



TOWN OF WINTER PARK, CO

SALES TAX REPORT

July 2026 Sales

(Collected: February - August 2026)

Dated: 10/7/2026

SUMMARY

For the month of July 2026, total sales tax revenue decreased by 1.4% (\$16K) vs. the same period of the prior year. This decrease was primarily due to decreases in the Lodging sector of 11.5% (\$45K) and the Service/Other sector of 20.6% (\$13K) offset by an increase in the Restaurant & Bar sector of 13.6% (\$42K).

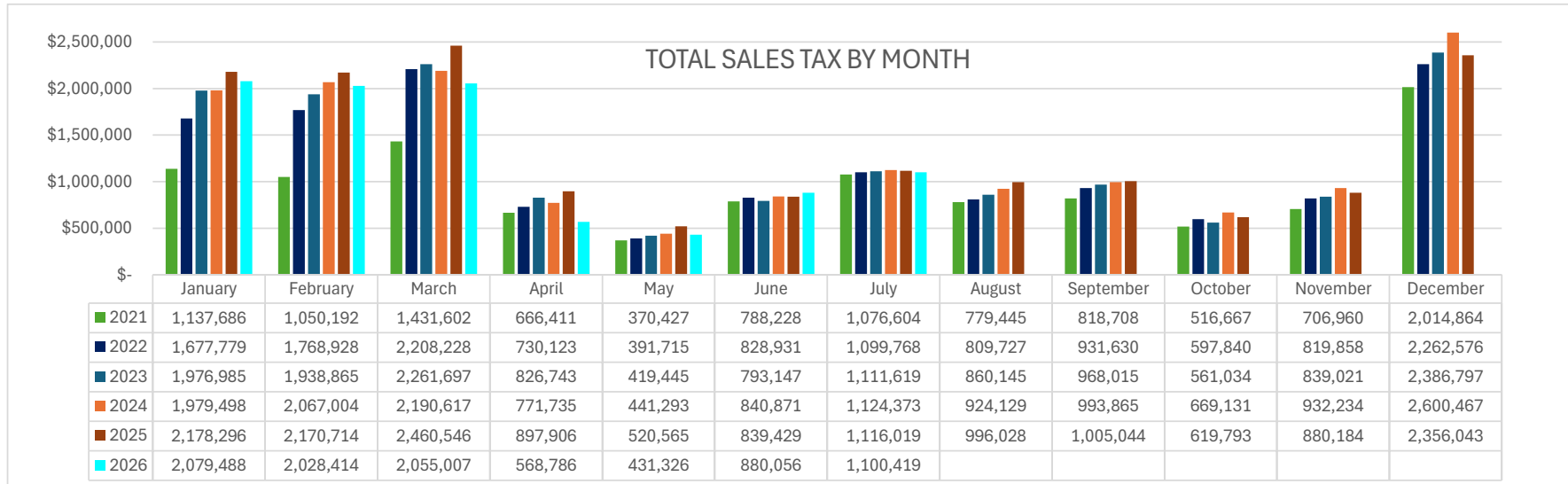
On a year-to-date basis, total sales tax revenue decreased by 10.2% (\$1.04 Mil) vs. the same period of the prior year. The YTD decrease was primarily due to decreases in the Lodging sector of 13.5% (\$517K), the Restaurant & Bar sector of 11.1% (\$305K) and the Retail sector of 11.8% (\$316K).

PRIOR YEAR COMPARISONS - MONTH

Description	Jul-26	Jul-25	26 vs 25	Jul-24	26 vs 24	Jul-23	26 vs 23	Jul-22	26 vs 22	Jul-21	26 vs 21
General, Supplemental & Lodging Tax on:											
Non-Lodging Sales (5%)	537,125	515,982	4.1%	564,745	-4.9%	547,955	-2.0%	538,302	-0.2%	526,786	2.0%
Lodging Sales (7% after 7/1/24)	271,012	306,149	-11.5%	238,378	13.7%	246,058	10.1%	247,246	9.6%	242,217	11.9%
	808,137	822,130	-1.7%	803,124	0.6%	794,013	1.8%	785,548	2.9%	769,003	5.1%
Transit & Trails Tax (2%)	292,282	293,888	-0.5%	321,249	-9.0%	317,606	-8.0%	314,219	-7.0%	307,601	-5.0%
	1,100,419	1,116,019	-1.4%	1,124,373	-2.1%	1,111,619	-1.0%	1,099,767	0.1%	1,076,604	2.2%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE

