

**Door County Tourism Zone Commission**  
**Units Available, Occupancy ADR Summary by Municipality - Comparative**

	<b>Jan-11</b> Adj 1/31/12	<b>Jan-12</b> Adj 7/31/12	<b>Feb-11</b> Adj 1/31/12	<b>Feb-12</b> Adj 7/31/12	<b>Mar-11</b> Adj 1/31/12	<b>Mar-12</b> Adj 7/31/12	<b>Apr-11</b> Adj 1/31/12	<b>Apr-12</b> Adj 7/31/12	<b>May-11</b> Adj 1/31/12	<b>May-12</b> Adj 7/31/12
Baileys Harbor	3,488 5.91%	3,431 7.46%	3,111 6.49%	3,277 8.18%	3,405 6.17%	4,155 4.04%	4,990 6.71%	4,190 11.58%	7,995 17.96%	7,070 21.60%
	\$ 117	\$ 113	\$ 120	\$ 138	\$ 108	\$ 187	\$ 110	\$ 118	\$ 139	\$ 138
Brussels	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks	31 0.00%	31 0.00%	28 0.00%	29 0.00%	62 0.00%	31 0.00%	30 0.00%	30 0.00%	62 0.00%	89 11.24%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 165
Egg Harbor-Town	8,901 5.45%	8,376 4.73%	7,967 9.46%	7,680 10.07%	7,845 7.85%	7,439 7.70%	7,984 7.60%	7,095 11.61%	10,602 17.69%	10,890 21.10%
	\$ 104	\$ 95	\$ 84	\$ 69	\$ 81	\$ 89	\$ 90	\$ 90	\$ 109	\$ 109
Egg Harbor - Village	4,610 18.20%	4,426 8.81%	4,177 18.41%	3,994 20.33%	4,555 18.97%	4,315 20.65%	5,057 16.39%	5,107 16.49%	9,021 30.75%	8,507 32.98%
	\$ 92	\$ 195	\$ 74	\$ 82	\$ 60	\$ 75	\$ 75	\$ 92	\$ 99	\$ 108
Ephraim	6,569 7.66%	6,397 9.91%	5,896 11.45%	5,988 15.05%	6,240 9.84%	6,232 14.52%	6,433 10.91%	7,106 15.45%	13,237 23.20%	13,762 26.97%
	\$ 136	\$ 126	\$ 111	\$ 89	\$ 90	\$ 70	\$ 92	\$ 89	\$ 115	\$ 108
Forestville - Town	0 0.00%	0 0.00%	0 0.00%	29 0.00%	0 0.00%	31 0.00%	0 0.00%	30 0.00%	62 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Forestville - Village	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner	930 10.65%	775 6.97%	877 16.08%	785 16.31%	771 12.19%	868 10.02%	783 9.58%	1,037 9.06%	1,539 26.38%	1,840 18.97%
	\$ 112	\$ 95	\$ 104	\$ 98	\$ 110	\$ 90	\$ 113	\$ 95	\$ 111	\$ 122
Gibraltar	6,628 16.10%	6,725 14.47%	5,835 21.25%	5,881 26.42%	6,111 16.35%	5,765 17.19%	8,031 13.56%	7,901 17.40%	13,774 26.58%	14,748 28.13%
	\$ 174	\$ 161	\$ 131	\$ 104	\$ 105	\$ 114	\$ 108	\$ 124	\$ 126	\$ 127
Jacksonport	861 7.32%	1,072 6.53%	810 7.78%	840 7.50%	856 7.59%	873 4.24%	944 7.42%	824 9.10%	2,435 14.46%	2,490 19.16%
	\$ 221	\$ 157	\$ 145	\$ 137	\$ 106	\$ 88	\$ 140	\$ 90	\$ 111	\$ 87

