



TOWN OF WINTER PARK, CO

SALES TAX REPORT

August 2026 Sales

(Collected: February - September 2026)

Dated: 10/7/2026

SUMMARY

For the month of August 2026, total sales tax revenue decreased by 16.2% (\$162K) vs. the same period of the prior year. This decrease was primarily due to decreases in the Lodging sector of 22.8% (\$69K), the Restaurant Bar sector of 21.8% (\$72K) and the Retail sector of 11.8% (\$33K).

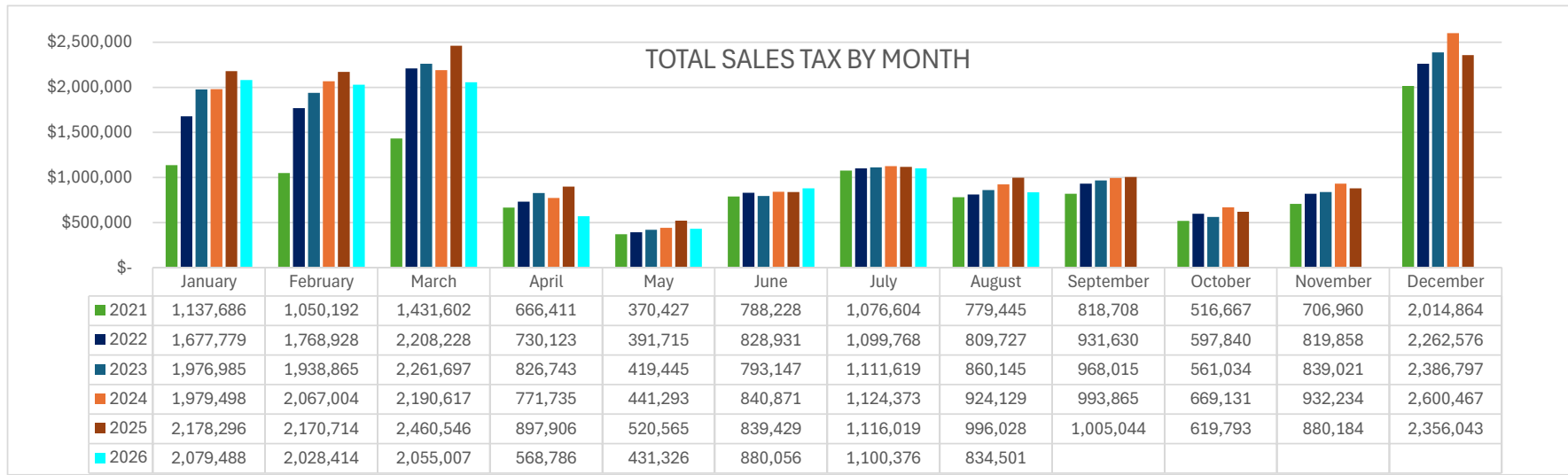
On a year-to-date basis, total sales tax revenue decreased by 10.7% (\$1,202K) vs. the same period of the prior year. The YTD decrease was primarily due to decreases in the Lodging sector of 14.2% (\$587K), the Restaurant & Bar sector of 12.3% (\$377K) and the Retail sector of 11.8% (\$349K).

PRIOR YEAR COMPARISONS - MONTH

Description	Aug-26	Aug-25	26 vs 25	Aug-24	26 vs 24	Aug-23	26 vs 23	Aug-22	26 vs 22	Aug-21	26 vs 21
General, Supplemental & Lodging Tax on:											
Non-Lodging Sales (5%)	427,944	493,750	-13.3%	482,052	-11.2%	448,839	-4.7%	419,717	2.0%	402,553	6.3%
Lodging Sales (7% after 7/1/24)	183,073	237,050	-22.8%	178,040	2.8%	165,550	10.6%	158,659	15.4%	154,193	18.7%
	611,017	730,800	-16.4%	660,092	-7.4%	614,389	-0.5%	578,376	5.6%	556,746	9.7%
Transit & Trails Tax (2%)	223,484	265,229	-15.7%	264,037	-15.4%	245,756	-9.1%	231,351	-3.4%	222,699	0.4%
	834,501	996,028	-16.2%	924,129	-9.7%	860,145	-3.0%	809,727	3.1%	779,445	7.1%