Description	Jul-26	Jul-25	26 vs 25	Jul-24	26 vs 24	Jul-23	26 vs 23	Jul-22	26 vs 22	Jul-21	26 vs 21
General, Supplemental & Lodging Tax on:											
Non-Lodging Sales (5%)	4,172,535	4,546,206	-8.2%	4,631,205	-9.9%	4,515,622	-7.6%	4,239,222	-1.57%	3,204,711	30.2%
Lodging Sales (7% after 7/1/24)	2,568,182	2,968,162	-13.5%	2,093,216	22.7%	2,147,593	19.6%	1,978,971	29.8%	1,453,253	76.7%
	6,740,717	7,514,368	-10.3%	6,724,421	0.2%	6,663,215	1.2%	6,218,193	8.4%	4,657,964	44.7%
Transit & Trails Tax (2%)	2,402,780	2,669,106	-10.0%	2,689,768	-10.7%	2,665,286	-9.8%	2,487,277	-3.4%	1,863,186	29.0%
	9,143,497	10,183,474	-10.2%	9,414,189	-2.9%	9,328,501	-2.0%	8,705,470	5.0%	6,521,150	40.2%



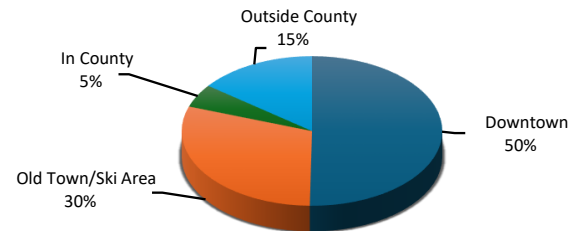
TOTAL SALES TAX BY BUSINESS LOCATION

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.

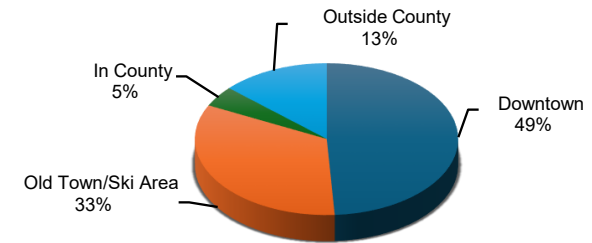
MONTH	Jul-26	Jul-25	26 vs 25	Jul-24	26 vs 24	Jul-23	26 vs 23	Jul-22	26 vs 22	Jul-21	26 vs 21
Downtown	660,070	661,203	-0.2%	680,712	-3.0%	627,311	5.2%	655,872	0.6%	687,105	-3.9%
Old Town/Ski Area	221,036	231,756	-4.6%	250,066	-11.6%	303,140	-27.1%	289,615	-23.7%	254,452	-13.1%
In County	39,364	39,723	-0.9%	35,896	9.7%	40,200	-2.1%	29,191	34.8%	33,761	16.6%
Outside County	179,949	183,337	-1.8%	157,700	14.1%	140,969	27.7%	125,090	43.9%	101,285	77.7%
	1,100,419	1,116,019	-1.4%	1,124,373	-2.1%	1,111,619	-1.0%	1,099,768	0.1%	1,076,604	2.2%

YEAR-TO-DATE	Jul-26	Jul-25	26 vs 25	Jul-24	26 vs 24	Jul-23	26 vs 23	Jul-22	26 vs 22	Jul-21	26 vs 21
Downtown	4,596,109	4,993,375	-8.0%	4,539,380	1.2%	4,490,177	2.4%	4,449,678	3.3%	3,760,695	22.2%
Old Town/Ski Area	2,747,279	3,388,682	-18.9%	3,240,809	-15.2%	3,300,231	-16.8%	2,817,049	-2.5%	1,636,158	67.9%
In County	458,080	447,178	2.4%	398,990	14.8%	412,371	11.1%	369,873	23.8%	373,372	22.7%
Outside County	1,342,030	1,354,239	-0.9%	1,235,010	8.7%	1,125,723	19.2%	1,068,871	25.6%	750,924	78.7%
	9,143,497	10,183,474	-10.2%	9,414,189	-2.9%	9,328,501	-2.0%	8,705,471	5.0%	6,521,150	40.2%

