



TOWN OF WINTER PARK, CO

SALES TAX REPORT

March 2026 Sales

(Collected: February - April 2026)

Dated: 05/18/26

**SUMMARY**

For the month of March 2026, total sales tax revenue decreased by 17% (\$406K) vs. the same period of the prior year. This decrease was primarily due to a 26% (\$181K) decrease in the Restaurant and Bar sector and a 19% (\$175K) decrease in the Lodging sector.

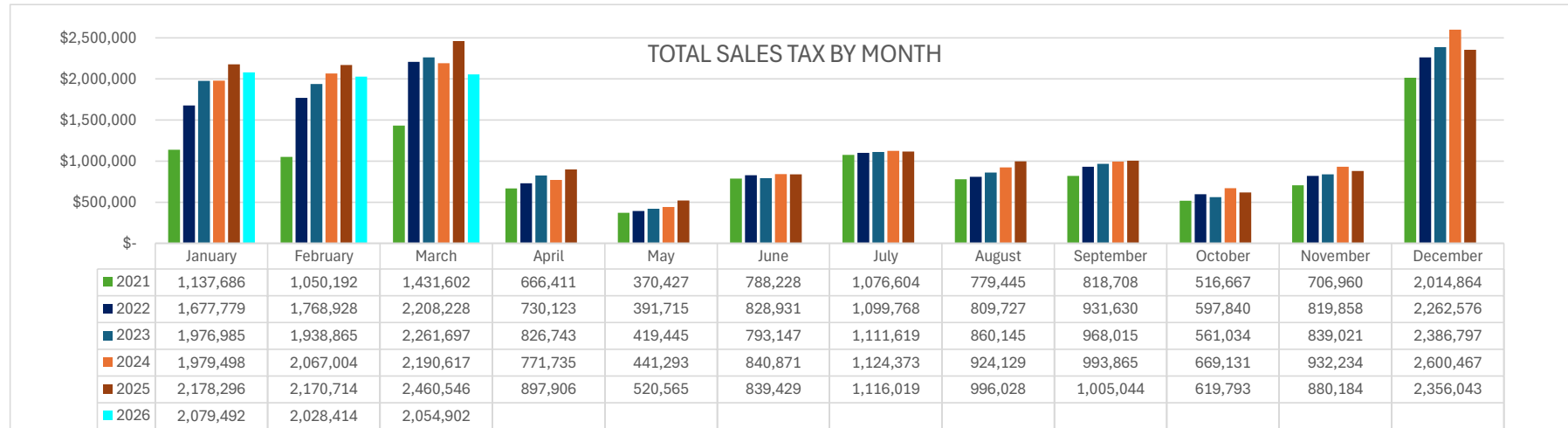
On a year-to-date basis, total sales tax revenue decreased by 10% (\$647K) vs. the same period of the prior year. This decrease was primarily due to a 13% (\$233K) decrease in the Restaurant and Bar sector, a 11% (\$304K) decrease in the Lodging sector and a 15% (\$261K) decrease in the Retail sector.

**PRIOR YEAR COMPARISONS - MONTH**

Description	Mar-26	Mar-25	26 vs 25	Mar-24	25 vs 24	Mar-23	25 vs 23	Mar-22	25 vs 22	Mar-21	25 vs 21
<b>General, Supplemental &amp; Lodging Tax on:</b>											
Non-Lodging Sales (5%)	918,227	1,082,949	-15.2%	985,993	-6.9%	1,055,259	-13.0%	992,309	-7.5%	657,448	39.7%
Lodging Sales (7% after 7/1/24)	598,409	734,095	-18.5%	578,230	3.5%	560,239	6.8%	584,997	2.3%	365,125	63.9%
	1,516,637	1,817,045	-16.5%	1,564,223	-3.0%	1,615,498	-6.1%	1,577,306	-3.8%	1,022,573	48.3%
Transit & Trails Tax (2%)	538,265	643,501	-16.4%	626,394	-14.1%	646,199	-16.7%	630,922	-14.7%	409,029	31.6%
	<b>2,054,902</b>	<b>2,460,546</b>	<b>-16.5%</b>	<b>2,190,617</b>	<b>-6.2%</b>	<b>2,261,697</b>	<b>-9.1%</b>	<b>2,208,228</b>	<b>-6.9%</b>	<b>1,431,602</b>	<b>43.5%</b>

