# September 2026 Data

**Summary**

September showed stronger YOY performance than previous months. A late Labor Day carried weekend visitation into September, and several special events drove visitation. Total occupancy rose 4% compared to last year, while Average Daily Rate (ADR) increased 5% Year-over-Year (YoY).

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 October 31, 2026. Some data takes two to three months to populate.



# September 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% |
| August | 35% | -9% | 21% | -16% | 7% | 3.60 | 12% |
| September | 33% | 4% | 20% | 5% | 5% | 3.30 | 5% |

# September 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% |
| | | | |
| | Sales Tax | $3,079,736 | -3.60% |
| | Accommodations Tax | $103,803 | -10.21% |
| August | STR Tax | $575,739 | -15.42% |
| | | | |
| | Sales Tax | $3,262,176 | -2.38% |
| | Accommodations Tax | $101,447 | -7.16% |
| September | STR Tax | $566,990 | -13.65% |

Source: City of Steamboat Springs

# September 2026 Data

## Spending Report

### Share of spending from visitors by category and avg. daily spending

Source: Zartico Spend Data

| % of Restaurant Spend from Visitors | % of Retail Spend from Visitors | % of Arts, Entertainment & Attractions Spend from Visitors |
|---|---|---|
| **62%** | **60%** | **64%** |
| 58% Same time previous year | 62% Same time previous year | 74% Same time previous year |
| 4% Difference | -2% Difference | -10% Difference |

| Restaurant Avg. Daily Visitor Spend | Retail Avg. Daily Visitor Spend | Arts, Entertainment & Attractions Avg. Daily Visitor Spend |
|---|---|---|
| **$67** | **$113** | **$130** |
| $64 Same time previous year | $119 Same time previous year | $139 Same time previous year |
| $3 Difference | $-7 Difference | $-9 Difference |

# September 2026 Data

## Geolocation Data




Source: Zartico 10/31/2026

# September 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.