TOWN OF WINTER PARK, CO
SALES TAX REPORT
September 2026 Sales - Month & Year-to Date

(Collected: February - October 2026)

Dated: 11/10/26

SUMMARY

For the month of September 2026, total sales tax revenue decreased by 12.6% ($127K) vs. the same period of the prior year. This decrease was primarily due to decreases in the Retail sector of 21.4% ($79K), the Lodging sector of 14.1% ($37K).

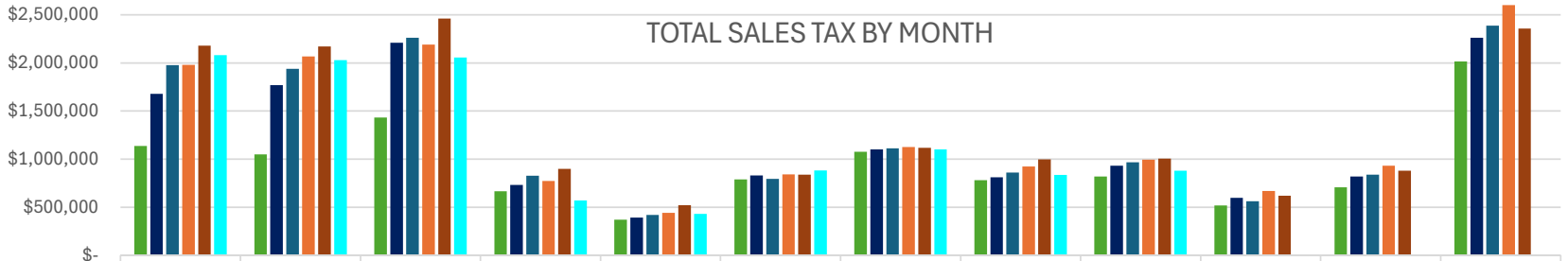
On a year-to-date basis, total sales tax revenue decreased by 10.9% ($1,328K) vs. the same period of the prior year. The YTD decrease was primarily due to decreases in the Lodging sector of 14.2% ($624K), the Retail sector of 12.9% ($428K) and the Restaurant & Bar sector 11.4% ($374K).

PRIOR YEAR COMPARISONS - MONTH

Description	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
Sales Tax & Lodging Tax on:											
Non-Lodging Sales (5%)	466,149	530,378	(12.1)%	*565,918*	(17.6)%	556,710	(16.3)%	515,883	(9.6)%	401,441	16.1 %
Lodging Sales (7% after 7/1/24)	175,362	204,178	(14.1)%	*161,440*	8.6 %	165,550	5.9 %	149,567	17.2 %	183,351	(4.4)%
	641,511	734,556	(12.7)%	727,358	(11.8)%	722,260	(11.2)%	665,450	(3.6)%	584,792	9.7 %
Transit Sales Tax (2%)	236,563	270,488	(12.5)%	*266,507*	(11.2)%	245,756	(3.7)%	266,180	(11.1)%	233,917	1.1 %
	878,074	**1,005,044**	**(12.6)%**	**993,865**	**(11.7)%**	**968,015**	**(9.3)%**	**931,630**	**(5.7)%**	**818,709**	**7.3 %**

PRIOR YEAR COMPARISONS - YEAR-TO-DATE

Description	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
Sales Tax & Lodging Tax on:											
Non-Lodging Sales (5%)	5,067,212	5,570,334	(9.0)%	*5,408,894*	(6.3)%	5,488,757	(7.7)%	5,324,390	(4.8)%	4,192,057	20.9 %
Lodging Sales (7% after 7/1/24)	2,926,617	3,409,390	(14.2)%	*2,538,665*	15.3 %	2,480,287	18.0 %	2,137,631	36.9 %	1,607,446	82.1 %
	7,993,828	8,979,724	(11.0)%	7,947,559	0.6 %	7,969,044	0.3 %	7,462,021	7.1 %	5,799,503	37.8 %
Transit Sales Tax (2%)	2,863,061	3,204,822	(10.7)%	*3,385,826*	(15.4)%	3,187,618	(10.2)%	2,984,808	(4.1)%	2,319,801	23.4 %
	10,856,889	**12,184,547**	**(10.9)%**	**11,333,385**	**(4.2)%**	**11,156,661**	**(2.7)%**	**10,446,829**	**3.9 %**	**8,119,304**	**33.7 %**