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

Description	Mar-26	Mar-25	26 vs 25	Mar-24	25 vs 24	Mar-23	25 vs 23	Mar-22	25 vs 22	Mar-21	25 vs 21
<b>General, Supplemental &amp; Lodging Tax on:</b>											
Non-Lodging Sales (5%)	2,642,653	2,887,636	-8.5%	2,819,490	-6.3%	2,880,808	-8.3%	2,643,971	-0.05%	1,734,233	52.4%
Lodging Sales (7% after 7/1/24)	1,915,737	2,150,043	-10.9%	1,635,092	17.2%	1,531,726	25.1%	1,395,268	37.3%	851,110	125.1%
	4,558,390	5,037,680	-9.5%	4,454,582	2.3%	4,412,534	3.3%	4,039,239	12.9%	2,585,343	76.3%
Transit & Trails Tax (2%)	1,604,414	1,771,876	-9.5%	1,781,833	-10.0%	1,765,013	-9.1%	1,615,696	-0.7%	1,034,137	55.1%
	<b>6,162,804</b>	<b>6,809,556</b>	<b>-9.5%</b>	<b>6,236,414</b>	<b>-1.2%</b>	<b>6,177,547</b>	<b>-0.2%</b>	<b>5,654,935</b>	<b>9.0%</b>	<b>3,619,480</b>	<b>70.3%</b>



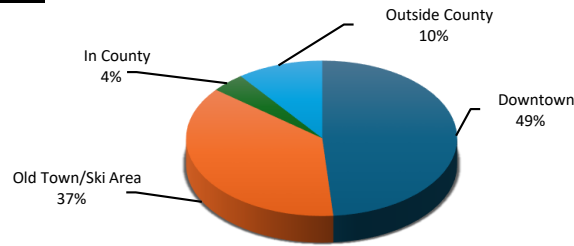
**TOTAL SALES TAX BY BUSINESS LOCATION**

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.

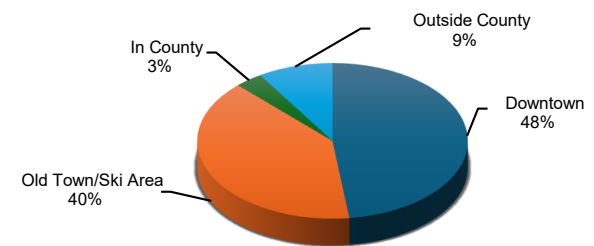
MONTH	Mar-26	Mar-25	26 vs 25	Mar-24	25 vs 24	Mar-23	25 vs 23	Mar-22	25 vs 22	Mar-21	25 vs 21
Downtown	940,674	1,091,274	-13.8%	947,028	-0.7%	1,039,611	-9.5%	1,019,600	-7.7%	760,832	23.6%
Old Town/Ski Area:	789,956	1,047,797	-24.6%	969,902	-18.6%	911,606	-13.3%	896,541	-11.9%	487,801	61.9%
In County	88,139	81,328	8.4%	71,449	23.4%	74,787	17.9%	67,741	30.1%	63,059	39.8%
Outside County	236,133	240,146	-1.7%	202,239	16.8%	235,694	0.2%	224,347	5.3%	119,909	96.9%
	<b>2,054,902</b>	<b>2,460,546</b>	<b>-16.5%</b>	<b>2,190,617</b>	<b>-6.2%</b>	<b>2,261,697</b>	<b>-9.1%</b>	<b>2,208,228</b>	<b>-6.9%</b>	<b>1,431,602</b>	<b>43.5%</b>

YEAR-TO-DATE	Mar-26	Mar-25	26 vs 25	Mar-24	25 vs 24	Mar-23	25 vs 23	Mar-22	25 vs 22	Mar-21	25 vs 21
Downtown	3,001,513	3,269,476	-8.2%	2,913,067	3.0%	2,912,930	3.0%	2,830,977	6.0%	2,069,241	45.1%
Old Town/Ski Area:	2,281,604	2,700,824	-15.5%	2,598,048	-12.2%	2,509,703	-9.1%	2,141,932	6.5%	1,088,550	109.6%
In County	248,649	227,355	9.4%	208,733	19.1%	213,140	16.7%	191,026	30.2%	181,315	37.1%
Outside County	631,038	611,901	3.1%	516,567	22.2%	541,775	16.5%	490,999	28.5%	280,375	125.1%
	<b>6,162,804</b>	<b>6,809,556</b>	<b>-9.5%</b>	<b>6,236,414</b>	<b>-1.2%</b>	<b>6,177,547</b>	<b>-0.2%</b>	<b>5,654,935</b>	<b>9.0%</b>	<b>3,619,480</b>	<b>70.3%</b>