PRIOR YEAR COMPARISONS - YEAR-TO-DATE

Description	Aug-26	Aug-25	26 vs 25	Aug-24	26 vs 24	Aug-23	26 vs 23	Aug-22	26 vs 22	Aug-21	26 vs 21
General, Supplemental & Lodging Tax on:											
Non-Lodging Sales (5%)	4,600,448	5,039,956	-8.7%	5,007,025	-8.1%	4,964,461	-7.3%	4,658,940	-1.26%	3,607,265	27.5%
Lodging Sales (7% after 7/1/24)	2,751,255	3,205,212	-14.2%	2,377,488	15.7%	2,313,143	18.9%	2,137,631	28.7%	1,607,446	71.2%
	7,351,703	8,245,168	-10.8%	7,384,513	-0.4%	7,277,604	1.0%	6,796,571	8.2%	5,214,711	41.0%
Transit & Trails Tax (2%)	2,626,252	2,934,334	-10.5%	2,953,805	-11.1%	2,911,042	-9.8%	2,718,628	-3.4%	2,085,884	25.9%
	9,977,955	11,179,502	-10.7%	10,338,318	-3.5%	10,188,646	-2.1%	9,515,199	4.9%	7,300,595	36.7%



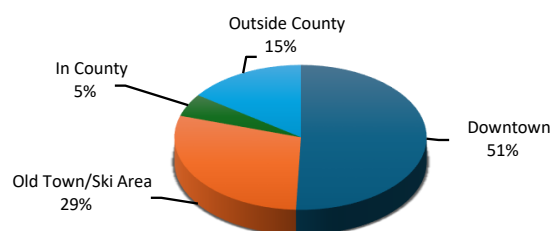
TOTAL SALES TAX BY BUSINESS LOCATION

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.

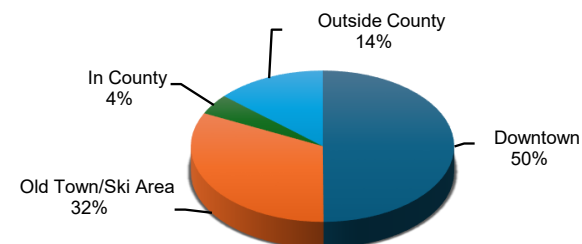
MONTH	Aug-26	Aug-25	26 vs 25	Aug-24	26 vs 24	Aug-23	26 vs 23	Aug-22	26 vs 22	Aug-21	26 vs 21
Downtown	454,804	585,703	-22.3%	545,660	-16.7%	454,985	0.0%	456,650	-0.4%	479,978	-5.2%
Old Town/Ski Area	165,315	218,502	-24.3%	195,202	-15.3%	201,574	-18.0%	187,183	-11.7%	153,721	7.5%
In County	47,016	37,706	24.7%	36,076	30.3%	46,895	0.3%	29,013	62.1%	30,625	53.5%
Outside County	167,367	154,118	8.6%	147,191	13.7%	156,692	6.8%	136,881	22.3%	115,121	45.4%
	834,501	996,028	-16.2%	924,129	-9.7%	860,145	-3.0%	809,727	3.1%	779,445	7.1%

YEAR-TO-DATE	Aug-26	Aug-25	26 vs 25	Aug-24	26 vs 24	Aug-23	26 vs 23	Aug-22	26 vs 22	Aug-21	26 vs 21
Downtown	5,050,912	5,579,077	-9.5%	5,085,040	-0.7%	4,945,161	2.1%	4,906,328	2.9%	4,240,673	19.1%
Old Town/Ski Area	2,912,594	3,607,184	-19.3%	3,436,011	-15.2%	3,501,805	-16.8%	3,004,232	-3.1%	1,789,879	62.7%
In County	505,095	484,884	4.2%	435,066	16.1%	459,266	10.0%	398,886	26.6%	403,997	25.0%
Outside County	1,509,354	1,508,357	0.1%	1,382,201	9.2%	1,282,414	17.7%	1,205,752	25.2%	866,046	74.3%
	9,977,955	11,179,502	-10.7%	10,338,318	-3.5%	10,188,646	-2.1%	9,515,198	4.9%	7,300,595	36.7%

