

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

	Jan-21 Adj 1/31/22	Jan-22	Feb-21 Adj 1/31/22	Feb-22	Mar-21 Adj 1/31/22	Mar-22	Apr-21 Adj 1/31/22	Apr-22
<b>Baileys Harbor</b>								
Units Available	3,930	4,248	3,469	3,812	3,946	4,271	4,473	4,908
Occupancy	16.34%	14.48%	20.87%	18.15%	22.99%	15.69%	23.23%	12.86%
Avg Daily Rate	\$ 178	\$ 176	\$ 170	\$ 184	\$ 180	\$ 189	\$ 177	\$ 201
<b>Brussels</b>								
Units Available	0	0	0	0	-	0	-	0
Occupancy	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$0.00
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Clay Banks</b>								
Units Available	62	91	39	111	32	75	48	60
Occupancy	4.84%	12.09%	30.77%	4.50%	28.13%	0.00%	0.00%	0.00%
Avg Daily Rate	\$ 137	\$ 286	\$ 193	\$ 239	\$ 242	\$ -	\$ -	\$ -
<b>Egg Harbor-Town</b>								
Units Available	8,566	8,729	7,746	8,010	8,585	8,725	8,520	8,795
Occupancy	14.70%	13.37%	20.37%	19.16%	22.73%	22.28%	22.89%	21.23%
Avg Daily Rate	\$ 143	\$ 152	\$ 148	\$ 158	\$ 145	\$ 144	\$ 148	\$ 135
<b>Egg Harbor - Village</b>								
Units Available	4,620	4,810	4,267	1,241	4,892	4,562	5,544	4,752
Occupancy	24.05%	27.36%	28.52%	34.50%	34.12%	28.43%	35.44%	31.31%
Avg Daily Rate	\$ 131	\$ 129	\$ 130	\$ 142	\$ 135	\$ 145	\$ 135	\$ 145
<b>Ephraim</b>								
Units Available	5,599	5,791	4,868	5,309	5,412	6,233	5,016	5,681
Occupancy	17.91%	14.75%	23.42%	19.63%	26.29%	15.88%	35.29%	19.75%
Avg Daily Rate	\$ 144	\$ 125	\$ 136	\$ 144	\$ 135	\$ 117	\$ 121	\$ 130
<b>Forestville - Town</b>								
Units Available	62	0	56	0	62	0	73	0
Occupancy	0.00%	0.00%	3.57%	0.00%	50.00%	0.00%	54.79%	0.00%
Avg Daily Rate	\$ -	\$ -	\$ 113	\$ -	\$ -	\$ -	\$ 76	\$ -
<b>Forestville - Village</b>								
Units Available	0	0	0	0	-	0	-	0
Occupancy	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Gardner</b>								
Units Available	1,448	1,576	1,339	1,039	1,519	1,639	1,788	1,912
Occupancy	12.91%	12.06%	22.78%	32.15%	15.87%	14.34%	13.81%	9.88%
Avg Daily Rate	\$ 108	\$ 124	\$ 110	\$ 127	\$ 125	\$ 127	\$ 130	\$ 136
<b>Gibraltar</b>								
Units Available	8,160	7,571	7,514	7,115	7,779	7,919	8,673	8,511
Occupancy	21.47%	19.34%	24.67%	27.00%	33.74%	19.74%	34.50%	23.25%
Avg Daily Rate	\$ 163	\$ 168	\$ 138	\$ 160	\$ 99	\$ 137	\$ 132	\$ 152
<b>Jacksonport</b>								
Units Available	2,471	2,616	2,265	2,276	2,240	2,043	2,404	2,265
Occupancy	8.78%	7.11%	9.01%	6.81%	8.57%	7.59%	11.48%	9.58%
Avg Daily Rate	\$ 185	\$ 235	\$ 204	\$ 262	\$ 257	\$ 222	\$ 178	\$ 182
<b>Liberty Grove</b>								
Units Available	4,548	5,667	4,272	5,121	4,999	5,740	5,831	4,569
Occupancy	8.77%	8.21%	7.30%	6.62%	10.34%	5.59%	12.98%	9.37%
Avg Daily Rate	\$ 220	\$ 206	\$ 236	\$ 216	\$ 240	\$ 279	\$ 202	\$ 244
<b>Nasewaupee</b>								
Units Available	2,749	2,988	2,535	2,943	2,736	3,138	2,860	3,093
Occupancy	27.46%	37.15%	55.78%	50.39%	43.53%	31.26%	43.95%	29.01%
Avg Daily Rate	\$ 97	\$ 97	\$ 103	\$ 121	\$ 91	\$ 109	\$ 95	\$ 115
<b>Sevastopol</b>								
Units Available	4,280	4,548	3,828	4,175	4,267	4,628	3,970	4,399
Occupancy	26.68%	32.56%	34.38%	38.11%	40.78%	38.29%	49.62%	37.55%
Avg Daily Rate	\$ 151	\$ 155	\$ 138	\$ 147	\$ 142	\$ 142	\$ 153	\$ 168
<b>Sister Bay</b>								
Units Available	10,381	13,104	10,062	10,932	10,352	11,323	10,101	11,729
Occupancy	17.92%	18.64%	19.17%	22.95%	23.94%	24.55%	29.95%	23.30%
Avg Daily Rate	\$ 144	\$ 152	\$ 130	\$ 143	\$ 139	\$ 140	\$ 135	\$ 145
<b>Sturgeon Bay - City</b>								
Units Available	21,293	20,891	19,460	20,710	21,361	20,523	20,118	21,225
Occupancy	21.22%	27.39%	34.82%	37.53%	28.37%	38.92%	31.33%	28.86%
Avg Daily Rate	\$ 95	\$ 97	\$ 94	\$ 99	\$ 98	\$ 89	\$ 100	\$ 100
<b>Sturgeon Bay - Town</b>								
Units Available	645	611	589	596	645	630	625	532
Occupancy	17.98%	12.93%	12.90%	9.56%	22.79%	9.52%	24.48%	14.85%
Avg Daily Rate	\$ 257	\$ 332	\$ 223	\$ 336	\$ 220	\$ 391	\$ 252	\$ 352
<b>Union</b>								
Units Available	31	124	56	112	62	124	60	150
Occupancy	9.68%	10.48%	25.00%	5.36%	24.19%	1.61%	40.00%	4.00%
Avg Daily Rate	\$ 609	\$ 578	\$ 398	\$ 581	\$ 490	\$ 389	\$ 382	\$ 522
<b>Washington Island</b>								
Units Available	1,198	1,172	1,013	940	1,328	1,111	1,432	1,296
Occupancy	5.93%	10.07%	10.61%	11.81%	12.20%	7.47%	20.04%	10.26%
Avg Daily Rate	\$ 120	\$ 108	\$ 104	\$ 110	\$ 113	\$ 120	\$ 91	\$ 128
Available	80,043	84,537	73,378	76,798	80,217	82,715	81,536	83,907
Rented	15,038	17,233	18,995	20,793	21,358	20,838	24,055	19,547
%	18.79%	20.39%	25.89%	27.07%	26.63%	25.19%	29.50%	23.30%
Average	\$ 133	\$ 132	\$ 123	\$ 132	\$ 126	\$ 123	\$ 130	\$ 135