	January	February	March	April	May	June	July	August	September	October	November	December
2021	1,137,686	1,050,192	1,431,602	666,411	370,427	788,228	1,076,604	779,445	818,708	516,667	706,960	2,014,864
2022	1,677,779	1,768,928	2,208,228	730,123	391,715	828,931	1,099,768	809,727	931,630	597,840	819,858	2,262,576
2023	1,976,985	1,938,865	2,261,697	826,743	419,445	793,147	1,111,619	860,145	968,015	561,034	839,021	2,386,797
2024	1,979,498	2,067,004	2,190,617	771,735	441,293	840,871	1,124,373	924,129	993,865	669,131	932,234	2,600,467
2025	2,178,296	2,170,714	2,460,546	897,906	520,565	839,429	1,116,019	996,028	1,005,044	619,793	880,184	2,356,043
2026	2,079,488	2,028,414	2,055,007	568,786	431,326	880,894	1,100,376	834,523	878,074			

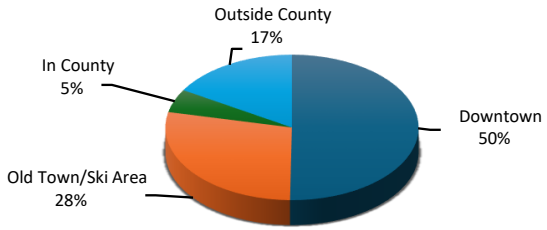
TOTAL SALES TAX BY BUSINESS LOCATION

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.

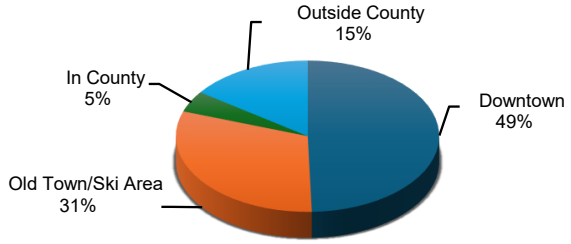
MONTH	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
Downtown	402,342	453,581	(11.3)%	485,554	(17.1)%	440,430	(8.6)%	431,313	(6.7)%	404,848	(0.6)%
Old Town/Ski Area	147,262	146,234	0.7 %	149,696	(1.6)%	183,984	(20.0)%	149,797	(1.7)%	168,115	(12.4)%
In County	55,196	65,762	(16.1)%	76,065	(27.4)%	50,290	9.8 %	47,902	15.2 %	51,990	6.2 %
Outside County	273,275	339,467	(19.5)%	282,550	(3.3)%	293,310	(6.8)%	302,618	(9.7)%	193,756	41.0 %
	878,074	**1,005,044**	**(12.6)%**	**993,865**	**(11.7)%**	**968,015**	**(9.3)%**	**931,630**	**(5.7)%**	**818,708**	**7.3 %**

YEAR-TO-DATE	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
Downtown	5,453,214	6,032,659	(9.6)%	5,571,796	(2.1)%	5,385,592	1.3 %	5,337,642	2.2 %	4,645,521	17.4 %
Old Town/Ski Area	3,059,855	3,753,418	(18.5)%	3,585,707	(14.7)%	3,685,790	(17.0)%	3,154,029	(3.0)%	1,957,994	56.3 %
In County	560,291	550,646	1.8 %	511,131	9.6 %	509,556	10.0 %	446,788	25.4 %	455,987	22.9 %
Outside County	1,783,529	1,847,824	(3.5)%	1,664,751	7.1 %	1,575,724	13.2 %	1,508,370	18.2 %	1,059,801	68.3 %
	10,856,889	**12,184,547**	**(10.9)%**	**11,333,385**	**(4.2)%**	**11,156,661**	**(2.7)%**	**10,446,828**	**3.9 %**	**8,119,303**	**33.7 %**