2026 YTD SALES TAX BY BUSINESS LOCATION



2025 YTD SALES TAX BY BUSINESS LOCATION

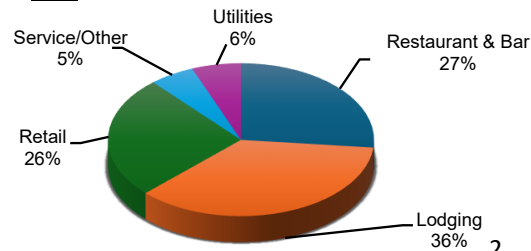


TOTAL SALES TAX BY INDUSTRY SECTOR

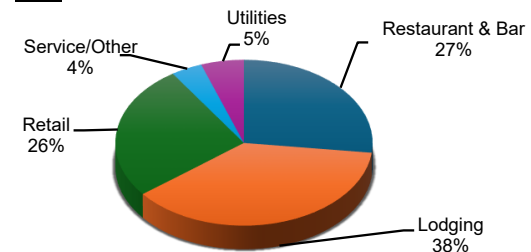
MONTH	Jul-26	Jul-25	26 vs 25	Jul-24	26 vs 24	Jul-23	26 vs 23	Jul-22	26 vs 22	Jul-21	26 vs 21
Restaurant & Bar	354,206	311,754	13.6%	322,248	9.9%	366,294	-3.3%	357,391	-0.9%	362,051	-2.2%
Lodging	348,444	393,645	-11.5%	406,586	-14.3%	344,482	1.2%	346,145	0.7%	339,104	2.8%
Retail	303,524	302,485	0.3%	314,860	-3.6%	317,908	-4.5%	325,759	-6.8%	320,724	-5.4%
Service/Other	51,991	65,469	-20.6%	43,502	19.5%	43,294	20.1%	34,028	52.8%	23,214	124.0%
Utilities	42,253	42,665	-1.0%	37,177	13.7%	39,642	6.6%	36,445	15.9%	31,511	34.1%
	1,100,419	1,116,019	-1.4%	1,124,373	-2.1%	1,111,619	-1.0%	1,099,768	0.1%	1,076,604	2.2%

YEAR-TO-DATE	Jul-26	Jul-25	26 vs 25	Jul-24	26 vs 24	Jul-23	26 vs 23	Jul-22	26 vs 22	Jul-21	26 vs 21
Restaurant & Bar	2,432,381	2,737,473	-11.1%	2,739,810	-11.2%	2,765,877	-12.1%	2,472,073	-1.6%	1,711,675	42.1%
Lodging	3,301,949	3,819,320	-13.5%	3,152,083	4.8%	3,006,631	9.8%	2,770,560	19.2%	2,034,554	62.3%
Retail	2,359,090	2,675,173	-11.8%	2,607,395	-9.5%	2,716,240	-13.1%	2,679,646	-12.0%	2,146,841	9.9%
Service/Other	503,114	401,861	25.2%	408,692	23.1%	326,502	54.1%	312,823	60.8%	217,421	131.4%
Utilities	546,962	549,647	-0.5%	506,209	8.1%	513,252	6.6%	470,368	16.3%	410,659	33.2%
	9,143,497	10,183,474	-10.2%	9,414,189	-2.9%	9,328,501	-2.0%	8,705,471	5.0%	6,521,150	40.2%

