



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

	Aug-20	Aug-21	Sep-20	Sep-21	Oct-20	Oct-21	Nov-20	Nov-21	Dec-20	Dec-21
	Adj 1/31/21	Adj 1/31/22	Adj 1/31/21	Adj 1/31/22	Adj 1/31/21	Adj 1/31/22	Adj 1/31/21	Adj 1/31/22	Adj 1/31/21	Adj 1/31/22
<b>Baileys Harbor</b>										
Units Available	9,994	10378	9,729	9,830	9,376	9,852	4,389	4,601	3,706	4119
Occupancy	72.46%	81.76%	60.31%	67.84%	48.62%	59.35%	17.93%	13.17%	13.92%	16.90%
Avg Daily Rate	\$ 250	\$266.11	\$ 217	\$ 240.28	\$ 218	\$ 238.00	\$ 200	\$ 295.90	\$ 240	\$ 214.51
<b>Brussels</b>										
Units Available	-	0	0	0	0	0	0	0	0	0
Occupancy	0.00%	0.00%	0.00%	0%	0.00%	0%	0.00%	0%	0.00%	0.00%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Clay Banks</b>										
Units Available	188	299	159	191	169	124	34	130	25	97
Occupancy	68.62%	68.56%	62.89%	51.31%	40.83%	88.71%	20.59%	22.31%	44.00%	8.84%
Avg Daily Rate	\$ 240	\$320.81	\$ 182	\$ 215.06	\$ 158	\$ 101.52	\$ 149	\$ 173.01	\$ 379	\$ 136.00
<b>Egg Harbor-Town</b>										
Units Available	11,552	8988	11,323	11,422	11,116	11,420	8,618	8,726	8,562	8817
Occupancy	81.08%	76.65%	48.30%	60.18%	43.65%	60.98%	16.80%	27.02%	13.21%	21.79%
Avg Daily Rate	\$ 189	\$262.99	\$ 219	\$ 229.73	\$ 224	\$ 223.35	\$ 159	\$ 156.59	\$ 145	\$ 140.37
<b>Egg Harbor - Village</b>										
Units Available	8,562	8258	8,305	8,272	8,097	8,679	4,843	4,988	4,585	4503
Occupancy	79.76%	73.29%	66.03%	76.12%	57.84%	73.86%	27.26%	33.86%	17.16%	21.41%
Avg Daily Rate	\$ 261	\$330.30	\$ 223	\$ 232.15	\$ 218	\$ 236.09	\$ 151	\$ 163.79	\$ 155	\$ 153.10
<b>Ephraim</b>										
Units Available	15,246	16069	14,449	15,131	13,837	14,885	6,159	6,178	6,136	5651
Occupancy	78.85%	88.10%	64.37%	77.18%	52.55%	73.11%	16.01%	24.23%	13.10%	18.09%
Avg Daily Rate	\$ 215	\$227.99	\$ 194	\$ 200.73	\$ 202	\$ 202.31	\$ 153	\$ 158.20	\$ 157	\$ 144.18
<b>Forestville - Town</b>										
Units Available	31	60	30	60	31	60	30	61	31	61
Occupancy	100.00%	15.00%	0.00%	15.00%	0.00%	10.00%	0.00%	0.00%	0.00%	0.00%
Avg Daily Rate	\$ -	\$ 1,038	\$ -	\$ 700.35	\$ -	\$ 854.94	\$ -	\$ -	\$ -	\$ -
<b>Forestville - Village</b>										
Units Available	-	0	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%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Gardner</b>										
Units Available	1,943	2130	1,876	2,120	1,915	2,110	1,500	1,663	1,505	1,643
Occupancy	56.41%	56.38%	38.38%	38.92%	27.42%	32.65%	10.40%	8.72%	6.31%	7.73%
Avg Daily Rate	\$ 170	\$211.59	\$ 163	\$ 205.72	\$ 154	\$ 219.83	\$ 122	\$ 138.93	\$ 108	\$ 123.99
<b>Gibraltar</b>										
Units Available	17,160	17406	16,754	16,683	16,271	16,162	8,359	8,175	7,824	6549
Occupancy	83.56%	87.40%	67.40%	77.11%	57.32%	75.88%	20.90%	32.66%	17.23%	22.22%