2026 YTD SALES TAX BY BUSINESS LOCATION



2025 YTD SALES TAX BY BUSINESS LOCATION

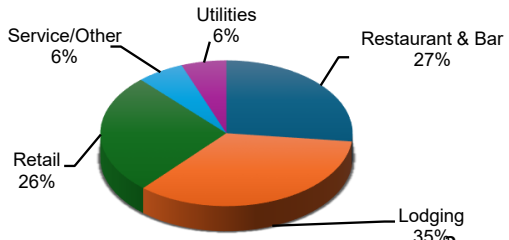


TOTAL SALES TAX BY INDUSTRY SECTOR

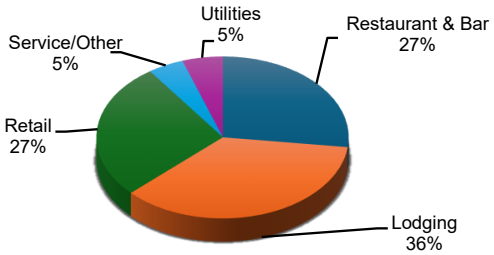
MONTH	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
Restaurant & Bar	218,219	215,029	1.5 %	220,267	(0.9)%	238,444	(8.5)%	216,839	0.6 %	200,822	8.7 %
Lodging	225,465	262,515	(14.1)%	286,966	(21.4)%	234,001	(3.6)%	209,394	7.7 %	256,691	(12.2)%
Retail	291,669	371,161	(21.4)%	351,372	(17.0)%	349,823	(16.6)%	359,412	(18.8)%	265,951	9.7 %
Service/Other	102,544	114,509	(10.4)%	98,825	3.8 %	111,817	(8.3)%	109,004	(5.9)%	59,280	73.0 %
Utilities	40,176	41,830	(4.0)%	36,435	10.3 %	33,931	18.4 %	36,980	8.6 %	35,964	11.7 %
	878,074	**1,005,044**	**(12.6)%**	**993,865**	**(11.7)%**	**968,015**	**(9.3)%**	**931,630**	**(5.7)%**	**818,708**	**7.3 %**

YEAR-TO-DATE	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
Restaurant & Bar	2,909,500	3,283,569	(11.4)%	3,232,272	(10.0)%	3,274,567	(11.1)%	2,946,940	(1.3)%	2,161,333	34.6 %
Lodging	3,762,793	4,386,613	(14.2)%	3,758,180	0.1 %	3,472,402	8.4 %	3,202,077	17.5 %	2,507,115	50.1 %
Retail	2,894,215	3,322,438	(12.9)%	3,217,105	(10.0)%	3,346,359	(13.5)%	3,294,501	(12.2)%	2,670,381	8.4 %
Service/Other	661,818	559,949	18.2 %	546,577	21.1 %	481,858	37.3 %	459,717	44.0 %	301,497	119.5 %
Utilities	628,564	631,977	(0.5)%	579,251	8.5 %	581,475	8.1 %	543,594	15.6 %	478,978	31.2 %
	10,856,889	**12,184,547**	**(10.9)%**	**11,333,385**	**(4.2)%**	**11,156,661**	**(2.7)%**	**10,446,829**	**3.9 %**	**8,119,304**	**33.7 %**