2026 YTD SALES TAX BY BUSINESS LOCATION



2025 YTD SALES TAX BY BUSINESS LOCATION

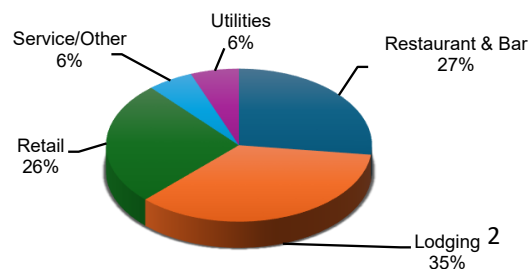


TOTAL SALES TAX BY INDUSTRY SECTOR

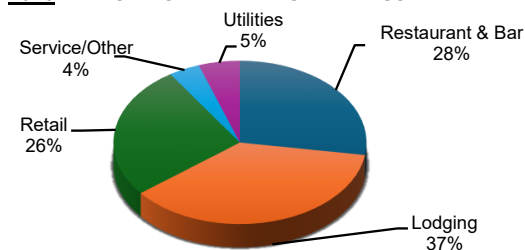
MONTH	Aug-26	Aug-25	26 vs 25	Aug-24	26 vs 24	Aug-23	26 vs 23	Aug-22	26 vs 22	Aug-21	26 vs 21
Restaurant & Bar	258,899	331,066	-21.8%	271,103	-4.5%	270,246	-4.2%	258,028	0.3%	248,836	4.0%
Lodging	235,379	304,779	-22.8%	318,348	-26.1%	231,770	1.6%	222,123	6.0%	215,870	9.0%
Retail	243,448	276,104	-11.8%	258,340	-5.8%	280,296	-13.1%	255,442	-4.7%	257,589	-5.5%
Service/Other	55,349	43,579	27.0%	39,732	39.3%	43,540	27.1%	37,889	46.1%	24,796	123.2%
Utilities	41,425	40,501	2.3%	36,606	13.2%	34,293	20.8%	36,245	14.3%	32,354	28.0%
	834,501	996,028	-16.2%	924,129	-9.7%	860,145	-3.0%	809,727	3.1%	779,445	7.1%

YEAR-TO-DATE	Aug-26	Aug-25	26 vs 25	Aug-24	26 vs 24	Aug-23	26 vs 23	Aug-22	26 vs 22	Aug-21	26 vs 21
Restaurant & Bar	2,691,280	3,068,539	-12.3%	3,010,913	-10.6%	3,036,123	-11.4%	2,730,101	-1.4%	1,960,511	37.3%
Lodging	3,537,328	4,124,098	-14.2%	3,471,105	1.9%	3,238,401	9.2%	2,992,683	18.2%	2,250,424	57.2%
Retail	2,602,496	2,951,277	-11.8%	2,866,938	-9.2%	2,996,536	-13.1%	2,935,088	-11.3%	2,404,429	8.2%
Service/Other	558,463	445,440	25.4%	447,750	24.7%	404,335	38.1%	386,958	44.3%	274,571	103.4%
Utilities	588,388	590,147	-0.3%	541,613	8.6%	513,252	14.6%	470,368	25.1%	410,659	43.3%
	9,977,955	11,179,502	-10.7%	10,338,318	-3.5%	10,188,646	-2.1%	9,515,198	4.9%	7,300,595	36.7%

