



July 2024

July 2024 showed increased paid occupancy over the past several years. Several key events drew visitors in July, including the July 4 parade and holiday offerings, Art in the Park, Tour de Steamboat, and the Yampa Valley Balloon Rodeo.

July saw the first year-over-year increase in paid occupancy since April 2024. Several months have seen an increase in owner or unpaid stays, which may result in increases in total (paid & owner) occupancy, but don't contribute to accommodations tax or STR collections.

The data in the following tabs reflects the most current data as of August 1, 2024. Some data takes two-three months to populate.

Lodging Metrics

Month	Total Occupancy	% Change	Paid Occupancy	% Change	ADR % Change	Avg. Length of Stay	% Change
April	22%	6%	10%	0%	1%	5.00	14%
May	18%	11%	6%	-9%	8%	3.70	23%
June	36%	7%	21%	-1%	4%	4.00	12%
July	50%	7%	35%	7%	5%	4.00	8%

Note: Total Occupancy = Paid & Owner

*ADR= Average Daily Rate

Source: Key Data Dashboard 8/01/2024

Sales and Accommodation Tax Collections

Month		Sales Tax	%YOY Change
May			
	Sales Tax	\$2,210,454	-1.16%
	Accommodations Tax	\$43,385	8.35%
	STR Tax	\$238,317	2.68%
June			
	Sales Tax	\$3,077,151	-2.34%
	Accommodations Tax	\$94,835	-0.02%
	STR Tax	\$538,862	-4.61%

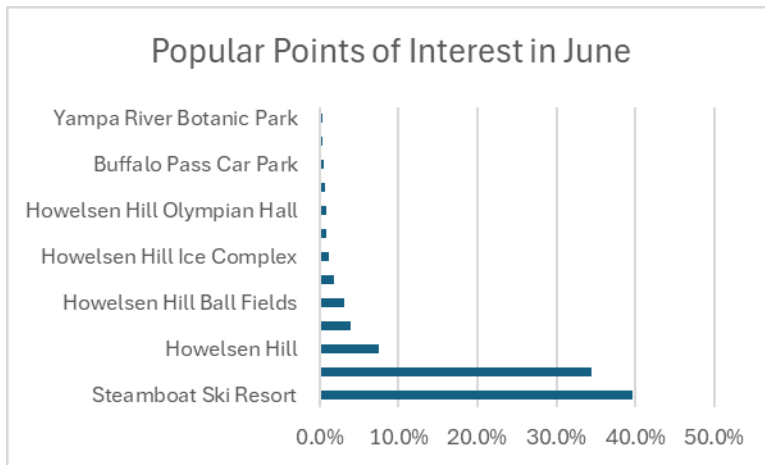
Source: City of Steamboat Springs



Visitor Origin

Origin City	Percent of Visitors
Denver	59.5%
Dallas-Ft. Worth	3.2%
Houston	2.5%
Colorado Springs-Pueblo	1.6%
Salt Lake City	1.5%
Chicago	1.4%
Atlanta	1.2%
Kansas City	1.2%
Orlando-Daytona Beach-Melbourne	0.8%
San Antonio	0.7%

Source: Near



Source: Near

2023 Economic Visitor Impact

Direct Travel Spending	\$644.1Million
Direct Employment	5,200
Direct Earnings	\$316.8Million
Direct Tax Receipts	\$41.3Million

Source: Dean Runyan Associates