May 2026 Data

Summary

May visitation showed a strong start to the summer season. Early snowmelt, combined with some pent-up demand for mountain travel, led to positive year-over-year results.

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 July 4, 2026. Some data takes two to three months to populate.



May 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%

Note: Total Occupancy = Paid & Owner

*ADR= Average Daily Rate

Source: Key Data Dashboard 07/04/2026

May 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%

Source: City of Steamboat Springs

May 2026 Data

Spending Report

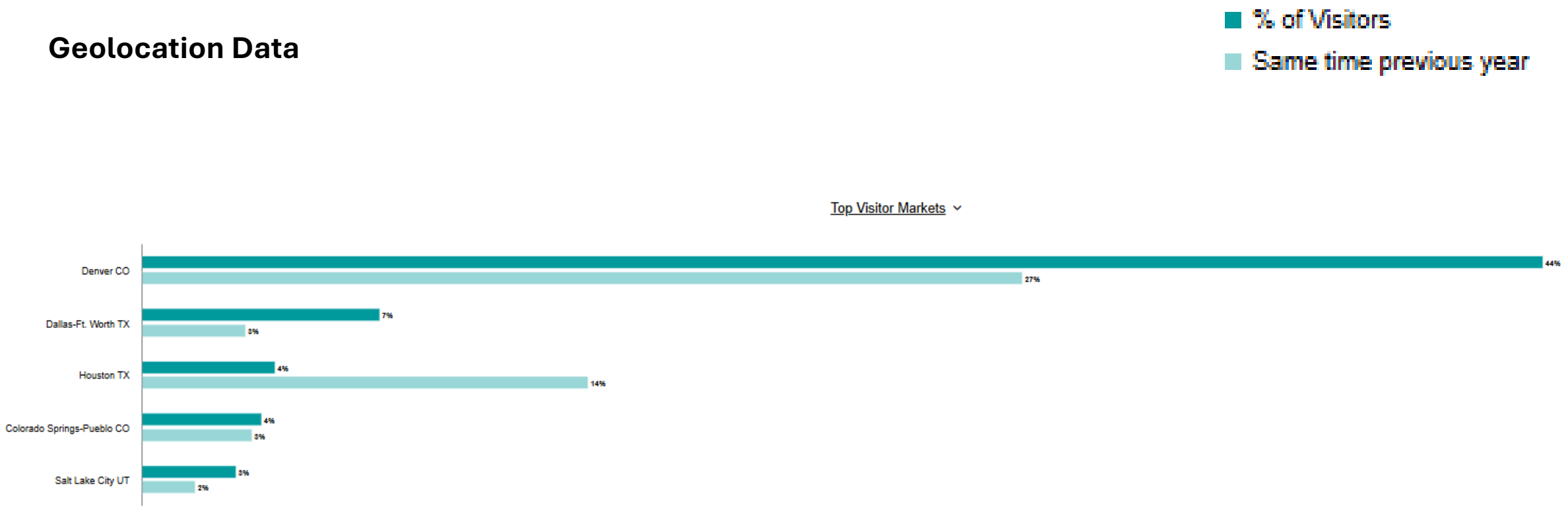
% of Restaurant Spend from Visitors	% of Retail Spend from Visitors	% of Arts, Entertainment & Attractions Spend from Visitors
48%	**45%**	**63%**
46% (Same time previous year)	45% (Same time previous year)	52% (Same time previous year)
2% (Difference)	-1% (Difference)	11% (Difference)

Restaurant Avg. Daily Visitor Spend	Retail Avg. Daily Visitor Spend	Arts, Entertainment & Attractions Avg. Daily Visitor Spend
$64	**$111**	**$125**
$66 (Same time previous year)	$121 (Same time previous year)	$69 (Same time previous year)
$-2 (Difference)	$-10 (Difference)	$56 (Difference)

Source: Zartico 8/04/2026

May 2026 Data

Geolocation Data



Source: Zartico 7/04/2026

May 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.