

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

	Jan-20	Jan-21	Feb-20	Feb-21	Mar-20	Mar-21	Apr-20	Apr-21	May-20	May-21	Jun-20	Jun-21
	Adj 1/31/21	Adj 7/31/21	Adj 1/31/21	Adj 7/31/21	Adj 1/31/21	Adj 7/31/21	Adj 1/31/21	Adj 7/31/21	Adj 1/31/21	Adj 7/31/21	Adj 1/31/21	Adj 7/31/21
Baileys Harbor												
Units Available	3,743	3,930	3,648	3,441	2,738	3,946	1,323	4,473	4,948	8,968	9,226	7,930
Occupancy	9.80%	16.34%	10.77%	20.90%	7.78%	22.99%	4.46%	23.23%	15.08%	36.80%	41.95%	69.31%
Avg Daily Rate	\$ 145	\$180.04	\$ 169	\$169.61	\$ 135	\$180.21	\$ 118	\$177.41	\$ 180	\$209.72	\$ 198	\$258.93
Brussels												
Units Available	0	0	0	0	-	0	-	0	-	0	-	0
Occupancy	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$0.00	0.00%	0.00%	0.00%	0.00%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Clay Banks												
Units Available	0	62	0	39	-	32	-	48	93	116	169	165
Occupancy	0.00%	4.84%	0.00%	30.77%	0.00%	28.13%	0.00%	0.00%	7.53%	26.72%	54.44%	65.45%
Avg Daily Rate	\$ -	\$137.42	\$ -	\$193.25	\$ -	\$241.75	\$ -	\$0.00	\$ 295	\$308.87	\$ 249	\$257.16
Egg Harbor-Town												
Units Available	8,601	8,566	8,309	7,745	8,712	8,585	2,148	8,520	4,673	10,573	11,049	11,162
Occupancy	10.70%	14.70%	14.62%	20.27%	5.25%	22.73%	3.35%	22.89%	9.89%	40.44%	35.25%	63.13%
Avg Daily Rate	\$ 122	\$141.87	\$ 123	\$145.62	\$ 132	\$145.19	\$ 161	\$147.90	\$ 196	\$166.55	\$ 219	\$236.35
Egg Harbor - Village												
Units Available	4,740	4,620	4,238	4,267	3,683	4,892	2,485	5,544	3,067	7,942	7,553	8,485
Occupancy	19.32%	24.05%	21.26%	28.52%	17.84%	34.12%	1.93%	35.44%	9.59%	51.31%	48.66%	78.44%
Avg Daily Rate	\$ 114	\$130.67	\$ 110	\$130.37	\$ 102	\$134.96	\$ 99	\$134.98	\$ 179	\$166.41	\$ 197	\$215.90
Ephraim												
Units Available	4,827	5,599	4,546	4,868	4,248	5,412	901	5,016	5,764	13,075	13,619	14,526
Occupancy	16.20%	17.91%	20.69%	23.42%	9.16%	26.29%	0.78%	35.29%	15.68%	45.00%	45.98%	75.57%
Avg Daily Rate	\$ 126	\$144.19	\$ 123	\$135.66	\$ 104	\$135.39	\$ 103	\$120.88	\$ 148	\$147.97	\$ 177	\$188.51
Forestville - Town												
Units Available	61	62	58	56	-	62	-	73	31	92	60	51
Occupancy	0.00%	0.00%	3.45%	3.57%	0.00%	50.00%	0.00%	54.79%	0.00%	18.48%	0.00%	41.18%
Avg Daily Rate	\$ -	\$0.00	\$ 146	\$112.50	\$ -	\$0.00	\$ -	\$75.65	\$ -	\$287.93	\$ -	\$196.19
Forestville - Village												
Units Available	0	0	0	0	-	0	-	0	-	0	-	0
Occupancy	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Gardner												
Units Available	1,328	1,448	1,418	1,339	1,170	1,519	961	1,788	1,502	1,970	1,890	1,914
Occupancy	12.20%	12.91%	24.47%	22.78%	5.90%	15.87%	3.02%	13.81%	20.51%	34.06%	30.26%	42.22%
Avg Daily Rate	\$ 90	\$108.28	\$ 100	\$110.53	\$ 106	\$124.77	\$ 142	\$129.67	\$ 124	\$141.95	\$ 169	\$175.78
Gibraltar												
Units Available	9,543	8,160	7,632	7,514	7,030	7,779	4,716	8,643	8,765	16,178	15,882	22,843
Occupancy	14.85%	21.47%	18.97%	24.67%	12.69%	33.74%	4.64%	34.62%	12.71%	43.14%	47.23%	52.27%
Avg Daily Rate	\$ 154	\$162.56	\$ 151	\$137.65	\$ 111	\$98.58	\$ 71	\$131.59	\$ 156	\$165.59	\$ 187	\$204.30
