July 2026 Data

Summary

July is typically one of the busiest months of the year for visitation, but this year faced several headwinds. Total occupancy started off strong YOY but decreased with the onset of two wildfires in the area. Additionally, ongoing drought conditions closed the Yampa River to recreation. Total occupancy fell 3% compared to last year, while Average Daily Rate (ADR) decreased slightly Year-over-Year (YoY). Paid occupancy fell 7% YOY and averaged 30% in July.

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 30, 2026. Some data takes two-three months to populate.



July 2026 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%
February	65%	-6%	60%	-7%	4%	4.30	1%
March	57%	-15%	50%	-17%	1%	4.30	2%
April	17%	-15%	7%	38%	16%	3.40	-2%
May	22%	17%	9%	7%	-1%	3.50	14%
June	38%	3%	25%	-3%	2%	3.70	2%
July	44%	-3%	30%	-7%	-1%	3.50	-3%

Note: Total Occupancy = Paid & Owner

*ADR= Average Daily Rate

Source: Key Data Dashboard 9/30/2026

July 2026 Data

Sales and Accommodation Tax Collections

Month		Tax Collected	%YOY Change
	Sales Tax	$4,566,494	-2.42%
	Accommodations Tax	$364,104	3.25%
January	STR Tax	$2,750,880	1.14%
	Sales Tax	$4,419,568	-4.76%
	Accommodations Tax	$358,099	-5.73%
February	STR Tax	$2,778,432	-3.93%
	Sales Tax	$4,727,721	-12.37%
	Accommodations Tax	$358,557	-18.21%
March	STR Tax	$2,756,854	-19.68%
	Sales Tax	$2,091,925	-7.88%
	Accommodations Tax	$41,144	-20.33%
April	STR Tax	$264,800	-21.97%
	Sales Tax	$2,384,141	0.91%
	Accommodations Tax	$47,386	3.55%
May	STR Tax	$266,207	4.69%

Month		Tax Collected	%YOY Change
	Sales Tax	$3,377,396	0.91%
	Accommodations Tax	$108,454	0.48%
June	STR Tax	$618,155	-3.64%
	Sales Tax	$3,481,524	-4.76%
	Accommodations Tax	$118,375	-13.46%
July	STR Tax	$654,231	-22.79%

Source: City of Steamboat Springs

July 2026 Data

Spending Report

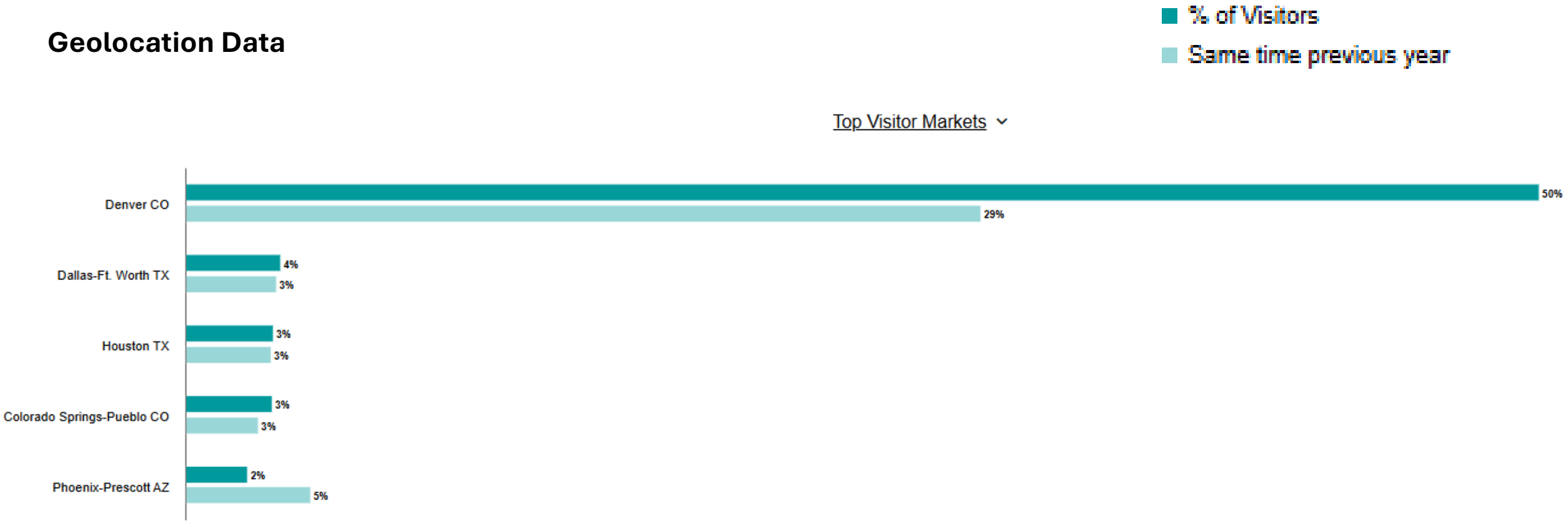
% of Restaurant Spend from Visitors	% of Retail Spend from Visitors	% of Arts, Entertainment & Attractions Spend from Visitors
66%	**59%**	**68%**
67% Same time previous year	67% Same time previous year	75% Same time previous year
-1% Difference	-8% Difference	-8% Difference

Restaurant Avg. Daily Visitor Spend	Retail Avg. Daily Visitor Spend	Arts, Entertainment & Attractions Avg. Daily Visitor Spend
$73	**$97**	**$78**
$70 Same time previous year	$110 Same time previous year	$87 Same time previous year
$3 Difference	$-13 Difference	$-9 Difference

Source: Zartico 9/30/2026

July 2026 Data

Geolocation Data



Source: Zartico 9/30/2026

July 2026 Data

2025 Economic Visitor Impact		% YOY Change
Direct Travel Spending	$668.8Million	-0.20%
Direct Employment	4,800	-3.90%
Direct Earnings	$308.3Million	-0.80%
Direct Tax Receipts	$53.3Million	-0.90%

Source: Dean Runyan and Associates



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