2026 - YTD SALES TAX REVENUE BY INDUSTRY



2025 - YTD SALES TAX REVENUE BY INDUSTRY

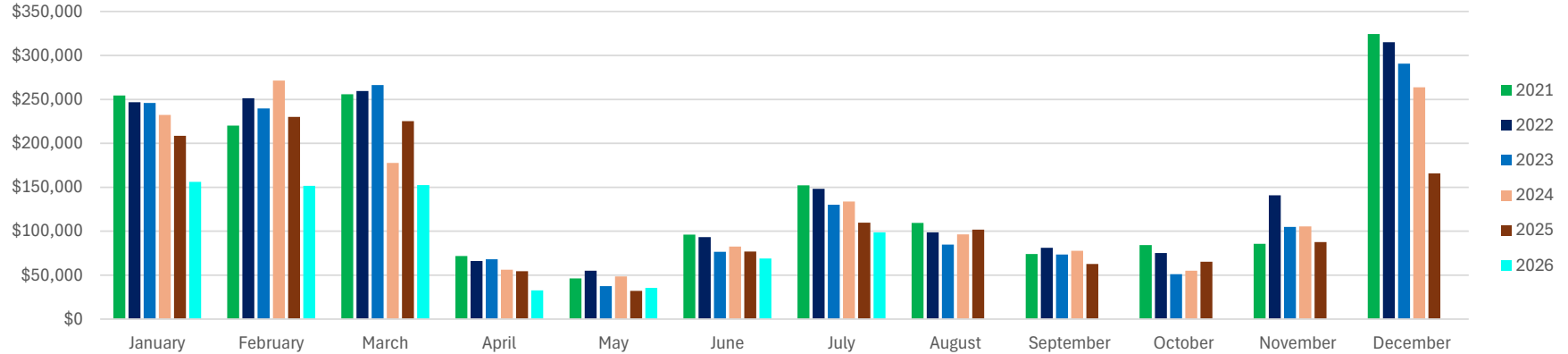


RETAIL

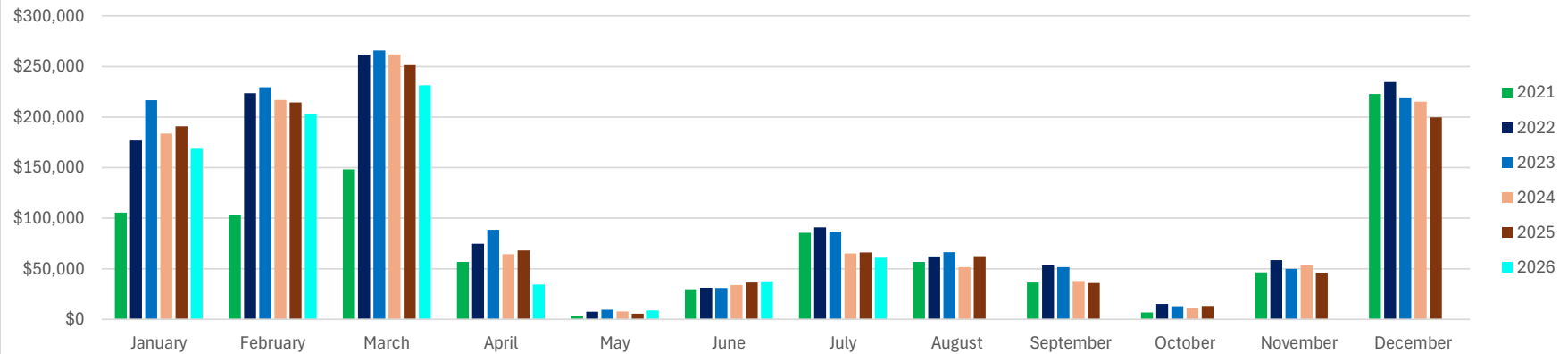
<u>MONTH</u>	<u>Jul-26</u>	<u>Jul-25</u>	<u>26 vs 25</u>	<u>Jul-24</u>	<u>26 vs 24</u>	<u>Jul-23</u>	<u>26 vs 23</u>	<u>Jul-22</u>	<u>26 vs 22</u>	<u>Jul-21</u>	<u>26 vs 21</u>
Downtown	98,678	109,601	-10.0%	133,655	-26.2%	130,171	-24.2%	148,194	-33.4%	152,062	-35.1%
Old Town/Ski Area	60,960	66,064	-7.7%	65,076	-6.3%	86,701	-29.7%	91,042	-33.0%	85,594	-28.8%
In County	5,314	6,672	-20.4%	3,620	46.8%	7,621	-30.3%	4,997	6.3%	9,703	-45.2%
Outside County	138,573	120,148	15.3%	112,509	23.2%	93,414	48.3%	81,526	70.0%	73,364	88.9%
	303,524	302,485	0.3%	314,860	-3.6%	317,908	-4.5%	325,759	-6.8%	320,724	-5.4%

