

# January 2025 Data

## Lodging Metrics

Month	Total Occupancy	% Change	Paid Occupancy	% Change	ADR % Change	Avg. Length of Stay	% Change
Jan-25	62%	-6%	55%	-8%	6%	4.20	0%

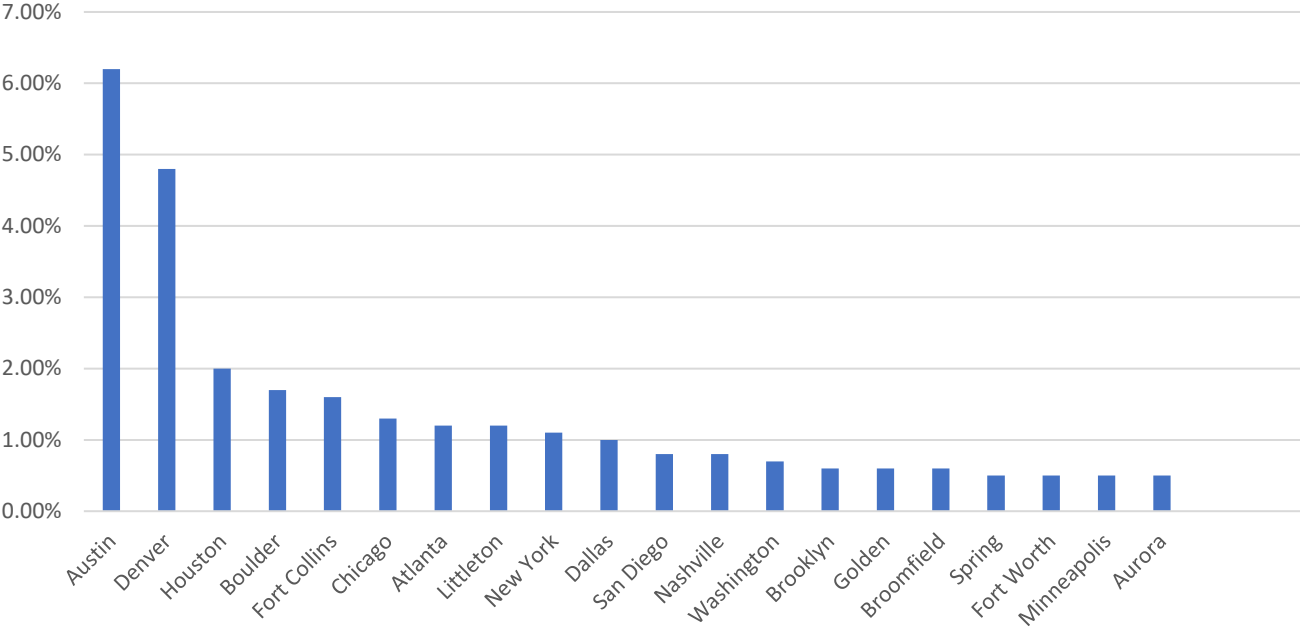
Note: Total Occupancy = Paid & Owner

\*ADR= Average Daily Rate

Source: Key Data Dashboard 02/04/2025

Sales and Accommodation Tax Collections			
Month		Sales Tax	%YOY Change
December			
	Sales Tax	\$5,075,081	0.98%
	Accommodations Tax	\$275,692	11.78%
	STR Tax	\$2,158,366	13.33%
Source: City of Steamboat Springs			

Visitor Origin by Percentage of Total



**2025 Economic Visitor Impact**

Direct Travel Spending	\$653.1Million
Direct Employment	5,200
Direct Earnings	\$314.8Million
Direct Tax Receipts	\$51.3Million

Source: Dean Runyan Associates