December 2025 Data

Summary

December 2025 average occupancy was just above 40%, a 3% YOY increase. ADR is up over last year, mostly during the last week of the month, and the average length of stay was slightly ahead of 2024 for the first time in many months. However, overall guest nights and spending were down, resulting in lower tax collections.

Owner, or unpaid, stays continue to be consistent with previous months when compared with total occupancy, which is reflected in total (paid & owner) occupancy, but doesn't contribute to accommodations tax or STR collections.

The data in the following tabs reflects the most current data as of February 3, 2026. Some data takes two-three months to populate.

December 2025 Data

Lodging Occupancy and Metrics

Month	Total Occupancy	% Change	Paid Occupancy	% Change	ADR % Change	Avg. Length of Stay	% Change
January	62%	-6%	55%	-8%	6%	4.20	0%
February	72%	0%	66%	1%	6%	4.30	-1%
March	68%	-2%	62%	-2%	6%	4.20	0%
April	22%	3%	13%	28%	-16%	3.40	-1%
May	18%	1%	8%	41%	-18%	3.00	-19%
June	41%	14%	28%	39%	-4%	3.60	-10%
July	49%	2%	36%	7%	1%	3.70	-8%
August	42%	-2%	28%	2%	-4%	3.20	-16%
September	34%	5%	22%	19%	4%	3.10	-14%
October	25%	5%	13%	26%	-6%	2.90	-23%
November	18%	1%	10%	20%	-8%	3.40	-8%
December	40%	3%	33%	6%	4%	4.90	2%

Note: Total Occupancy = Paid & Owner

*ADR= Average Daily Rate

Source: Key Data Dashboard 1/04/2026

December 2025 Data

Sales and Accommodation Tax Collections

Month		Sales Tax	%YOY Change
	Sales Tax	$4,649,227	-3.30%
	Accommodations Tax	$352,616	-5.96%
January	STR Tax	$2,791,873	-4.17%
	Sales Tax	$4,619,069	1.40%
	Accommodations Tax	$379,875	4.29%
February	STR Tax	$2,891,628	5.33%
	Sales Tax	$5,163,374	-0.72%
	Accommodations Tax	$437,174	0.18%
March	STR Tax	$3,421,131	1.37%
	Sales Tax	$2,253,189	1.37%
	Accommodations Tax	$51,646	-0.07%
April	STR Tax	$339,635	1.05%

Month		Tax Collected	%YOY Change
	Sales Tax	$2,346,573	1.83%
	Accommodations Tax	$45,762	0.14%
May	STR Tax	$254,270	1.21%
	Sales Tax	$3,248,387	3.62%
	Accommodations Tax	$107,057	12.94%
June	STR Tax	$633,675	17.69%
	Sales Tax	$3,641,943	5.58%
	Accommodations Tax	$136,775	3.28%
July	STR Tax	$847,287	5.30%
	Sales Tax	$3,172,926	0.62%
	Accommodations Tax	$115,380	0.28%
August	STR Tax	$678,590	1.66%

Month		Tax Collected	%YOY Cha
	Sales Tax	$3,286,209	2.70%
	Accommodations Tax	$108,553	-1.99%
September	STR Tax	$651,584	-1.11%
	Sales Tax	$2,683,501	0.70%
	Accommodations Tax	$77,336	-7.71%
October	STR Tax	$487,619	-7.04%
	Sales Tax	$2,378,502	1.24%
	Accommodations Tax	$69,102	-3.99%
November	STR Tax	$480,702	-1.94%
	Sales Tax	$4,941,663	-4.96%
	Accommodations Tax	$258,757	-5.87%
December	STR Tax	$2,000,242	-6.16%

Source: City of Steamboat Springs

December 2025 Data

VISA Spending

Share of spending from visitors by category and avg. daily spending

Source: Zartico Spend Data

% of Restaurant Spend from Visitors	**73%**	73% Same time previous year	-0.2% Difference
% of Retail Spend from Visitors	**63%**	61% Same time previous year	2% Difference
% of Arts, Entertainment & Attractions Spend from Visitors	**90%**	91% Same time previous year	-1% Difference
Restaurant Avg. Daily Visitor Spend	**$64**	$64 Same time previous year	$0 Difference
Retail Avg. Daily Visitor Spend	**$122**	$100 Same time previous year	$23 Difference
Arts, Entertainment & Attractions Avg. Daily Visitor Spend	**$114**	$262 Same time previous year	$-148 Difference

Source: Zartico 2/03/2026

December 2025 Data

Geolocation Data

Source: Zartico 2/03/2026

December 2025 Data

2024 Economic Visitor Impact		% YOY Change
Direct Travel Spending	$678.1Million	2.50%
Direct Employment	5,100	1.70%
Direct Earnings	$315.6Million	3.20%
Direct Tax Receipts	$54.3Million	5.00%

Source: Dean Runyan and Associates

Contact laura@steamboatchamber.com with any questions on this or other data requests.