tax on:</b>											
Non-Lodging Sales (5%)	1,724,425	1,804,687	-4.4%	1,833,471	-5.9%	1,825,549	-5.5%	1,651,663	4.4%	1,076,785	60.1%
Lodging Sales (7% after 7/1/24)	1,317,328	1,415,948	-7.0%	1,056,862	24.6%	971,487	35.6%	810,270	62.6%	485,984	171.1%
	3,041,753	3,220,635	-5.6%	2,890,333	5.2%	2,797,036	8.7%	2,461,933	23.6%	1,562,769	94.6%
Transit & Trails Tax (2%)	1,066,149	1,128,375	-5.5%	1,156,143	-7.8%	1,118,814	-4.7%	984,773	8.3%	625,108	70.6%
	<b>4,107,902</b>	<b>4,349,010</b>	<b>-5.5%</b>	<b>4,046,476</b>	<b>1.5%</b>	<b>3,915,850</b>	<b>4.9%</b>	<b>3,446,706</b>	<b>19.2%</b>	<b>2,187,877</b>	<b>87.8%</b>



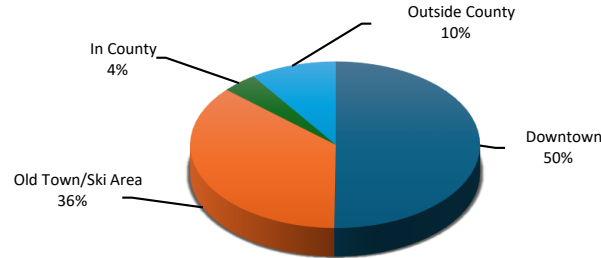
**TOTAL SALES TAX BY BUSINESS LOCATION**

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.

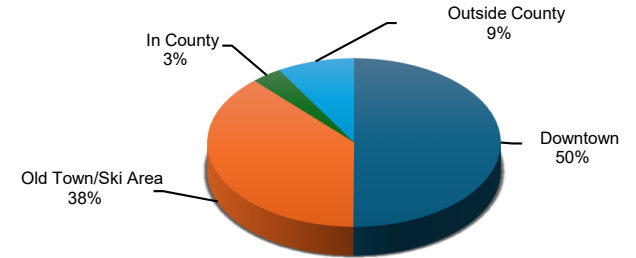
MONTH	Feb-26	Feb-25	26 vs 25	Feb-24	25 vs 24	Feb-23	25 vs 23	Feb-22	25 vs 22	Feb-21	25 vs 21
Downtown	986,865	1,049,035	-5.9%	985,794	0.1%	909,898	8.5%	914,592	7.9%	613,659	60.8%
Old Town/Ski Area:	786,692	870,170	-9.6%	867,847	-9.4%	816,113	-3.6%	663,325	18.6%	300,895	161.5%
In County	82,790	78,221	5.8%	70,205	17.9%	71,954	15.1%	60,261	37.4%	57,172	44.8%
Outside County	172,067	173,288	-0.7%	143,159	20.2%	140,900	22.1%	130,750	31.6%	78,465	119.3%
	<b>2,028,414</b>	<b>2,170,714</b>	<b>-6.6%</b>	<b>2,067,004</b>	<b>-1.9%</b>	<b>1,938,865</b>	<b>4.6%</b>	<b>1,768,928</b>	<b>14.7%</b>	<b>1,050,192</b>	<b>93.1%</b>

YEAR-TO-DATE	Feb-26	Feb-25	26 vs 25	Feb-24	25 vs 24	Feb-23	25 vs 23	Feb-22	25 vs 22	Feb-21	25 vs 21
Downtown	2,060,839	2,178,201	-5.4%	1,966,743	4.8%	1,873,319	10.0%	1,811,377	13.8%	1,308,408	57.5%
Old Town/Ski Area:	1,491,649	1,653,026	-9.8%	1,628,146	-8.4%	1,598,097	-6.7%	1,245,391	19.8%	600,749	148.3%
In County	160,510	146,027	9.9%	137,284	16.9%	138,353	16.0%	123,285	30.2%	118,255	35.7%
Outside County	394,905	371,755	6.2%	314,329	25.6%	306,081	29.0%	266,652	48.1%	160,465	146.1%
	<b>4,107,902</b>	<b>4,349,010</b>	<b>-5.5%</b>	<b>4,046,502</b>	<b>1.5%</b>	<b>3,915,850</b>	<b>4.9%</b>	<b>3,446,706</b>	<b>19.2%</b>	<b>2,187,878</b>	<b>87.8%</b>