<u>YEAR-TO-DATE</u>	<u>Jul-26</u>	<u>Jul-25</u>	<u>26 vs 25</u>	<u>Jul-24</u>	<u>26 vs 24</u>	<u>Jul-23</u>	<u>26 vs 23</u>	<u>Jul-22</u>	<u>26 vs 22</u>	<u>Jul-21</u>	<u>26 vs 21</u>
Downtown	696,051	936,642	-25.7%	1,002,524	-30.6%	1,063,829	-34.6%	1,120,147	-37.9%	1,096,524	-36.5%
Old Town/Ski Area	744,583	832,950	-10.6%	834,113	-10.7%	927,443	-19.7%	866,524	-14.1%	532,305	39.9%
In County	53,301	52,840	0.9%	51,716	3.1%	76,269	-30.1%	58,760	-9.3%	78,361	-32.0%
Outside County	865,155	852,742	1.5%	719,042	20.3%	648,699	33.4%	634,215	36.4%	439,652	96.8%
	2,359,090	2,675,173	-11.8%	2,607,395	-9.5%	2,716,240	-13.1%	2,679,646	-12.0%	2,146,841	9.9%

RETAIL - DOWNTOWN



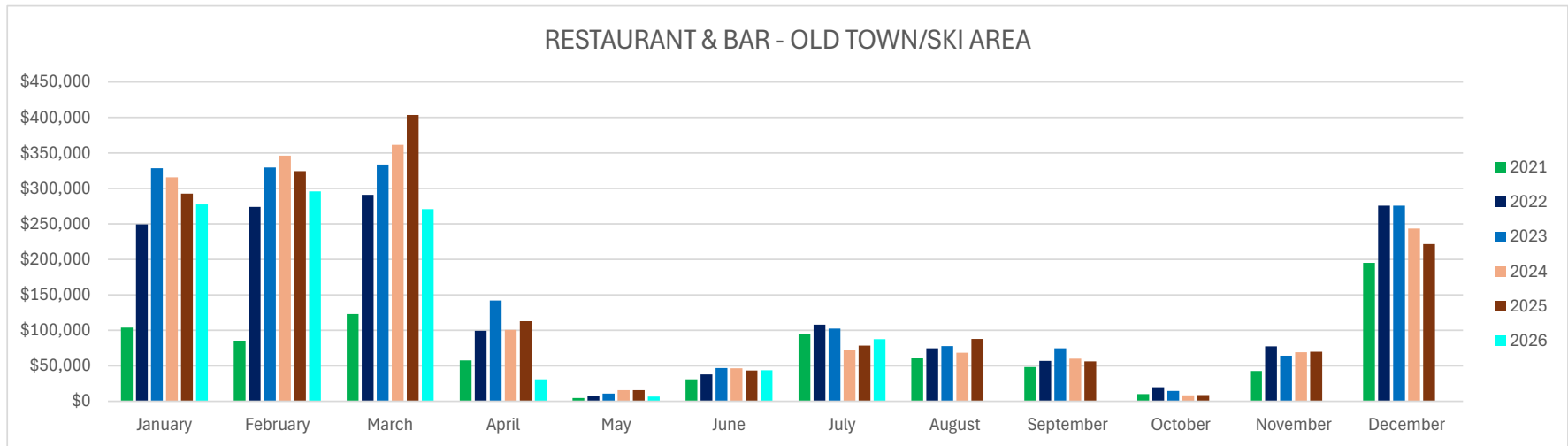
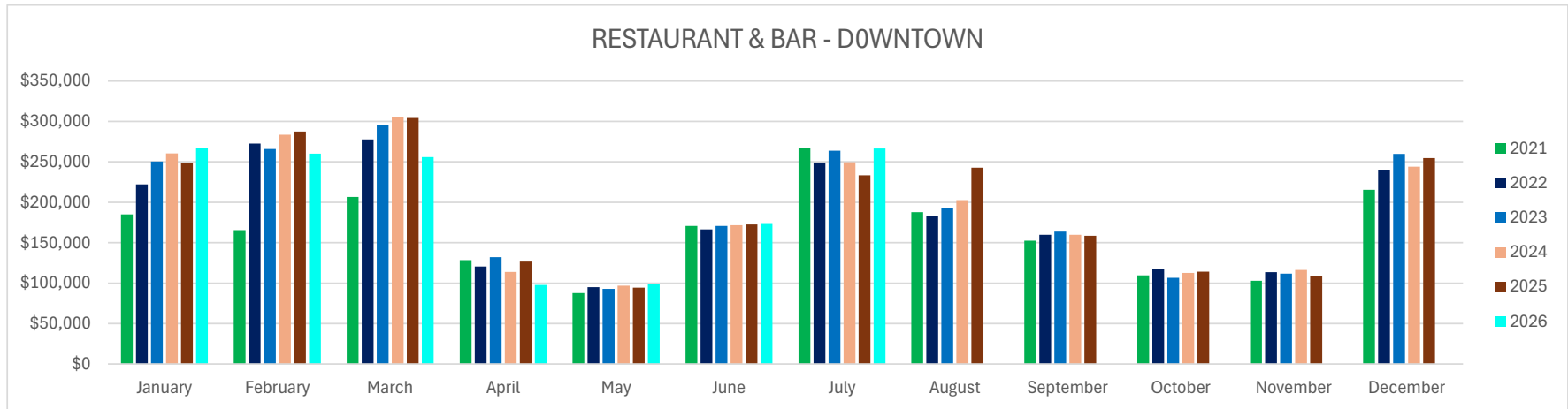
RETAIL - OLD TOWN/SKI AREA



