

# July 2025 Data

## Summary

July 2025 saw minimal growth over the previous year in several metrics, while down in others. Average occupancy was just below 50%, a 2% YOY increase. ADR is flat to last year, while the average length of stay continues to lag behind 2024.

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 September 5, 2025. Some data takes two-three months to populate.



# July 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%

Note: Total Occupancy = Paid & Owner

\*ADR= Average Daily Rate

Source: Key Data Dashboard 07/04/2025

# July 2025 Data

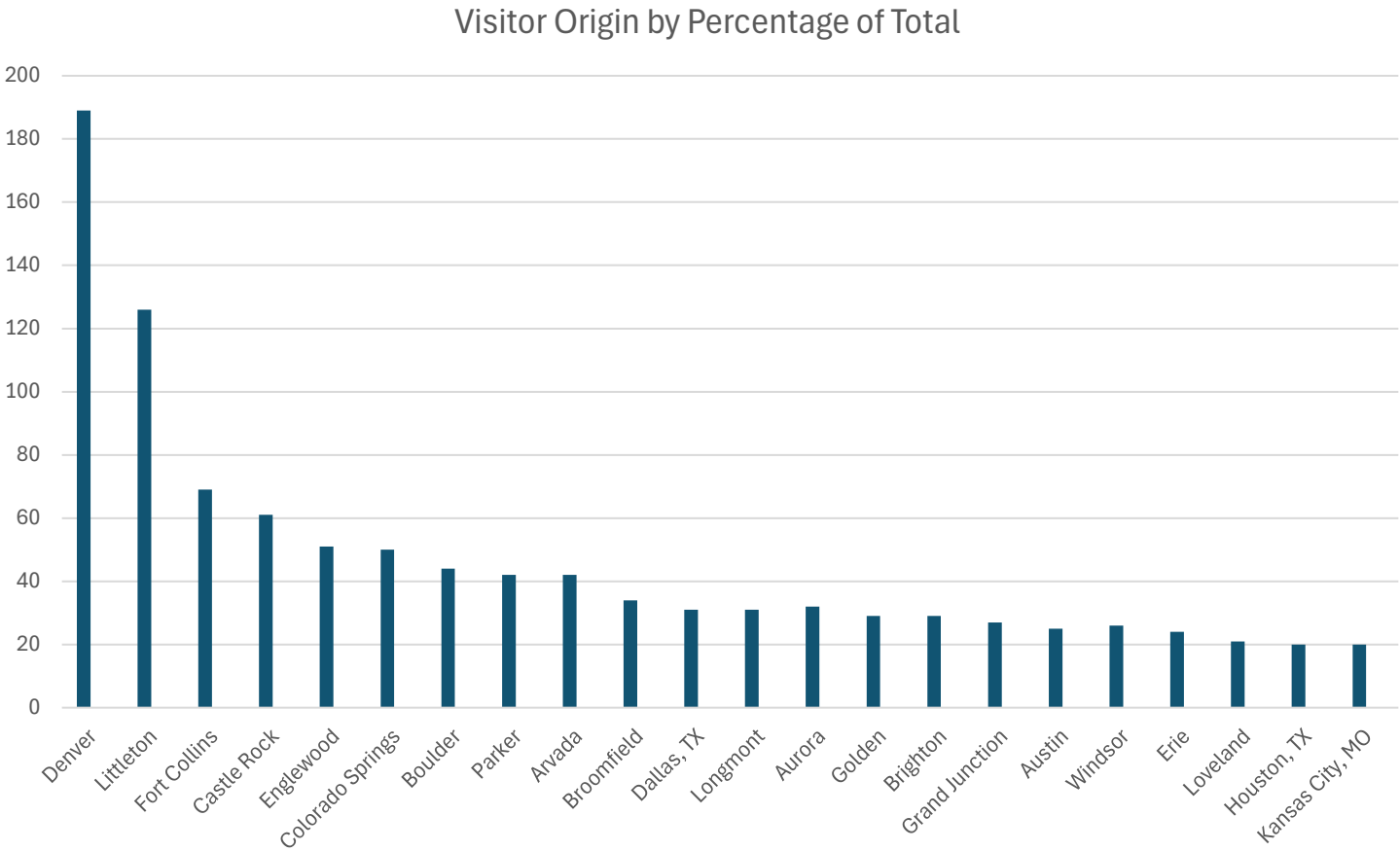
## Sales and Accommodation Tax Collections

Source: City of Steamboat Springs

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%
January			
	Sales Tax	\$4,649,227	-3.30%
	Accommodations Tax	\$352,616	-5.96%
	STR Tax	\$2,791,873	-4.17%
February			
	Sales Tax	\$4,619,069	1.40%
	Accommodations Tax	\$379,875	4.29%
	STR Tax	\$2,891,628	5.33%
March			
	Sales Tax	\$5,163,374	-0.72%
	Accommodations Tax	\$437,174	0.18%
	STR Tax	\$3,421,131	1.37%
April			
	Sales Tax	\$2,253,189	1.37%
	Accommodations Tax	\$51,646	-0.07%
	STR Tax	\$339,635	1.05%
May			
	Sales Tax	\$2,346,573	1.83%
	Accommodations Tax	\$45,762	0.14%
	STR Tax	\$254,270	1.21%
June			
	Sales Tax	\$3,248,387	3.62%
	Accommodations Tax	\$107,057	12.94%
	STR Tax	\$633,675	17.69%
July			
	Sales Tax	\$3,641,943	5.58%
	Accommodations Tax	\$136,775	3.28%
	STR Tax	\$847,287	5.30%

# July 2025 Data

## Visitor Origin



Source: Key Data Dashboard 08/04/2025

# June 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](mailto:laura@steamboatchamber.com) with any questions on this or other data requests.