2026 - YTD SALES TAX REVENUE BY INDUSTRY



2025 - YTD SALES TAX REVENUE BY INDUSTRY



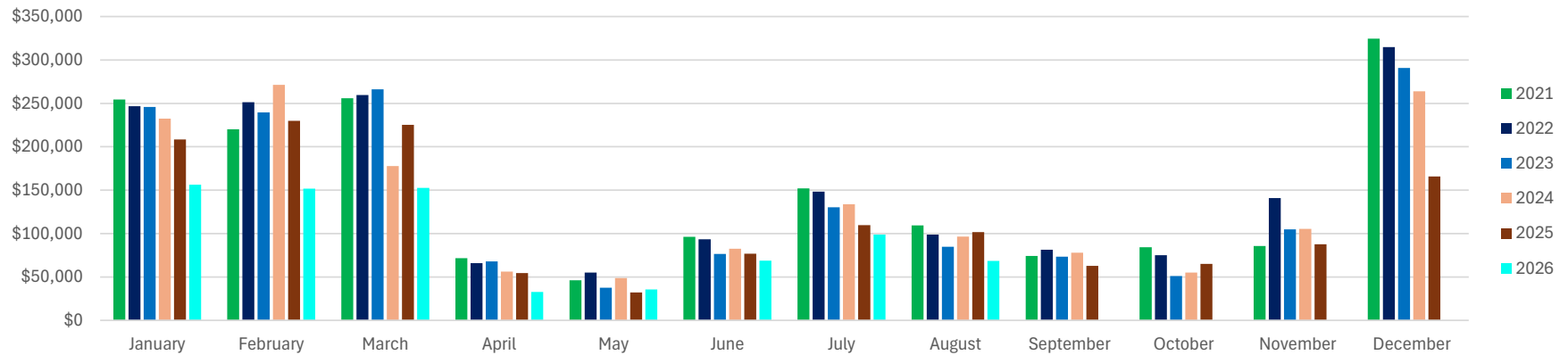
COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

RETAIL

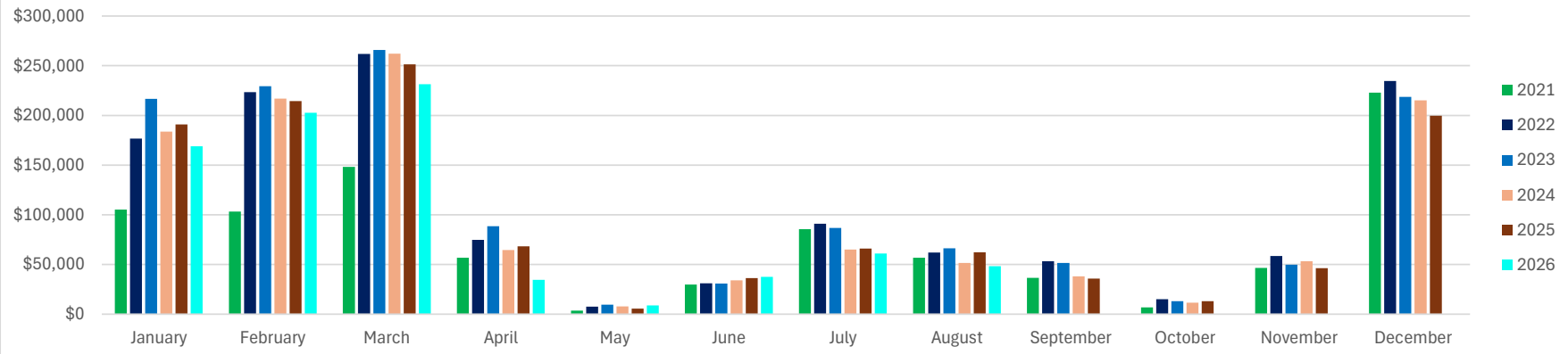
<u>MONTH</u>	<u>Aug-26</u>	<u>Aug-25</u>	<u>26 vs 25</u>	<u>Aug-24</u>	<u>26 vs 24</u>	<u>Aug-23</u>	<u>26 vs 23</u>	<u>Aug-22</u>	<u>26 vs 22</u>	<u>Aug-21</u>	<u>26 vs 21</u>
Downtown	68,426	101,766	-32.8%	96,448	-29.1%	84,661	-19.2%	98,799	-30.7%	109,473	-37.5%
Old Town/Ski Area	48,236	62,331	-22.6%	51,559	-6.4%	66,251	-27.2%	62,141	-22.4%	56,775	-15.0%
In County	6,789	5,127	32.4%	3,906	73.8%	18,497	-63.3%	3,348	102.8%	6,339	7.1%
Outside County	119,998	106,880	12.3%	106,427	12.8%	110,887	8.2%	91,155	31.6%	85,002	41.2%
	243,448	276,104	-11.8%	258,340	-5.8%	280,296	-13.1%	255,442	-4.7%	257,589	-5.5%

