January 2026 Data

Summary

January total occupancy was down year over year, but the increase in ADR worked to offset that decline. The highest ADR was seen at the beginning of the month, when the total guest nights were also at their peak. There was a slight increase in the average length of stay, which also helped increase the average total stay value.

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.

January 2025 Data

Lodging Occupancy and Metrics

Month	Total Occupancy	% Change	Paid Occupancy	% Change	ADR % Change	Avg. Length of Stay	% Change
January	56%	-7%	50%	-8%	6%	4.20	1%

Note: Total Occupancy = Paid & Owner

*ADR= Average Daily Rate

Source: Key Data Dashboard 2/05/2026

January 2026 Data

Sales and Accommodation Tax Collections

Sales and Accommodation Tax Collections			
Month		Tax Collected	%YOY Change
	Sales Tax	$4,432,326	-5.29%
	Accommodations Tax	$363,832	3.17%
January	STR Tax	$2,748,436	1.05%

Source: City of Steamboat Springs

January 2026 Data

VISA Spending

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

Source: Zartico Spend Data

% of Restaurant Spend from Visitors

77%

78% Same time previous year | **-1%** Difference

% of Retail Spend from Visitors

67%

74% Same time previous year | **-7%** Difference

% of Arts, Entertainment & Attractions Spend from Visitors

87%

95% Same time previous year | **-8%** Difference

Restaurant Avg. Daily Visitor Spend

$62

$62 Same time previous year | **$0** Difference

Retail Avg. Daily Visitor Spend

$103

$112 Same time previous year | **$-9** Difference

Arts, Entertainment & Attractions Avg. Daily Visitor Spend

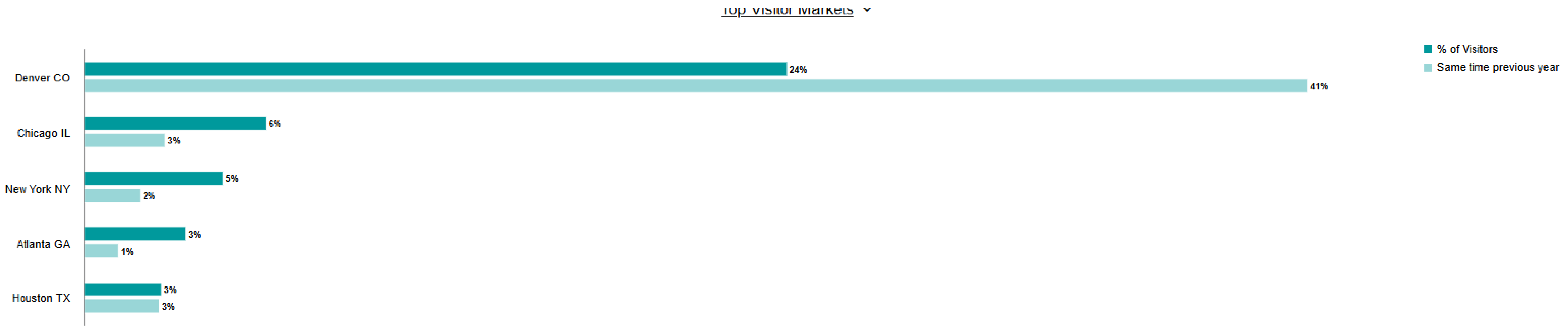
$143

$257 Same time previous year | **$-114** Difference

Source: Zartico 2/05/2026

January 2026 Data

Geolocation Data



Source: Zartico 2/05/2026

January 2026 Data

Colorado Tourism Performance Dashboard

Legend:

- 🟢 Positive year-over-year change
- 🟡 Flat or slightly negative year-over-year change
- 🔴 Significant negative year-over-year change

Indicator	Status	Details
Overall Outlook	🟡	Unfortunately, not much has changed in terms of snow and economy in the past month. January and possibly February will be soft for visitation due to lack of snow. Longer-term forecasts are calling for a wetter March, which if it stays cold enough, could make for a strong spring break with pent-up demand for good snow. While 2026 is off to a slow start, there are reasons detailed below that the rest of 2026 could improve.
National Traveler Intent	🟢	Travel intent entering 2026 remains steady but more restrained than at this time last year. While travel continues to be a near-term budget priority for a majority of Americans (55.4%), expectations for increased leisure travel and higher travel spending have softened YoY. Only 23.6% of travelers expect to travel more in the next 12 months, and the average anticipated leisure trip volume has dipped slightly to 3.8 trips. This signals selectivity rather than disengagement, with travelers tightening budgets, shortening planning windows, and prioritizing value-driven and flexible trips (*Future Partners*).

Source: Mission2Market, 2/05/2026

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DEN Passenger Deplanement	🟡	Passengers deplaning in December was down 4.7% vs. 2024. YoY deplanement was down 2.6% in 2025 vs. 2024 (*DEN*).
DEN Rental Car Revenue	🔴	Rental car revenues are down 10.13% YTD through December. December was down 7.84% vs Dec. 2024 (*DEN*).
Inflation & Sentiment	🟡	Year-ahead inflation expectations continued to ease in January, falling to 4.0%, the lowest level since January 2025, though still above pre-2024 norms. Consumer sentiment improved modestly, rising about 3.5 index points with gains seen broadly across demographic and political groups; however, sentiment remains more than 20% below Jan. 2025 levels as consumers continue to cite pressure from high prices and concerns about a softening labor market (*University of Michigan*). Actual inflation (what is tracked) YTD as of 1/16/26 is 3% (up from last-reported rate of 2.7%) (*BLS*).

Source: Mission2Market, 2/05/2026

January 2026 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.