Jacksonport												
Units Available	1,175	2,471	1,175	2,265	1,087	2,240	930	2,404	1,580	3,640	2,838	4,135
Occupancy	17.36%	8.78%	26.30%	9.01%	10.58%	8.57%	3.87%	11.48%	14.37%	25.25%	47.04%	48.80%
Avg Daily Rate	\$ 155	\$184.54	\$ 76	\$204.14	\$ 148	\$257.49	\$ 303	\$178.21	\$ 226	\$215.61	\$ 225	\$248.60
Liberty Grove												
Units Available	4,886	4,548	5,461	4,272	4,614	4,999	1,388	6,062	6,749	9,856	10,799	11,431
Occupancy	5.79%	8.51%	3.63%	7.30%	1.60%	10.40%	3.60%	14.02%	7.81%	28.07%	32.26%	56.47%
Avg Daily Rate	\$ 131	\$221.78	\$ 140	\$235.67	\$ 185	\$237.67	\$ 160	\$194.51	\$ 167	\$193.61	\$ 200	\$205.04
Nasewaupée												
Units Available	2,613	2,749	2,464	2,535	2,221	2,736	1,773	2,800	2,501	3,631	3,761	4,069
Occupancy	24.84%	27.54%	49.27%	56.09%	24.54%	43.53%	13.14%	43.86%	38.06%	53.90%	56.82%	71.15%
Avg Daily Rate	\$ 59	\$96.43	\$ 76	\$101.56	\$ 86	\$91.03	\$ 60	\$92.77	\$ 89	\$145.20	\$ 140	\$181.47
Sevastopol												
Units Available	4,258	4,280	4,025	3,828	4,421	4,267	3,133	3,970	5,084	5,803	6,457	6,291
Occupancy	20.69%	26.68%	24.30%	34.38%	16.96%	40.78%	3.93%	49.62%	10.60%	54.27%	45.59%	73.41%
Avg Daily Rate	\$ 135	\$150.88	\$ 137	\$138.79	\$ 118	\$142.43	\$ 112	\$153.29	\$ 210	\$172.66	\$ 240	\$246.33
Sister Bay												
Units Available	10,841	10,381	10,373	10,062	10,120	10,352	5,432	10,071	10,168	14,825	14,343	15,681
Occupancy	16.65%	17.92%	18.38%	19.17%	9.41%	23.94%	3.81%	30.04%	12.68%	45.79%	45.65%	74.19%
Avg Daily Rate	\$ 124	\$143.65	\$ 113	\$129.68	\$ 102	\$138.98	\$ 71	\$135.06	\$ 127	\$149.86	\$ 181	\$205.04
Sturgeon Bay - City												
Units Available	22,026	21,293	20,954	19,460	21,570	21,361	19,783	20,102	21,141	21,827	21,611	21,849
Occupancy	25.29%	21.22%	32.34%	34.82%	20.32%	28.37%	6.64%	31.36%	17.03%	44.52%	35.01%	61.32%
Avg Daily Rate	\$ 85	\$94.62	\$ 84	\$94.32	\$ 80	\$97.96	\$ 71	\$99.84	\$ 91	\$117.83	\$ 128	\$148.22
Sturgeon Bay - Town												
Units Available	804	645	550	589	642	645	526	625	682	841	852	1,014
Occupancy	6.97%	17.98%	8.00%	12.90%	4.36%	22.79%	1.14%	24.48%	9.24%	38.05%	44.95%	76.23%
Avg Daily Rate	\$ 172	\$256.76	\$ 233	\$222.99	\$ 238	\$219.97	\$ 200	\$252.14	\$ 403	\$313.88	\$ 338	\$226.90
Union												
Units Available	62	31	58	56	61	62	60	60	108	184	180	267
Occupancy	6.45%	9.68%	17.24%	25.00%	19.67%	24.19%	46.67%	40.00%	37.04%	27.72%	65.00%	61.80%
Avg Daily Rate	\$ 366	\$632.40	\$ 263	\$413.94	\$ 194	\$490.09	\$ 328	\$382.11	\$ 266	\$339.75	\$ 276	\$371.24
Washington Island												
Units Available	1,046	1,198	1,013	1,103	960	1,327	780	1,431	2,011	3,465	4,410	4,312
Occupancy	8.13%	5.93%	8.29%	10.61%	3.44%	12.21%	1.03%	20.06%	8.25%	26.64%	32.70%	51.65%
Avg Daily Rate	\$ 52	\$119.58	\$ 89	\$103.51	\$ 80	\$113.28	\$ 77	\$91.06	\$ 102	\$123.16	\$ 142	\$141.62
Available	80,554	80,043	75,922	73,439	73,287	80,216	46,339	81,630	78,867	122,986	124,699	136,125
Filled	14,101	15,028	16,779	18,984	9,572	21,361	2,439	24,119	11,238	51,825	51,813	87,224
%	17.51%	18.77%	22.10%	25.85%	13.06%	26.63%	5.26%	29.55%	14.25%	42.14%	41.55%	64.08%