2026 - YTD SALES TAX REVENUE BY INDUSTRY



2025 - YTD SALES TAX REVENUE BY INDUSTRY

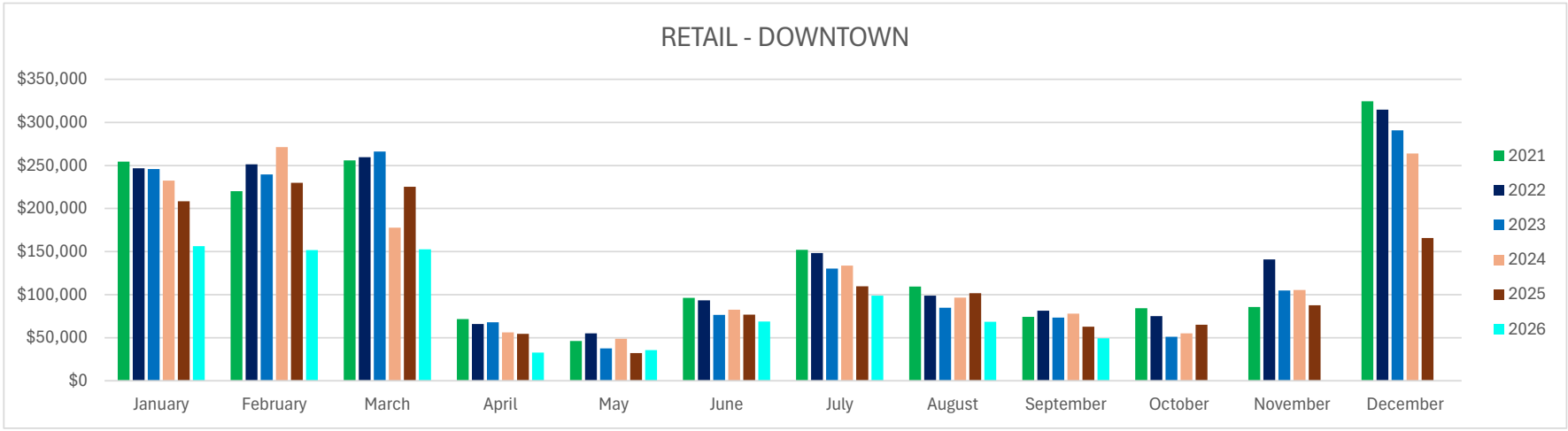


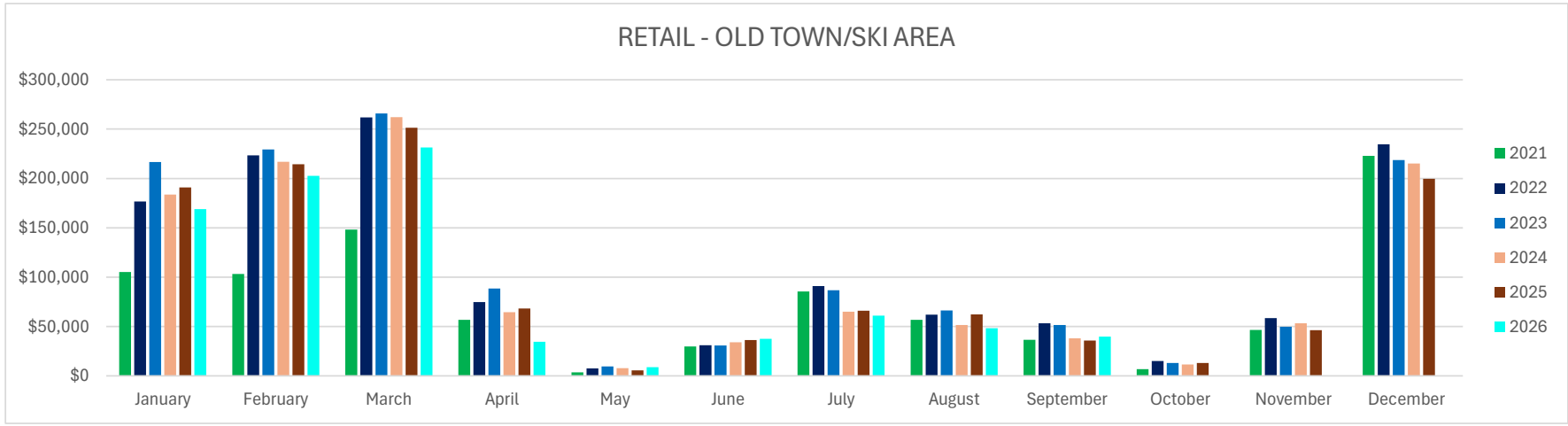
COMPARISONS BY INDUSTRY AND BUSINESS LOCATION

RETAIL

MONTH	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
Downtown	49,186	62,724	(21.6)%	77,831	(36.8)%	73,467	(33.0)%	81,224	(39.4)%	74,151	(33.7)%
Old Town/Ski Area	39,744	35,914	10.7 %	37,945	4.7 %	51,507	(22.8)%	53,318	(25.5)%	36,445	9.1 %
In County	14,317	29,534	(51.5)%	36,127	(60.4)%	19,951	(28.2)%	18,729	(23.6)%	20,259	(29.3)%
Outside County	188,422	242,989	(22.5)%	199,468	(5.5)%	204,899	(8.0)%	206,142	(8.6)%	135,096	39.5 %
	291,669	**371,161**	**(21.4)%**	**351,372**	**(17.0)%**	**349,823**	**(16.6)%**	**359,412**	**(18.8)%**	**265,951**	**9.7 %**

YEAR-TO-DATE	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
Downtown	813,623	1,101,132	(26.1)%	1,176,801	(30.9)%	1,221,956	(33.4)%	1,300,170	(37.4)%	1,280,147	(36.4)%
Old Town/Ski Area	832,562	931,194	(10.6)%	923,616	(9.9)%	1,045,200	(20.3)%	981,982	(15.2)%	625,525	33.1 %
In County	74,408	87,501	(15.0)%	91,750	(18.9)%	114,717	(35.1)%	80,837	(8.0)%	104,959	(29.1)%
Outside County	1,173,623	1,202,611	(2.4)%	1,024,938	14.5 %	964,485	21.7 %	931,512	26.0 %	659,750	77.9 %
	2,894,215	**3,322,438**	**(12.9)%**	**3,217,105**	**(10.0)%**	**3,346,359**	**(13.5)%**	**3,294,501**	**(12.2)%**	**2,670,381**	**8.4 %**