**2026 SALES TAX BY BUSINESS LOCATION**



**2025 SALES TAX BY BUSINESS LOCATION**

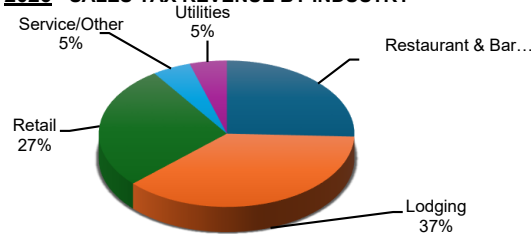


**TOTAL SALES TAX BY INDUSTRY SECTOR**

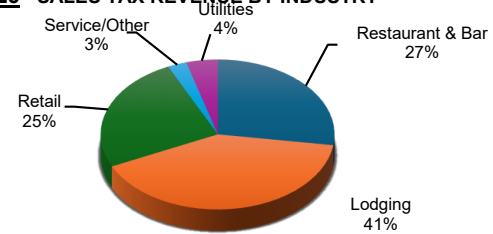
MONTH	Mar-26	Mar-25	26 vs 25	Mar-24	25 vs 24	Mar-23	25 vs 23	Mar-22	25 vs 22	Mar-21	25 vs 21
Restaurant & Bar	526,698	707,669	-25.6%	666,444	-21.0%	629,531	-16.3%	568,944	-7.4%	329,887	59.7%
Lodging	769,383	944,711	-18.6%	798,025	-3.6%	784,334	-1.9%	818,996	-6.1%	511,176	50.5%
Retail	561,896	637,945	-11.9%	567,586	-1.0%	700,169	-19.7%	659,812	-14.8%	492,661	14.1%
Service/Other	100,202	76,683	30.7%	72,684	37.9%	63,918	56.8%	80,420	24.6%	28,973	245.8%
Utilities	96,722	93,537	3.4%	85,878	12.6%	83,745	15.5%	80,056	20.8%	68,905	40.4%
	<b>2,054,902</b>	<b>2,460,546</b>	<b>-16.5%</b>	<b>2,190,617</b>	<b>-6.2%</b>	<b>2,261,697</b>	<b>-9.1%</b>	<b>2,208,228</b>	<b>-6.9%</b>	<b>1,431,602</b>	<b>43.5%</b>

YEAR-TO-DATE	Mar-26	Mar-25	26 vs 25	Mar-24	25 vs 24	Mar-23	25 vs 23	Mar-22	25 vs 22	Mar-21	25 vs 21
Restaurant & Bar	1,627,397	1,860,217	-12.5%	1,872,393	-13.1%	1,803,942	-9.8%	1,587,056	2.5%	869,789	87.1%
Lodging	2,463,090	2,767,399	-11.0%	2,258,398	9.1%	2,144,416	14.9%	1,953,375	26.1%	1,191,554	106.7%
Retail	1,445,775	1,706,598	-15.3%	1,650,430	-12.4%	1,797,185	-19.6%	1,706,110	-15.3%	1,273,433	13.5%
Service/Other	314,197	178,249	76.3%	176,103	78.4%	142,305	120.8%	154,057	103.9%	68,367	359.6%
Utilities	312,345	297,092	5.1%	279,090	11.9%	289,699	7.8%	254,337	22.8%	216,338	44.4%
	<b>6,162,804</b>	<b>6,809,556</b>	<b>-9.5%</b>	<b>6,236,414</b>	<b>-1.2%</b>	<b>6,177,547</b>	<b>-0.2%</b>	<b>5,654,935</b>	<b>9.0%</b>	<b>3,619,480</b>	<b>70.3%</b>