**2026 SALES TAX BY BUSINESS LOCATION**



**2025 SALES TAX BY BUSINESS LOCATION**

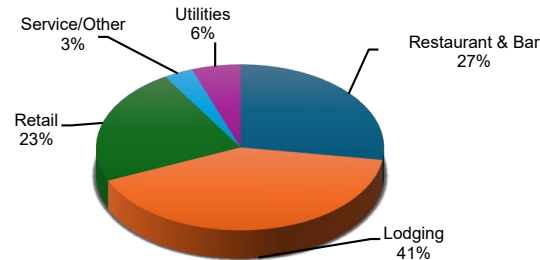


**TOTAL SALES TAX BY INDUSTRY SECTOR**

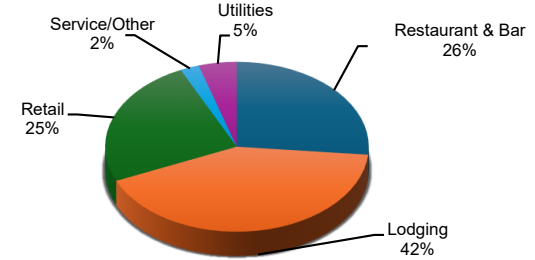
MONTH	Feb-26	Feb-25	26 vs 25	Feb-24	25 vs 24	Feb-23	25 vs 23	Feb-22	25 vs 22	Feb-21	25 vs 21
Restaurant & Bar	556,100	611,692	-9.1%	629,904	-11.7%	595,453	-6.6%	546,806	1.7%	251,070	121.5%
Lodging	832,147	856,839	-2.9%	716,748	16.1%	658,825	26.3%	553,026	50.5%	337,394	146.6%
Retail	462,400	552,249	-16.3%	570,781	-19.0%	548,289	-15.7%	551,515	-16.2%	372,460	24.1%
Service/Other	66,440	47,162	40.9%	53,795	23.5%	38,655	71.9%	35,124	89.2%	19,330	243.7%
Utilities	111,327	102,772	8.3%	95,775	16.2%	97,642	14.0%	82,457	35.0%	69,938	59.2%
	<b>2,028,414</b>	<b>2,170,714</b>	<b>-6.6%</b>	<b>2,067,004</b>	<b>-1.9%</b>	<b>1,938,865</b>	<b>4.6%</b>	<b>1,768,928</b>	<b>14.7%</b>	<b>1,050,192</b>	<b>93.1%</b>

YEAR-TO-DATE	Feb-26	Feb-25	26 vs 25	Feb-24	25 vs 24	Feb-23	25 vs 23	Feb-22	25 vs 22	Feb-21	25 vs 21
Restaurant & Bar	1,100,699	1,152,549	-4.5%	1,205,949	-8.7%	1,174,411	-6.3%	1,018,112	8.1%	539,901	103.9%
Lodging	1,693,707	1,822,688	-7.1%	1,460,373	16.0%	1,360,082	24.5%	1,134,379	49.3%	680,378	148.9%
Retail	883,845	1,068,653	-17.3%	1,082,844	-18.4%	1,097,017	-19.4%	1,046,297	-15.5%	780,773	13.2%
Service/Other	214,029	101,566	110.7%	103,419	107.0%	78,386	173.0%	73,637	190.7%	39,393	443.3%
Utilities	215,623	203,555	5.9%	193,917	11.2%	205,954	4.7%	174,281	23.7%	147,432	46.3%
	<b>4,107,902</b>	<b>4,349,010</b>	<b>-5.5%</b>	<b>4,046,502</b>	<b>1.5%</b>	<b>3,915,850</b>	<b>4.9%</b>	<b>3,446,706</b>	<b>19.2%</b>	<b>2,187,878</b>	<b>87.8%</b>