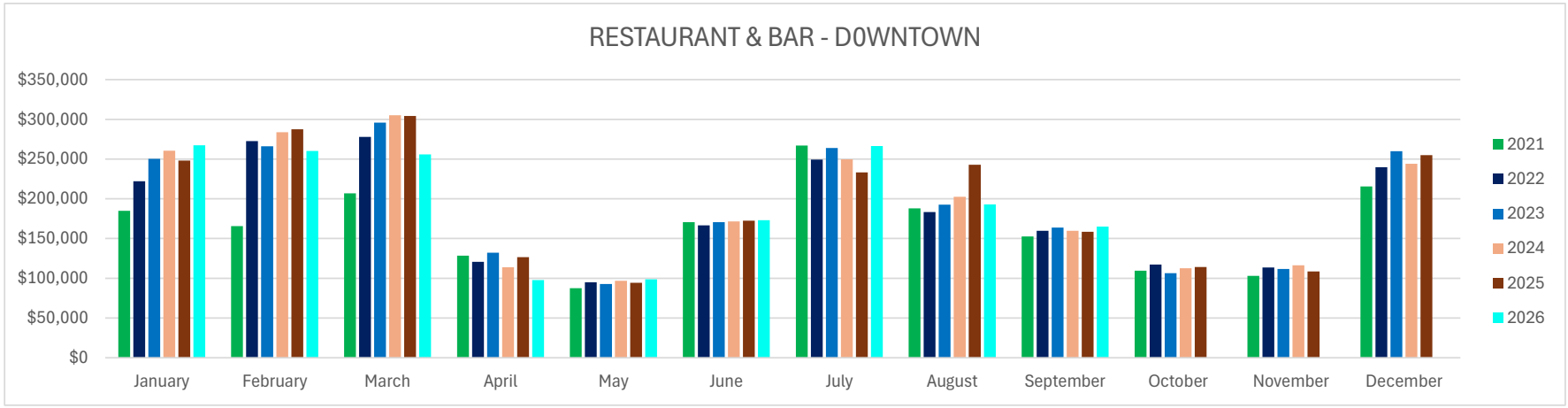


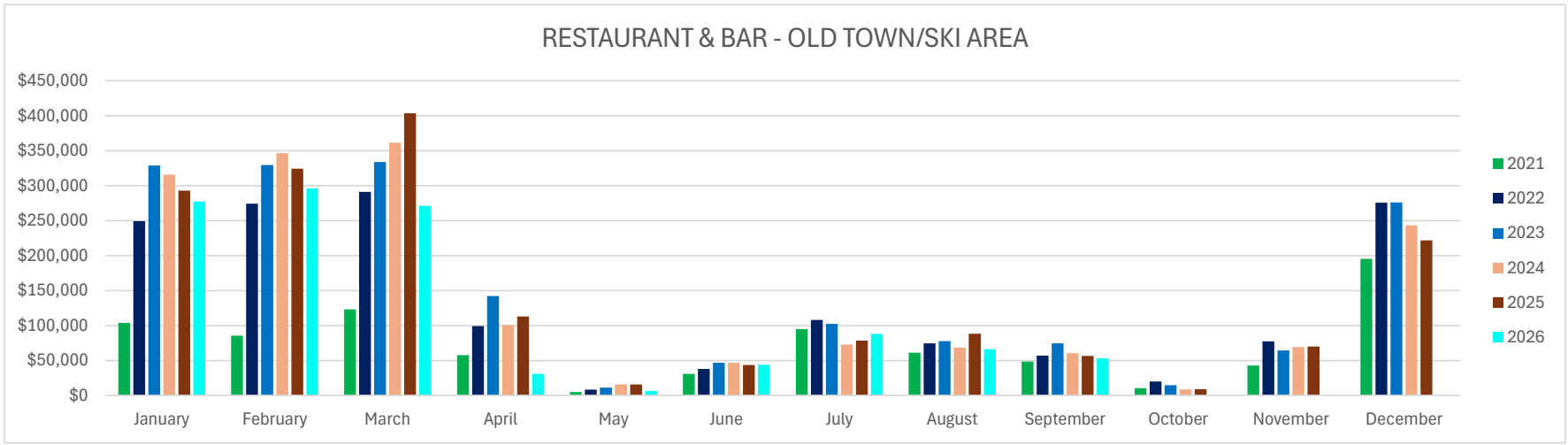


RESTAURANT & BAR

MONTH	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
Downtown	165,077	158,642	4.1 %	159,845	3.3 %	163,855	0.7 %	159,834	3.3 %	152,523	8.2 %
Old Town/Ski Area	53,143	56,388	(5.8)%	60,314	(11.9)%	74,589	(28.8)%	57,005	(6.8)%	48,300	10.0 %
	218,219	**215,029**	**1.5 %**	**220,159**	**(0.9)%**	**238,444**	**(8.5)%**	**216,839**	**0.6 %**	**200,822**	**8.7 %**