**2026 - SALES TAX REVENUE BY INDUSTRY**



**2025 - SALES TAX REVENUE BY INDUSTRY**



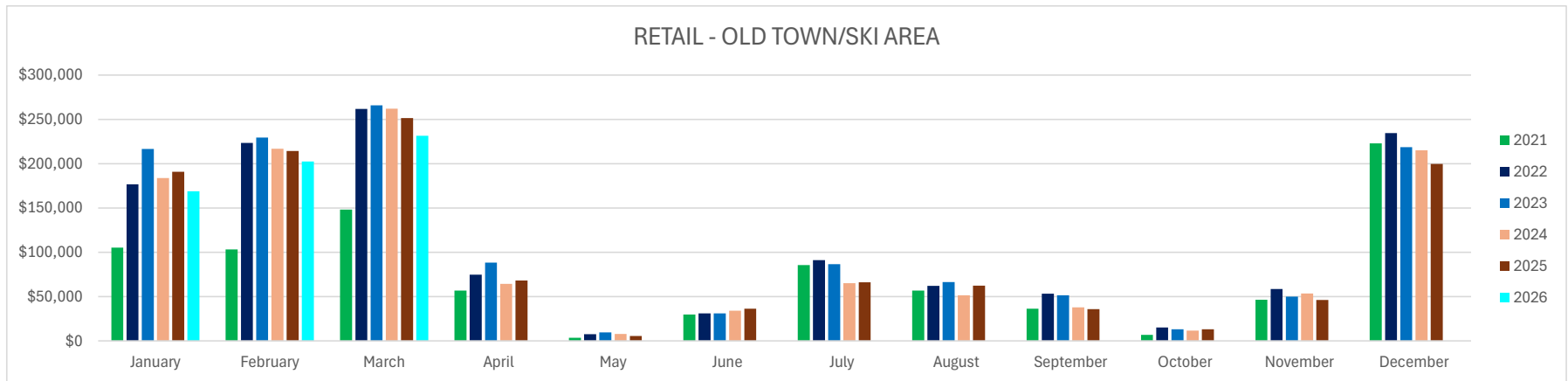
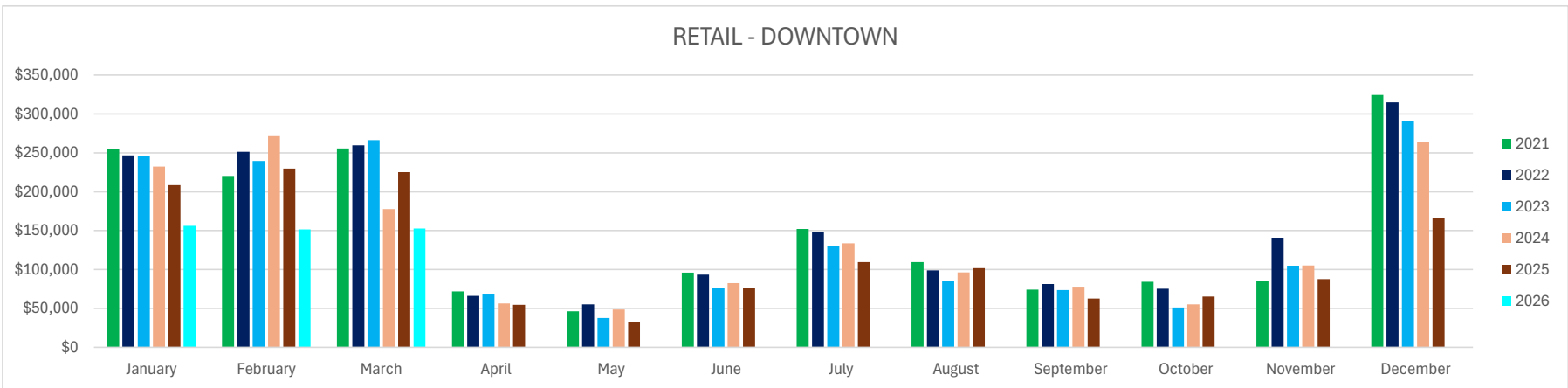
**COMPARISONS BY INDUSTRY AND BUSINESS LOCATION**

**RETAIL**

<b>MONTH</b>	<b>Mar-26</b>	<b>Mar-25</b>	<b>26 vs 25</b>	<b>Mar-24</b>	<b>25 vs 24</b>	<b>Mar-23</b>	<b>25 vs 23</b>	<b>Mar-22</b>	<b>25 vs 22</b>	<b>Mar-21</b>	<b>25 vs 21</b>
Downtown	152,579	225,195	-32.2%	177,649	-14.1%	266,173	-42.7%	259,599	-41.2%	255,778	-40.3%
Old Town/Ski Area	231,484	251,463	-7.9%	262,060	-11.7%	265,873	-12.9%	261,777	-11.6%	148,170	56.2%
In County	18,622	14,435	29.0%	15,465	20.4%	21,574	-13.7%	15,561	19.7%	13,859	34.4%
Outside County	159,212	146,853	8.4%	112,412	41.6%	146,548	8.6%	122,875	29.6%	74,854	112.7%
<b>TOTAL</b>	<b>561,896</b>	<b>637,945</b>	<b>-11.9%</b>	<b>567,586</b>	<b>-1.0%</b>	<b>700,169</b>	<b>-19.7%</b>	<b>659,812</b>	<b>-14.8%</b>	<b>492,661</b>	<b>14.1%</b>