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	<b>Jan-11</b>	<b>Jan-12</b>	<b>Feb-11</b>	<b>Feb-12</b>	<b>Mar-11</b>	<b>Mar-12</b>	<b>Apr-11</b>	<b>Apr-12</b>	<b>May-11</b>	<b>May-12</b>
	Adj 1/31/12	Adj 7/31/12	Adj 1/31/12	Adj 7/31/12	Adj 1/31/12	Adj 7/31/12	Adj 1/31/12	Adj 7/31/12	Adj 1/31/12	Adj 7/31/12
Liberty Grove	4,323 2.38%	4,264 1.90%	4,032 1.98%	4,104 2.34%	4,295 2.03%	4,351 1.98%	3,786 3.80%	4,873 4.29%	9,531 10.92%	9,443 19.17%
	\$ 172	\$ 173	\$ 146	\$ 123	\$ 115	\$ 113	\$ 65	\$ 116	\$ 104	\$ 75
Nasewaupee	2,129 24.42%	2,350 17.79%	2,047 28.72%	2,174 34.96%	2,581 20.42%	2,387 17.64%	1,854 20.23%	2,279 17.95%	3,105 32.37%	2,024 29.20%
	\$ 65	\$ 51	\$ 59	\$ 56	\$ 48	\$ 48	\$ 41	\$ 41	\$ 76	\$ 90
Sevastopol	5,526 14.17%	5,265 13.71%	4,769 17.93%	4,902 18.46%	5,552 14.82%	5,188 22.61%	5,032 20.79%	5,384 24.41%	6,384 31.53%	6,387 32.39%
	\$ 122	\$ 123	\$ 97	\$ 97	\$ 116	\$ 87	\$ 90	\$ 104	\$ 111	\$ 113
Sister Bay	10,139 12.98%	10,190 7.96%	9,482 15.58%	9,853 16.44%	10,509 8.55%	10,313 11.03%	9,987 15.70%	9,841 13.89%	13,875 23.08%	14,280 24.34%
	\$ 89	\$ 140	\$ 80	\$ 78	\$ 88	\$ 83	\$ 62	\$ 91	\$ 100	\$ 105
Sturgeon Bay - City	18,459 20.69%	18,990 22.90%	16,726 30.34%	18,052 29.91%	17,380 36.74%	19,464 28.25%	17,717 25.70%	18,822 24.49%	20,146 34.86%	19,241 34.35%
	\$ 71	\$ 68	\$ 63	\$ 68	\$ 53	\$ 66	\$ 69	\$ 76	\$ 77	\$ 84
Sturgeon Bay - Town	308 6.82%	246 2.44%	201 10.45%	263 3.04%	248 4.84%	186 4.30%	271 4.43%	206 1.94%	326 8.90%	287 9.41%
	\$ 114	\$ 316	\$ 114	\$ 231	\$ 101	\$ 269	\$ 87	\$ 205	\$ 147	\$ 152
Union	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	62 0.00%	31 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Washington Island	955 5.76%	1,079 8.34%	1,132 3.53%	1,146 5.76%	1,161 6.89%	862 19.95%	1,307 6.50%	1,305 16.02%	3,657 10.23%	2,795 16.35%
	\$ 67	\$ 69	\$ 63	\$ 77	\$ 89	\$ 53	\$ 63	\$ 72	\$ 66	\$ 66
Available	73,857	74,082	67,090	69,199	71,571	72,885	74,206	76,390	115,844	114,441
Filled	9,880	9,250	11,980	13,383	12,275	12,148	11,491	12,915	28,262	30,368
%	13.38%	12.49%	17.86%	19.34%	17.15%	16.67%	15.49%	16.91%	24.40%	26.54%
Average	\$ 98	\$ 101	\$ 82	\$ 79	\$ 70	\$ 77	\$ 77	\$ 90	\$ 102	\$ 104

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	<b>Jun-11</b> Adj 1/31/12	<b>Jun-12</b> Unadj	<b>Jul-11</b> Adj 1/31/12	<b>Jul-12</b> Unadj	<b>Aug-11</b> Adj 1/31/12	<b>Aug-12</b> Unadj	<b>Sep-11</b> Adj 1/31/12	<b>Sep-12</b> Unadj
Baileys Harbor	9,087 30.27%	7,158 40.01%	9,713 67.94%	8,684 73.55%	9,785 61.15%	8,401 64.08%	7,317 44.18%	7,919 43.26%
	\$ 160	\$ 173	\$ 179	\$ 187	\$ 182	\$ 186	\$ 157	\$ 174
Brussels	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks	60 5.00%	90 15.56%	123 48.78%	124 45.97%	122 57.38%	124 58.06%	117 8.55%	120 25.00%
	\$ 367	\$ 239	\$ 205	\$ 192	\$ 217	\$ 230	\$ 259	\$ 217
Egg Harbor-Town	10,967 38.92%	10,814 43.50%	11,367 72.02%	10,990 73.84%	11,294 67.44%	11,040 69.32%	10,812 40.70%	10,728 43.68%
	\$ 140	\$ 155	\$ 172	\$ 170	\$ 160	\$ 170	\$ 151	\$ 151
Egg Harbor - Village	10,949 49.79%	10,969 54.63%	11,479 77.92%	11,348 76.91%	11,426 74.20%	11,401 74.43%	10,785 60.47%	10,983 58.96%
	\$ 118	\$ 121	\$ 163	\$ 166	\$ 154	\$ 160	\$ 124	\$ 135
Ephraim	15,590 48.29%	14,928 52.75%	16,159 76.19%	16,029 76.43%	16,246 75.45%	14,321 77.93%	14,964 56.05%	15,094 54.59%
	\$ 119	\$ 126	\$ 158	\$ 162	\$ 150	\$ 160	\$ 134	\$ 148
Forestville - Town	61 0.00%	0 0.00%	62 0.00%	31 0.00%	93 0.00%	0 0.00%	60 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Forestville - Village	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner	1,936 21.80%	1,863 16.91%	1,798 48.00%	1,916 39.51%	1,781 41.38%	1,829 51.18%	1,697 30.23%	1,601 35.35%
	\$ 115	\$ 182	\$ 118	\$ 132	\$ 115	\$ 99	\$ 104	\$ 83
Gibraltar	15,292 53.75%	16,037 55.92%	15,856 81.18%	16,111 81.65%	16,343 77.37%	16,809 78.58%	15,189 61.26%	16,050 63.18%
	\$ 135	\$ 134	\$ 165	\$ 167	\$ 157	\$ 164	\$ 138	\$ 137
Jacksonport	3,063 35.32%	2,617 42.30%	3,067 76.33%	2,942 73.93%	3,156 70.06%	3,131 67.45%	2,813 38.71%	2,609 39.40%
	\$ 138	\$ 134	\$ 165	\$ 160	\$ 168	\$ 182	\$ 119	\$ 129