**2026 - SALES TAX REVENUE BY INDUSTRY**



**2025 - SALES TAX REVENUE BY INDUSTRY**



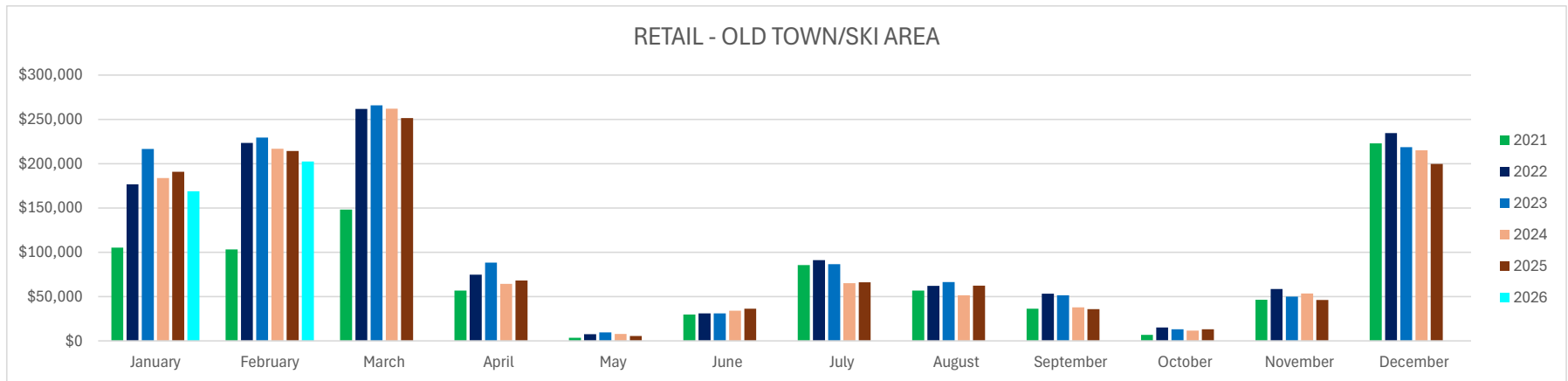
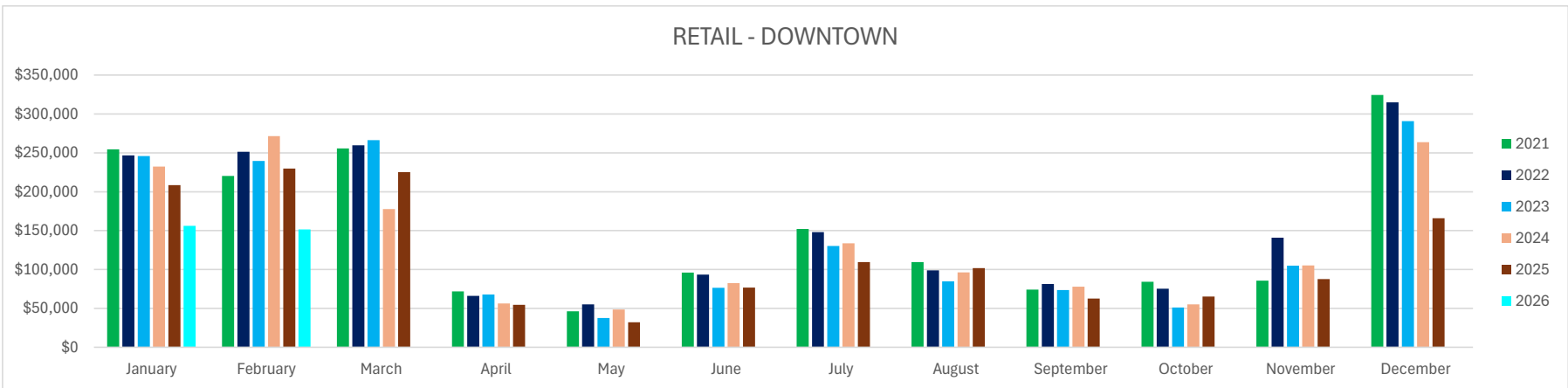
**COMPARISONS BY INDUSTRY AND BUSINESS LOCATION**

**RETAIL**

<u>MONTH</u>	<u>Feb-26</u>	<u>Feb-25</u>	<u>26 vs 25</u>	<u>Feb-24</u>	<u>25 vs 24</u>	<u>Feb-23</u>	<u>25 vs 23</u>	<u>Feb-22</u>	<u>25 vs 22</u>	<u>Feb-21</u>	<u>25 vs 21</u>
Downtown	151,632	229,914	-34.0%	271,342	-44.1%	239,638	-36.7%	251,258	-39.7%	220,178	-31.1%
Old Town/Ski Area	202,566	214,451	-5.5%	216,988	-6.6%	229,369	-11.7%	223,474	-9.4%	103,202	96.3%
In County	6,783	8,121	-16.5%	7,993	-15.1%	13,389	-49.3%	7,897	-14.1%	8,022	-15.4%
Outside County	101,419	99,763	1.7%	74,458	36.2%	65,893	53.9%	68,887	47.2%	41,059	147.0%
	<b>462,400</b>	<b>552,249</b>	<b>-16.3%</b>	<b>570,781</b>	<b>-19.0%</b>	<b>548,289</b>	<b>-15.7%</b>	<b>551,515</b>	<b>-16.2%</b>	<b>372,460</b>	<b>24.1%</b>