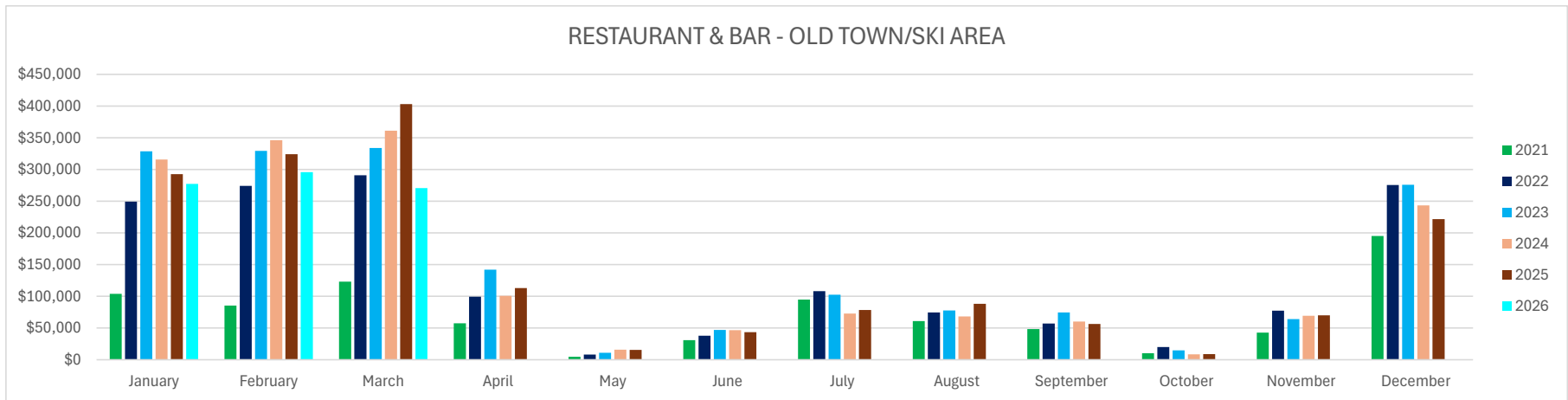
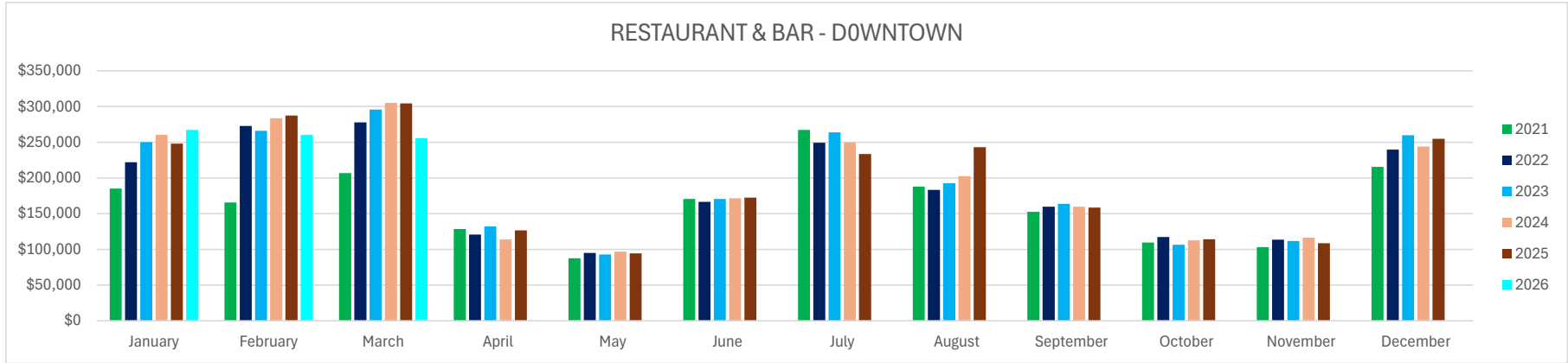
<b>YEAR-TO-DATE</b>	<b>Mar-26</b>	<b>Mar-25</b>	<b>26 vs 25</b>	<b>Mar-24</b>	<b>25 vs 24</b>	<b>Mar-23</b>	<b>25 vs 23</b>	<b>Mar-22</b>	<b>25 vs 22</b>	<b>Mar-21</b>	<b>25 vs 21</b>
Downtown	460,415	663,565	-30.6%	681,382	-32.4%	751,624	-38.7%	757,529	-39.2%	730,439	-37.0%
Old Town/Ski Area	602,884	656,841	-8.2%	662,801	-9.0%	711,907	-15.3%	662,005	-8.9%	356,733	69.0%
In County	33,419	28,653	16.6%	31,135	7.3%	42,876	-22.1%	28,269	18.2%	29,321	14.0%
Outside County	349,057	357,539	-2.4%	275,112	26.9%	290,779	20.0%	258,306	35.1%	156,940	122.4%
<b>TOTAL</b>	<b>1,445,775</b>	<b>1,706,598</b>	<b>-15.3%</b>	<b>1,650,430</b>	<b>-12.4%</b>	<b>1,797,185</b>	<b>-19.6%</b>	<b>1,706,110</b>	<b>-15.3%</b>	<b>1,273,433</b>	<b>13.5%</b>



