

# March 2026 Data

## Summary

March was a challenging month for visitation in Steamboat Springs, mainly due to historically low snowfall. Total occupancy fell 15% compared to last year, while Average Daily Rate (ADR) increased by 1% Year-over-Year (YoY). Paid occupancy fell 17% YOY and averaged 50% in March.

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 April May 2, 2026. Some data takes two-three months to populate.



# March 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%

Note: Total Occupancy = Paid & Owner

\*ADR= Average Daily Rate

Source: Key Data Dashboard 5/02/2026

# March 2026 Data

## Sales and Accommodation Tax Collections

Month		Tax Collected	%YOY Change
January			
	Sales Tax	\$4,566,494	-2.42%
	Accommodations Tax	\$364,104	3.25%
	STR Tax	\$2,750,880	1.14%
February			
	Sales Tax	\$4,419,568	-4.76%
	Accommodations Tax	\$358,099	-5.73%
	STR Tax	\$2,778,432	-3.93%
March			
	Sales Tax	\$4,727,721	-12.37%
	Accommodations Tax	\$358,557	-18.21%
	STR Tax	\$2,756,854	-19.68%

Source: City of Steamboat Springs

# March 2026 Data

## VISA Spending

Date range  
3/1/2026 – 3/31/2026

County  
All

City  
All



[My views](#)

Source: Zartico Spend Data

% of Restaurant Spend from Visitors

**77%**

81%

Same time previous year

-4%

Difference

% of Retail Spend from Visitors

**69%**

69%

Same time previous year

-0.4%

Difference

% of Arts, Entertainment & Attractions Spend from Visitors

**93%**

93%

Same time previous year

0.0%

Difference

Restaurant Avg. Daily Visitor Spend

**\$66**

\$63

Same time previous year

\$3

Difference

Retail Avg. Daily Visitor Spend

**\$99**

\$85

Same time previous year

\$14

Difference

Arts, Entertainment & Attractions Avg. Daily Visitor Spend

**\$341**

\$264

Same time previous year

\$78

Difference

Source: Zartico 5/02/2026

# March 2026 Data

## Geolocation Data

Top Visitor Markets ▾






Source: Zartico 5/02/2026

# March 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

### Overall Outlook

One key reason for optimism is that travel intent and planned travel budgets are reaching new highs. International arrivals are also off to a strong start, with traveler volumes at Denver International Airport up 7% in January. However, there are emerging factors to watch. Ongoing conflicts in the Middle East could push gas prices and inflation higher, particularly if tensions persist. That said, inflation began 2026 at a cooler 2.4%, down from 2.7% in December, providing some early-year relief.

### National Traveler Intent




Despite ongoing financial caution, American travelers are showing strong commitment to travel heading into spring. Recession fears have declined for the third consecutive month, average anticipated annual leisure travel budgets hit a record high of \$6,453 (a 17% monthly rebound), 58.5% say travel will be a high priority in the next three months, and the average expected number of leisure trips over the next 12 months rose to 4.0. The emerging picture is a traveler watching their finances carefully but with no intention of staying home ([Future Partners](#)).

Source: Mission2Market, 4/05/2026

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### Colorado Highway Traffic

Eisenhower Tunnel traffic in January 2026 was down 4.0% vs. Jan. 2025 ([CDOT](#)).

### DEN Passenger Deplanement

Passengers deplaning in January was down 3.8% vs. Jan 2024 ([DEN](#)).

### DEN Rental Car Revenue

Rental car revenues were down 12.4% YTD through January ([DEN](#)).

### Inflation & Sentiment

Consumer sentiment was essentially flat in February, up just 0.2 index points from January, and stands 21% below January 2025. High prices continue to strain personal finances for 46% of consumers — a share that has exceeded 40% for seven consecutive months. CPI rose 2.4% over the 12 months ending January 2026, down from 2.7% in December, though year-ahead inflation expectations, while easing to 3.4%, remain well above pre-pandemic norms ([University of Michigan](#); [BLS](#)).

Source: Mission2Market, 4/05/2026

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