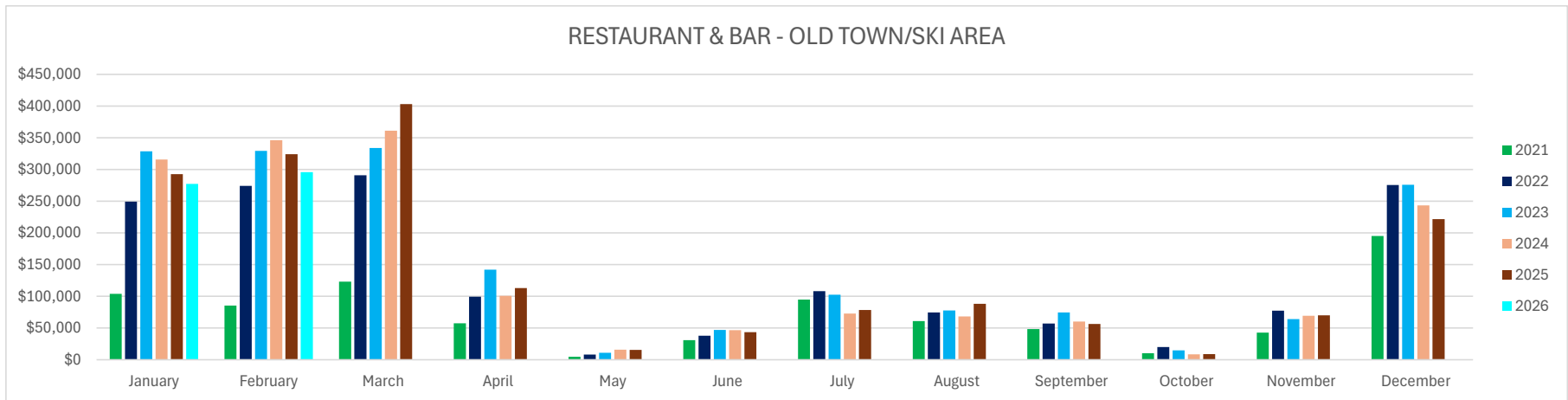
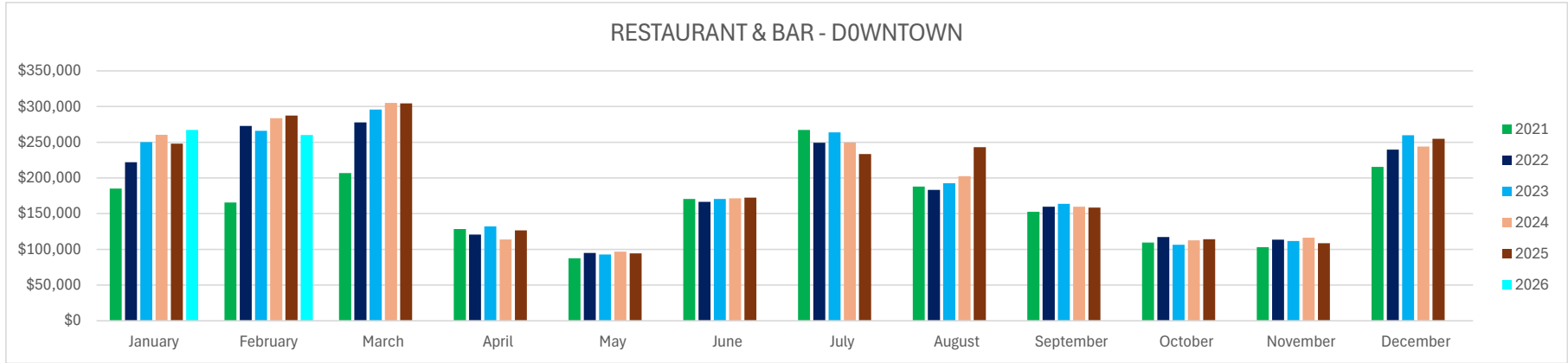
<u>YEAR-TO-DATE</u>	<u>Feb-26</u>	<u>Feb-25</u>	<u>26 vs 25</u>	<u>Feb-24</u>	<u>25 vs 24</u>	<u>Feb-23</u>	<u>25 vs 23</u>	<u>Feb-22</u>	<u>25 vs 22</u>	<u>Feb-21</u>	<u>25 vs 21</u>
Downtown	307,836	438,370	-29.8%	503,733	-38.9%	485,451	-36.6%	497,929	-38.2%	474,661	-35.1%
Old Town/Ski Area	371,400	405,378	-8.4%	400,741	-7.3%	446,034	-16.7%	400,228	-7.2%	208,563	78.1%
In County	14,797	14,218	4.1%	15,670	-5.6%	21,301	-30.5%	12,709	16.4%	15,462	-4.3%
Outside County	189,811	210,686	-9.9%	162,700	16.7%	144,231	31.6%	135,431	40.2%	82,086	131.2%
	<b>883,845</b>	<b>1,068,653</b>	<b>-17.3%</b>	<b>1,082,844</b>	<b>-18.4%</b>	<b>1,097,017</b>	<b>-19.4%</b>	<b>1,046,297</b>	<b>-15.5%</b>	<b>780,773</b>	<b>13.2%</b>