YEAR-TO-DATE	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
Downtown	1,777,222	1,868,529	(4.9)%	1,843,527	(3.6)%	1,827,945	(2.8)%	1,747,515	1.7 %	1,551,678	14.5 %
Old Town/Ski Area	1,132,278	1,415,040	(20.0)%	1,387,547	(18.4)%	1,446,623	(21.7)%	1,199,425	(5.6)%	609,655	85.7 %
	2,909,500	**3,283,569**	**(11.4)%**	**3,231,074**	**(10.0)%**	**3,274,567**	**(11.1)%**	**2,946,940**	**(1.3)%**	**2,161,333**	**34.6 %**

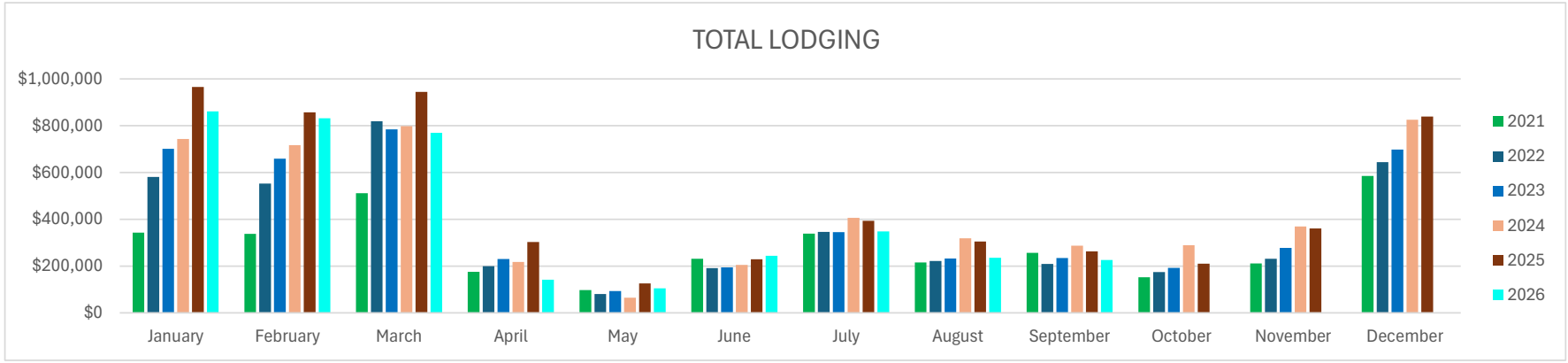




LODGING

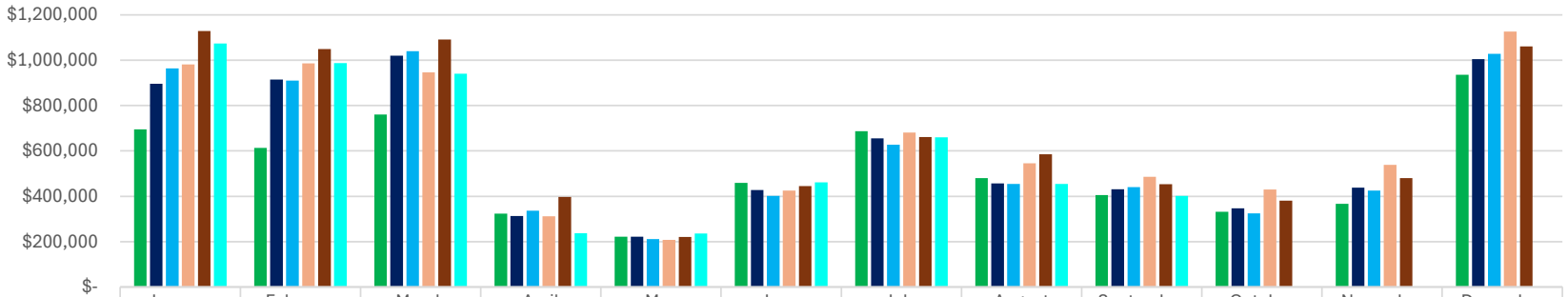
	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
MONTH	225,465	262,515	(14.1)%	287,075	(21.5)%	234,001	(3.6)%	209,394	7.7 %	256,691	(12.2)%