**RESTAURANT & BAR**

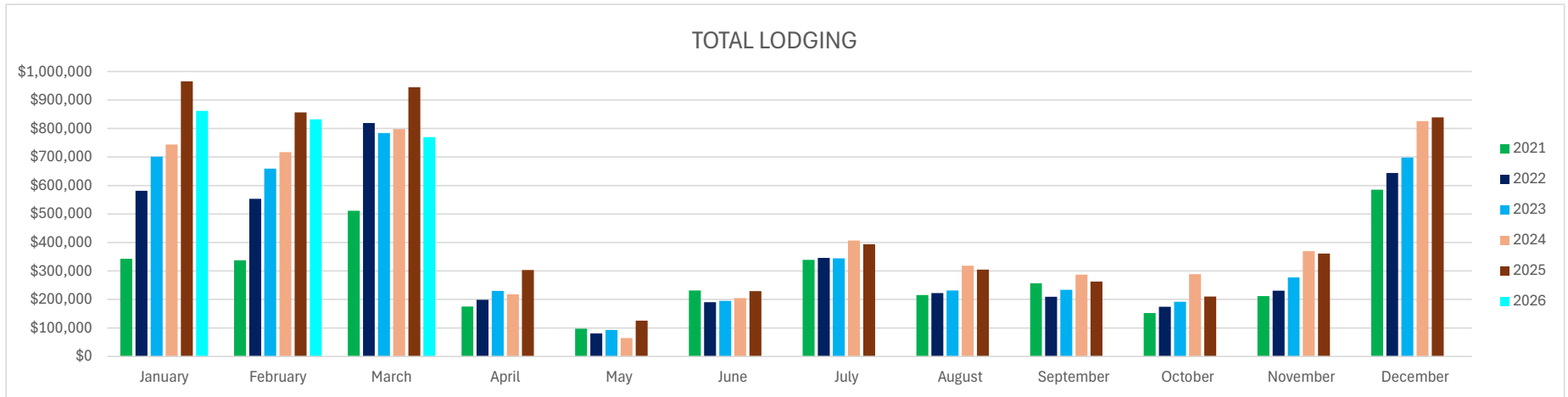
<u>MONTH</u>	<u>Mar-26</u>	<u>Mar-25</u>	<u>26 vs 25</u>	<u>Mar-24</u>	<u>25 vs 24</u>	<u>Mar-23</u>	<u>25 vs 23</u>	<u>Mar-22</u>	<u>25 vs 22</u>	<u>Mar-21</u>	<u>25 vs 21</u>
Downtown	255,883	304,381	-15.9%	305,104	-16.1%	295,708	-13.5%	277,918	-7.9%	206,791	23.7%
Old Town/Ski Area	270,815	403,288	-32.8%	361,340	-25.1%	333,823	-18.9%	291,026	-6.9%	123,096	120.0%
	<b>526,698</b>	<b>707,669</b>	<b>-25.6%</b>	<b>666,444</b>	<b>-21.0%</b>	<b>629,531</b>	<b>-16.3%</b>	<b>568,944</b>	<b>-7.4%</b>	<b>329,887</b>	<b>59.7%</b>