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	<b>Jun-11</b>		<b>Jun-12</b>		<b>Jul-11</b>		<b>Jul-12</b>		<b>Aug-11</b>		<b>Aug-12</b>		<b>Sep-11</b>		<b>Sep-12</b>	
	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj
Liberty Grove	11,526	11,581	12,681	12,814	12,065	11,446	11,496	10,308	30.05%	35.02%	58.42%	58.40%	57.04%	58.27%	38.07%	38.57%
	\$ 120	\$ 128	\$ 154	\$ 160	\$ 146	\$ 151	\$ 110	\$ 118								
Nasewaupee	2,443	2,271	3,533	3,410	3,561	2,558	3,448	3,166	44.45%	49.76%	71.38%	75.07%	62.45%	67.63%	38.34%	40.93%
	\$ 115	\$ 116	\$ 121	\$ 131	\$ 117	\$ 147	\$ 104	\$ 117								
Sevastopol	6,910	5,777	7,276	6,155	7,067	6,093	6,344	6,442	48.39%	58.02%	71.04%	77.14%	69.56%	74.99%	56.05%	55.50%
	\$ 144	\$ 153	\$ 199	\$ 213	\$ 198	\$ 220	\$ 143	\$ 166								
Sister Bay	14,087	13,627	15,334	14,329	15,300	14,760	13,152	14,453	46.70%	52.31%	75.26%	76.82%	71.10%	72.73%	57.74%	50.24%
	\$ 123	\$ 125	\$ 159	\$ 161	\$ 160	\$ 171	\$ 131	\$ 138								
Sturgeon Bay - City	21,083	19,254	20,282	18,831	20,626	19,906	19,457	17,604	48.95%	56.18%	71.51%	75.08%	62.68%	69.99%	55.73%	60.82%
	\$ 95	\$ 98	\$ 116	\$ 119	\$ 116	\$ 107	\$ 113	\$ 110								
Sturgeon Bay - Town	685	523	924	915	969	1,118	829	736	38.98%	47.04%	59.42%	67.21%	57.79%	50.27%	25.81%	32.34%
	\$ 140	\$ 136	\$ 155	\$ 149	\$ 133	\$ 138	\$ 130	\$ 119								
Union	91	30	93	31	93	31	60	30	20.88%	100.00%	34.41%	64.52%	65.59%	80.65%	13.33%	10.00%
	\$ 113	\$ 58	\$ 97	\$ 101	\$ 72	\$ 93	\$ 109	\$ 167								
Washington Island	5,928	5,520	6,301	5,490	6,253	5,387	5,374	4,892	27.65%	35.02%	54.82%	54.19%	48.90%	86.28%	25.55%	26.61%
	\$ 100	\$ 91	\$ 92	\$ 103	\$ 104	\$ 66	\$ 93	\$ 92								
Available	129,758	123,059	136,048	130,150	136,180	128,355	123,914	122,735								
Filled	56,441	60,529	97,354	95,172	91,508	91,883	62,721	62,950								
%	43.50%	49.19%	71.56%	73.12%	67.20%	71.59%	50.62%	51.29%								
Average	\$ 122	\$ 127	\$ 154	\$ 158	\$ 151	\$ 153	\$ 129	\$ 135								