<u>YEAR-TO-DATE</u>	<u>Aug-26</u>	<u>Aug-25</u>	<u>26 vs 25</u>	<u>Aug-24</u>	<u>26 vs 24</u>	<u>Aug-23</u>	<u>26 vs 23</u>	<u>Aug-22</u>	<u>26 vs 22</u>	<u>Aug-21</u>	<u>26 vs 21</u>
Downtown	764,477	1,038,407	-26.4%	1,098,972	-30.4%	1,148,489	-33.4%	1,218,946	-37.3%	1,205,996	-36.6%
Old Town/Ski Area	792,818	895,281	-11.4%	885,671	-10.5%	993,694	-20.2%	928,664	-14.6%	589,080	34.6%
In County	60,090	57,967	3.7%	55,623	8.0%	94,766	-36.6%	62,108	-3.2%	84,699	-29.1%
Outside County	985,110	959,622	2.7%	825,469	19.3%	759,587	29.7%	725,370	35.8%	524,654	87.8%
	2,602,496	2,951,277	-11.8%	2,865,736	-9.2%	2,996,536	-13.1%	2,935,088	-11.3%	2,404,429	8.2%

RETAIL - DOWNTOWN



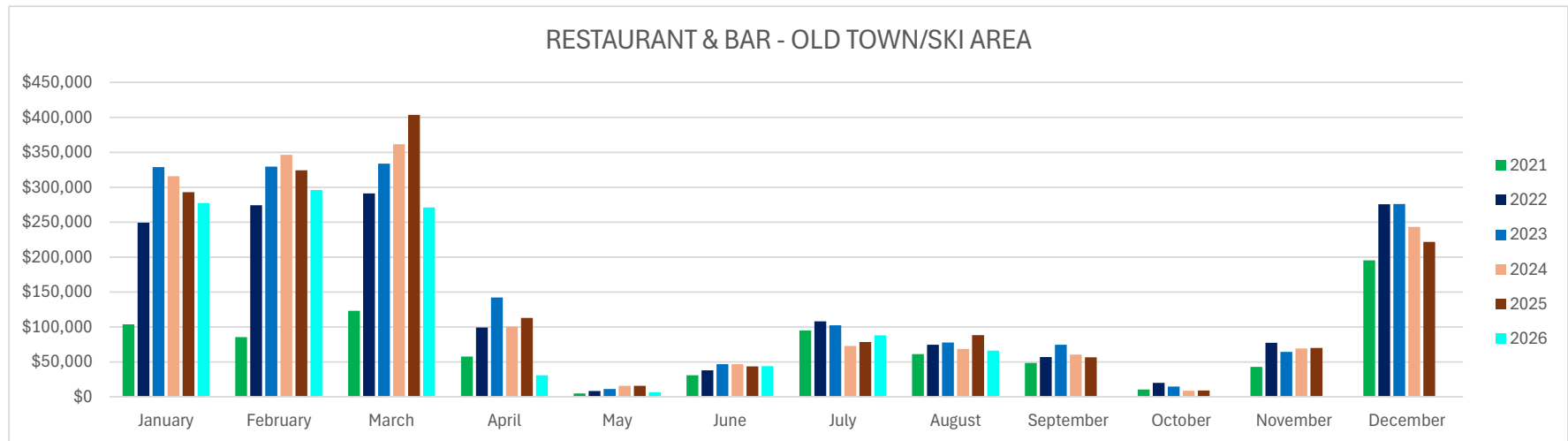
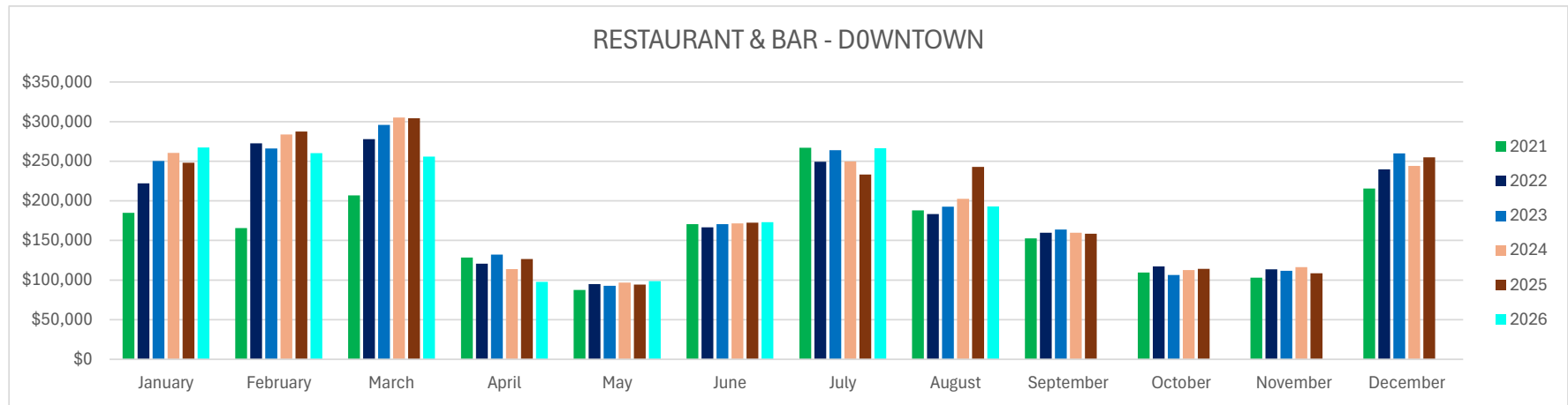
RETAIL - OLD TOWN/SKI AREA