RESTAURANT & BAR

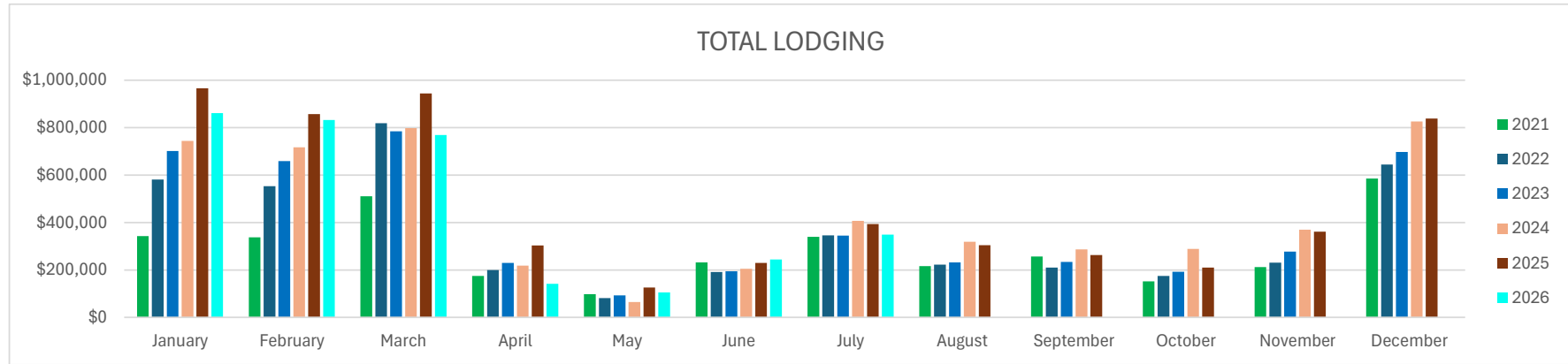
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Downtown	266,522	233,375	14.2%	249,557	6.8%	263,843	1.0%	249,336	6.9%	267,160	-0.2%
Old Town/Ski Area	87,685	78,379	11.9%	72,691	20.6%	102,451	-14.4%	108,054	-18.9%	94,891	-7.6%
	354,206	311,754	13.6%	322,248	9.9%	366,294	-3.3%	357,391	-0.9%	362,051	-2.2%