**RESTAURANT & BAR**

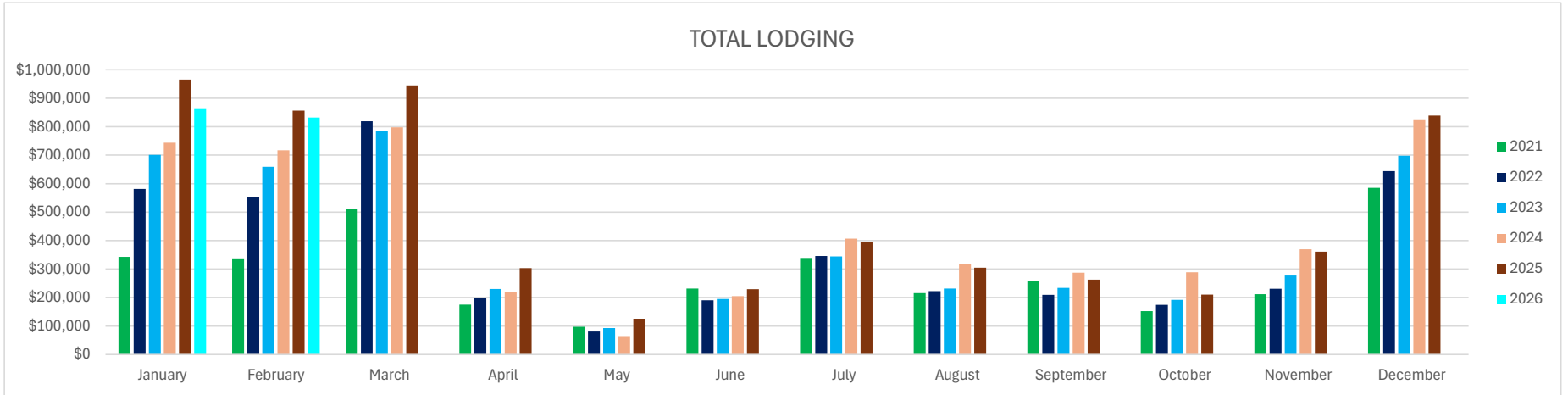
<u>MONTH</u>	<u>Feb-26</u>	<u>Feb-25</u>	<u>26 vs 25</u>	<u>Feb-24</u>	<u>25 vs 24</u>	<u>Feb-23</u>	<u>25 vs 23</u>	<u>Feb-22</u>	<u>25 vs 22</u>	<u>Feb-21</u>	<u>25 vs 21</u>
Downtown	260,266	287,518	-9.5%	260,427	-0.1%	250,334	4.0%	222,071	17.2%	185,021	40.7%
Old Town/Ski Area	295,834	324,174	-8.7%	315,619	-6.3%	328,623	-10.0%	249,234	18.7%	103,810	185.0%
	<b>556,100</b>	<b>611,692</b>	<b>-9.1%</b>	<b>576,045</b>	<b>-3.5%</b>	<b>578,957</b>	<b>-3.9%</b>	<b>471,305</b>	<b>18.0%</b>	<b>288,831</b>	<b>92.5%</b>