RESTAURANT & BAR

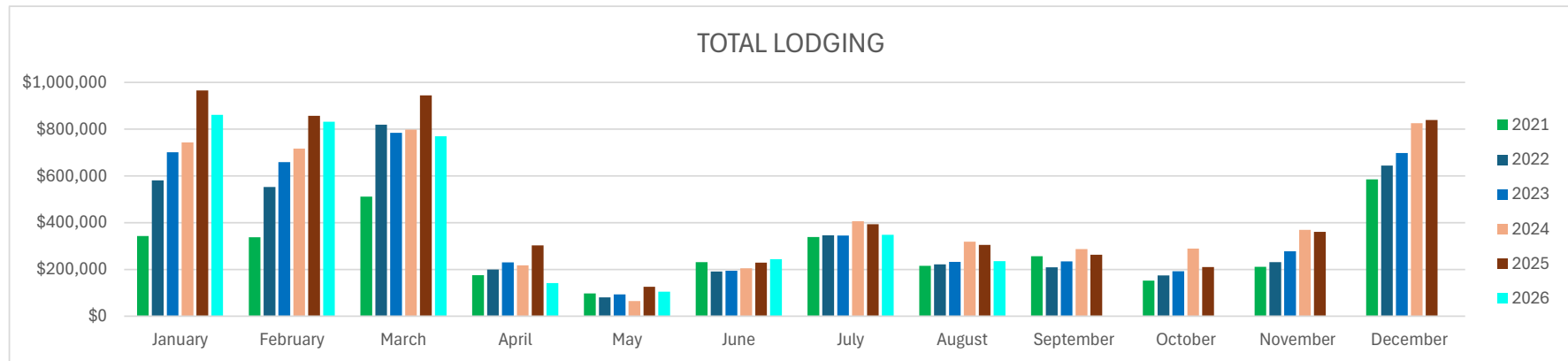
<u>MONTH</u>	<u>Aug-26</u>	<u>Aug-25</u>	<u>26 vs 25</u>	<u>Aug-24</u>	<u>26 vs 24</u>	<u>Aug-23</u>	<u>26 vs 23</u>	<u>Aug-22</u>	<u>26 vs 22</u>	<u>Aug-21</u>	<u>26 vs 21</u>
Downtown	192,852	242,974	-20.6%	202,661	-4.8%	192,514	0.2%	183,385	5.2%	187,849	2.7%
Old Town/Ski Area	66,047	88,093	-25.0%	68,442	-3.5%	77,733	-15.0%	74,643	-11.5%	60,987	8.3%
	258,899	331,066	-21.8%	271,103	-4.5%	270,246	-4.2%	258,028	0.3%	248,836	4.0%

<u>YEAR-TO-DATE</u>	<u>Aug-26</u>	<u>Aug-25</u>	<u>26 vs 25</u>	<u>Aug-24</u>	<u>26 vs 24</u>	<u>Aug-23</u>	<u>26 vs 23</u>	<u>Aug-22</u>	<u>26 vs 22</u>	<u>Aug-21</u>	<u>26 vs 21</u>
Downtown	1,612,145	1,709,887	-5.7%	1,683,680	-4.2%	1,664,090	-3.1%	1,587,681	1.5%	1,195,806	34.8%
Old Town/Ski Area	1,079,135	1,358,652	-20.6%	1,327,233	-18.7%	1,372,034	-21.3%	1,142,420	-5.5%	938,888	14.9%
	2,691,280	3,068,539	-12.3%	3,010,913	-10.6%	3,036,123	-11.4%	2,730,101	-1.4%	2,134,694	26.1%