	Sep-26	Sep-25	26 vs 25	Sep-24	26 vs 24	Sep-23	26 vs 23	Sep-22	26 vs 22	Sep-21	26 vs 21
YEAR-TO-DATE	3,762,793	4,386,613	(14.2)%	3,758,180	0.1 %	3,472,402	8.4 %	3,202,077	17.5 %	2,507,115	50.1 %



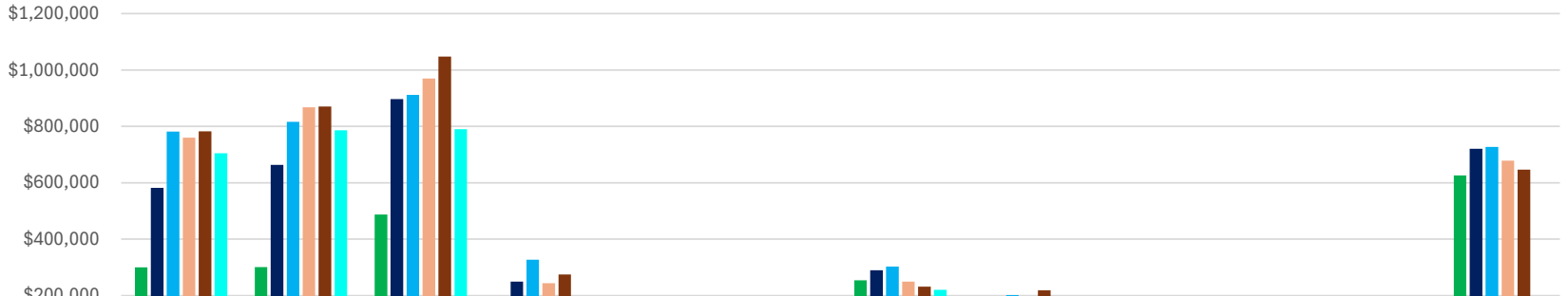
SUPPLEMENTAL INFORMATION

TOAL SALES TAX - DOWNTOWN



	January	February	March	April	May	June	July	August	September	October	November	December
2021	694,749	613,659	760,832	323,951	221,525	458,872	687,105	479,978	404,848	331,341	366,212	936,377
2022	896,785	914,592	1,019,600	313,332	221,770	427,727	655,872	456,650	431,313	347,176	437,585	1,005,003
2023	963,421	909,898	1,039,611	336,208	211,673	402,056	627,311	454,985	440,430	325,037	424,989	1,028,053
2024	980,949	985,794	947,028	311,881	208,191	424,825	680,712	545,660	485,554	429,775	539,101	1,126,531
2025	1,129,167	1,049,035	1,091,274	397,461	220,473	444,762	661,203	585,703	453,581	380,251	480,411	1,061,544
2026	1,073,974	986,865	940,671	237,490	235,887	461,148	660,070	454,767	402,342			

TOAL SALES TAX - OLD TOWN/SKI AREA



	January	February	March	April	May	June	July	August	September	October	November	December
2021	299,854	300,895	487,801	168,021	20,648	104,487	254,452	153,721	168,115	34,223	126,718	625,866
2022	582,066	663,325	896,541	249,240	27,801	108,461	289,615	187,183	149,797	57,653	183,639	720,942
2023	781,984	816,113	911,606	326,947	35,292	125,150	303,140	201,574	183,984	55,115	185,939	727,500
2024	760,299	867,847	969,902	244,102	28,202	120,392	250,066	195,202	149,696	49,633	179,570	679,002
2025	782,856	870,170	1,047,797	275,008	55,734	125,360	231,756	218,502	146,234	34,295	196,460	646,467
2026	704,956	786,692	789,956	103,300	24,288	117,051	221,036	165,315	147,262			