<u>YEAR-TO-DATE</u>	<u>Mar-26</u>	<u>Mar-25</u>	<u>26 vs 25</u>	<u>Mar-24</u>	<u>25 vs 24</u>	<u>Mar-23</u>	<u>25 vs 23</u>	<u>Mar-22</u>	<u>25 vs 22</u>	<u>Mar-21</u>	<u>25 vs 21</u>
Downtown	783,368	840,088	-6.8%	849,251	-7.8%	811,994	-3.5%	772,748	1.4%	557,447	40.5%
Old Town/Ski Area	844,029	1,020,129	-17.3%	1,023,142	-17.5%	991,948	-14.9%	814,309	3.6%	312,342	170.2%
	<b>1,627,397</b>	<b>1,860,217</b>	<b>-12.5%</b>	<b>1,872,393</b>	<b>-13.1%</b>	<b>1,803,942</b>	<b>-9.8%</b>	<b>1,587,056</b>	<b>2.5%</b>	<b>869,789</b>	<b>87.1%</b>



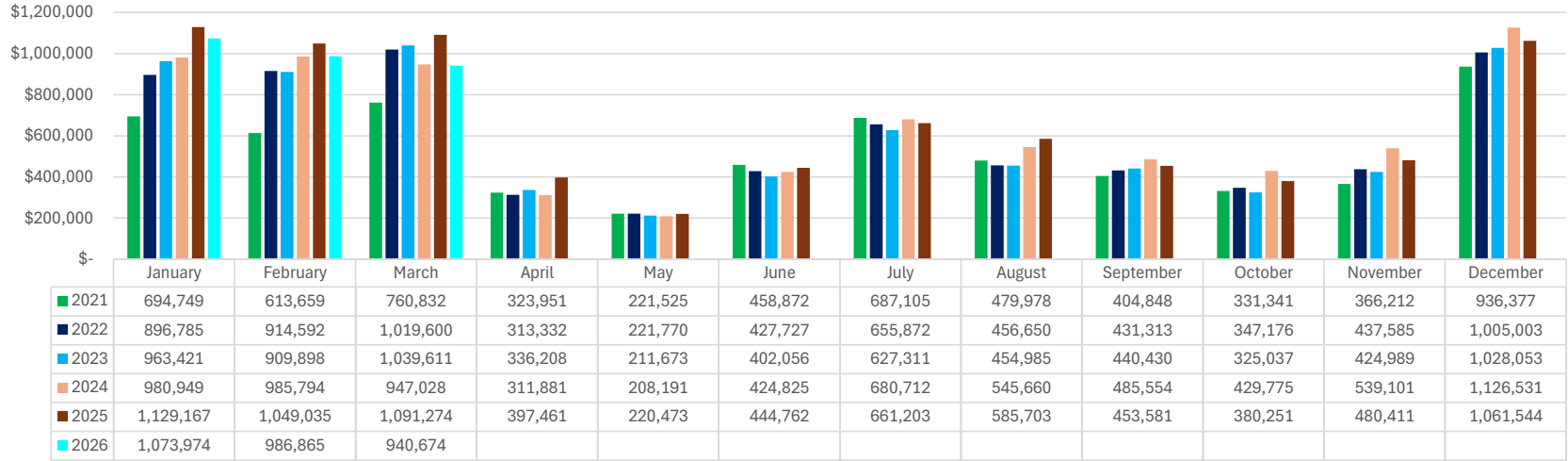
**LODGING**

	<u>Mar-26</u>	<u>Mar-25</u>	<u>26 vs 25</u>	<u>Mar-24</u>	<u>25 vs 24</u>	<u>Mar-23</u>	<u>25 vs 23</u>	<u>Mar-22</u>	<u>25 vs 22</u>	<u>Mar-21</u>	<u>25 vs 21</u>
<b>MONTH</b>	769,383	944,711	-18.6%	798,025	-3.6%	784,334	-1.9%	818,996	-6.1%	511,176	50.5%
<b>YEAR-TO-DATE</b>	2,463,090	2,767,399	-11.0%	2,258,398	9.1%	2,144,416	14.9%	1,953,375	26.1%	1,191,554	106.7%



**SUPPLEMENTAL INFORMATION**

**TOAL SALES TAX - DOWNTOWN**



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