<u>YEAR-TO-DATE</u>	<u>Jul-26</u>	<u>Jul-25</u>	<u>26 vs 25</u>	<u>Jul-24</u>	<u>26 vs 24</u>	<u>Jul-23</u>	<u>26 vs 23</u>	<u>Jul-22</u>	<u>26 vs 22</u>	<u>Jul-21</u>	<u>26 vs 21</u>
Downtown	1,419,293	1,466,913	-3.2%	1,481,019	-4.2%	1,471,576	-3.6%	1,404,296	1.1%	1,211,306	17.2%
Old Town/Ski Area	1,013,088	1,270,560	-20.3%	1,258,791	-19.5%	1,294,301	-21.7%	1,067,777	-5.1%	500,369	102.5%
	2,432,381	2,737,473	-11.1%	2,739,810	-11.2%	2,765,877	-12.1%	2,472,073	-1.6%	1,711,675	42.1%

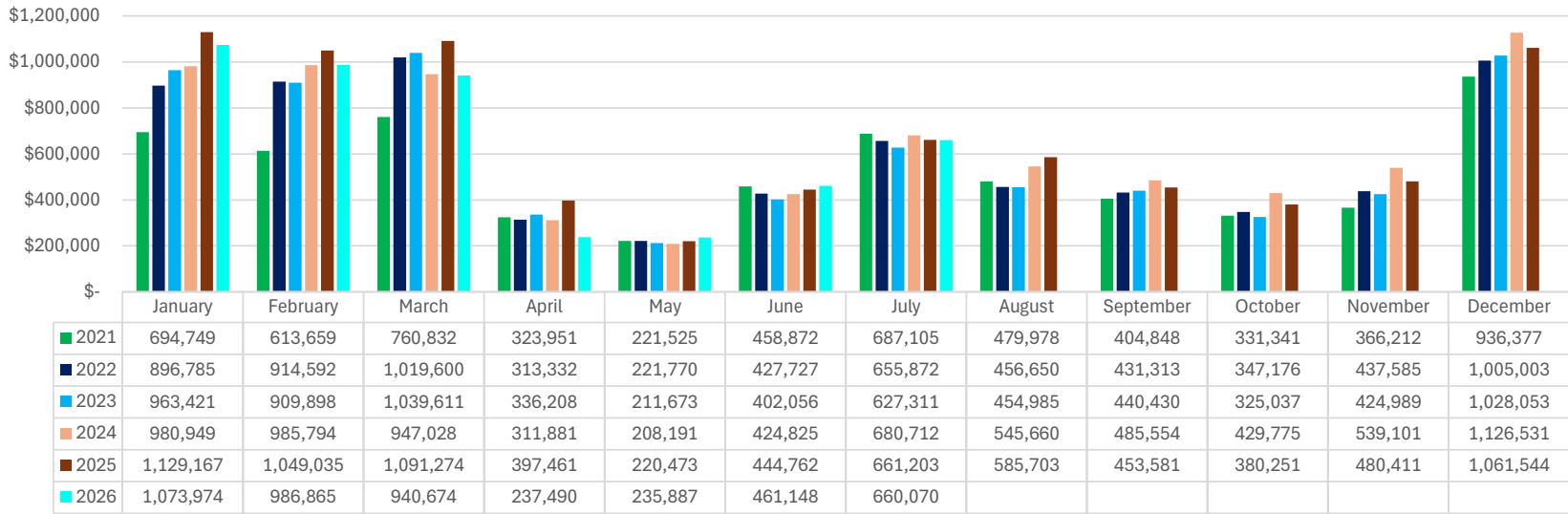


LODGING

	<u>Jul-26</u>	<u>Jul-25</u>	<u>26 vs 25</u>	<u>Jul-24</u>	<u>26 vs 24</u>	<u>Jul-23</u>	<u>26 vs 23</u>	<u>Jul-22</u>	<u>26 vs 22</u>	<u>Jul-21</u>	<u>26 vs 21</u>
MONTH	348,444	393,645	-11.5%	406,586	-14.3%	344,482	1.2%	346,145	0.7%	339,104	2.8%
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YEAR-TO-DATE	3,301,949	3,819,320	-13.5%	3,152,083	4.8%	3,006,631	9.8%	2,770,560	19.2%	2,034,554	62.3%



TOAL SALES TAX - DOWNTOWN



TOAL SALES TAX - OLD TOWN/SKI AREA