<u>YEAR-TO-DATE</u>	<u>Feb-26</u>	<u>Feb-25</u>	<u>26 vs 25</u>	<u>Feb-24</u>	<u>25 vs 24</u>	<u>Feb-23</u>	<u>25 vs 23</u>	<u>Feb-22</u>	<u>25 vs 22</u>	<u>Feb-21</u>	<u>25 vs 21</u>
Downtown	527,485	535,707	-1.5%	544,147	-3.1%	516,286	2.2%	494,829	6.6%	350,656	50.4%
Old Town/Ski Area	573,214	616,841	-7.1%	661,802	-13.4%	658,125	-12.9%	523,283	9.5%	189,246	202.9%
	<b>1,100,699</b>	<b>1,152,549</b>	<b>-4.5%</b>	<b>1,205,949</b>	<b>-8.7%</b>	<b>1,174,411</b>	<b>-6.3%</b>	<b>1,018,112</b>	<b>8.1%</b>	<b>539,901</b>	<b>103.9%</b>



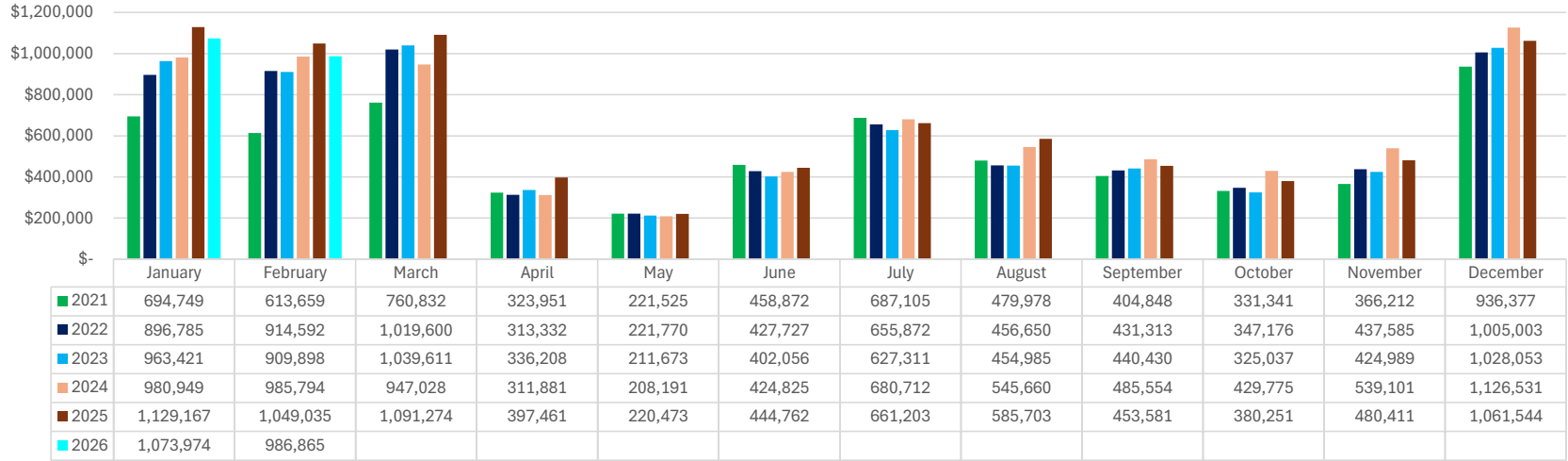
**LODGING**

	<u>Feb-26</u>	<u>Feb-25</u>	<u>26 vs 25</u>	<u>Feb-24</u>	<u>25 vs 24</u>	<u>Feb-23</u>	<u>25 vs 23</u>	<u>Feb-22</u>	<u>25 vs 22</u>	<u>Feb-21</u>	<u>25 vs 21</u>
<b>MONTH</b>	832,147	856,839	-2.9%	716,748	16.1%	658,825	26.3%	553,026	50.5%	337,394	146.6%
<b>YEAR-TO-DATE</b>	1,693,707	1,822,688	-7.1%	1,460,373	16.0%	1,360,082	24.5%	1,134,379	49.3%	680,378	148.9%



**SUPPLEMENTAL INFORMATION**

**TOAL SALES TAX - DOWNTOWN**



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