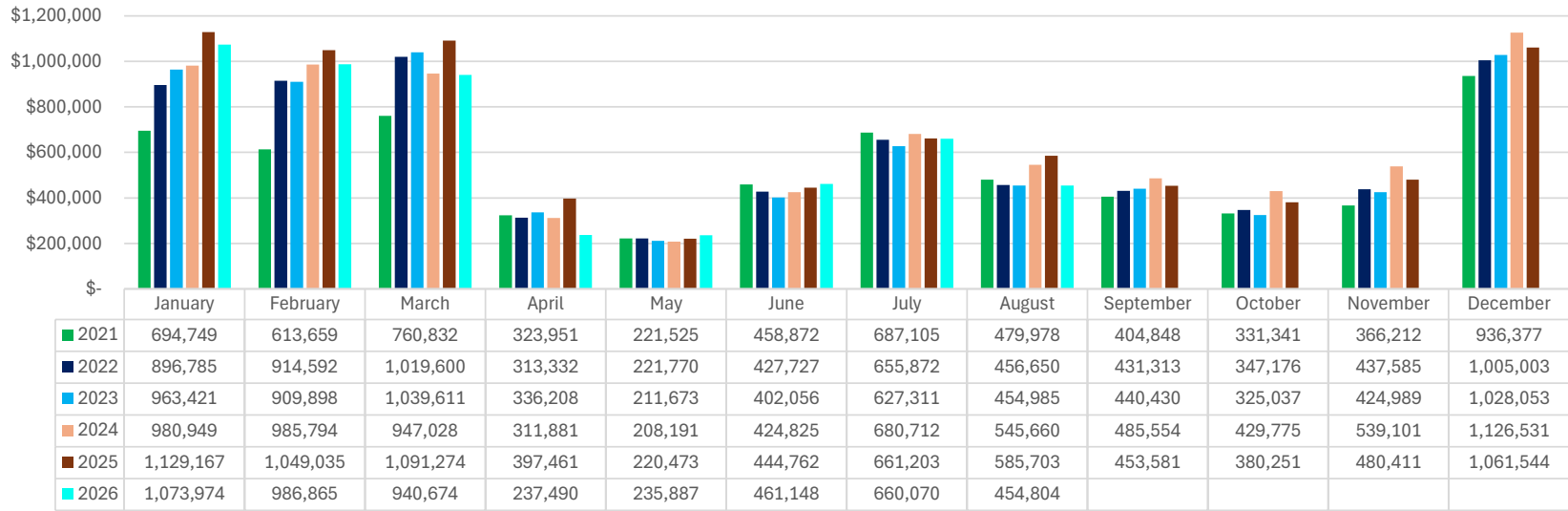


LODGING

	<u>Aug-26</u>	<u>Aug-25</u>	<u>26 vs 25</u>	<u>Aug-24</u>	<u>26 vs 24</u>	<u>Aug-23</u>	<u>26 vs 23</u>	<u>Aug-22</u>	<u>26 vs 22</u>	<u>Aug-21</u>	<u>26 vs 21</u>
MONTH	235,379	304,779	-22.8%	319,022	-26.2%	231,770	1.6%	222,123	6.0%	215,870	9.0%
	<u>Aug-26</u>	<u>Aug-25</u>	<u>26 vs 25</u>	<u>Aug-24</u>	<u>26 vs 24</u>	<u>Aug-23</u>	<u>26 vs 23</u>	<u>Aug-22</u>	<u>26 vs 22</u>	<u>Aug-21</u>	<u>26 vs 21</u>
YEAR-TO-DATE	3,537,328	4,124,098	-14.2%	3,471,105	1.9%	3,238,401	9.2%	2,992,683	18.2%	2,250,424	57.2%



TOAL SALES TAX - DOWNTOWN



TOAL SALES TAX - OLD TOWN/SKI AREA