Avg Daily Rate	\$ 217	\$237.18	\$ 194	\$ 204.74	\$ 200	\$ 209.75	\$ 156	\$ 173.69	\$ 181	\$ 212.90
<b>Jacksonport</b>										
Units Available	4,394	4588	4,169	4,170	3,710	3,971	1,091	2,675	2,544	2510
Occupancy	60.58%	54.23%	39.94%	40.86%	32.16%	34.58%	20.35%	10.92%	9.79%	48.05%
Avg Daily Rate	\$ 235	\$283.58	\$ 203	\$ 215.96	\$ 219	\$ 240.00	\$ 252	\$ 220.10	\$ 195	\$ 28.02
<b>Liberty Grove</b>										
Units Available	12,204	12962	11,513	12,187	11,251	11,758	5,327	5,836	4,652	4944
Occupancy	63.45%	76.76%	49.93%	60.72%	38.50%	55.36%	11.21%	13.67%	8.13%	9.55%
Avg Daily Rate	\$ 222	\$224.93	\$ 189	\$ 199.96	\$ 200	\$ 201.46	\$ 221	\$ 246.69	\$ 226	\$ 257.17
<b>Nasewaupee</b>										
Units Available	4,297	4559	3,843	4,211	3,589	3,892	2,637	2,924	2,042	2429
Occupancy	74.70%	80.98%	60.63%	65.26%	51.71%	63.39%	26.47%	29.41%	27.96%	37.92%
Avg Daily Rate	\$ 170	\$195.52	\$ 160	\$ 170.24	\$ 151	\$ 171.80	\$ 92	\$ 120.09	\$ 93	\$ 89.30
<b>Sevastopol</b>										
Units Available	6,812	6765	6,571	6,564	6,505	6,681	4,194	4,494	4,182	4615
Occupancy	81.68%	85.21%	66.84%	70.05%	57.59%	70.38%	31.52%	41.21%	22.48%	30.94%
Avg Daily Rate	\$ 265	\$283.33	\$ 222	\$ 232.36	\$ 211	\$ 221.05	\$ 153	\$ 142.78	\$ 1,665	\$ 149.59
<b>Sister Bay</b>										
Units Available	15,052	16921	14,159	16,153	14,274	16,296	11,675	13,326	10,065	12057
Occupancy	76.17%	85.50%	59.84%	76.04%	52.45%	71.48%	18.77%	29.10%	14.76%	22.10%
Avg Daily Rate	\$ 228	\$237.80	\$ 195	\$ 213.92	\$ 197	\$ 214.95	\$ 152	\$ 163.23	\$ 134	\$ 145.90
<b>Sturgeon Bay - City</b>										
Units Available	22,639	22839	21,968	22,772	21,912	21,410	20,045	21,204	20,842	21475
Occupancy	58.14%	75.97%	47.44%	65.91	42.20%	68.67	19.04%	31.69%	14.95%	24.35%
Avg Daily Rate	\$ 157	\$164.56	\$ 148	\$ 151.96	\$ 140	\$ 151.85	\$ 103	\$ 104.38	\$ 104	\$ 103.08
<b>Sturgeon Bay - Town</b>										
Units Available	1,065	1130	1,032	1,351	881	1,259	682	997	618	635
Occupancy	70.99%	67.17%	49.42%	44.63%	46.88%	34.00%	18.18%	11.74%	22.17%	12.76%
Avg Daily Rate	\$ 356	\$343.82	\$ 302	\$ 264.28	\$ 291	\$ 305.56	\$ 267	\$ 357.35	\$ 153	\$ 271.22
<b>Union</b>										
Units Available	157	317	177	274	162	219	60	134	62	93
Occupancy	87.90%	59.31%	79.10%	63.87%	67.28%	51.60%	23.33%	26.12%	14.52%	35.48%
Avg Daily Rate	\$ 334	\$405.24	\$ 305	\$ 337.21	\$ 303	\$ 346.37	\$ 252	\$ 492.72	\$ 489	\$ 568.32
<b>Washington Island</b>										
Units Available	5,522	5835	4,864	5,344	3,816	4,582	1,372	1,798	1,294	1591
Occupancy	63.02%	69.99%	39.78%	42.63%	28.09%	32.89%	14.87%	13.35%	5.87%	7.98%
Avg Daily Rate	\$ 147	\$156.34	\$ 146	\$ 143.68	\$ 141	\$ 148.70	\$ 113	\$ 147.71	\$ 111	\$ 109.38
<b>Summary</b>										
Available	\$ 136,818	139,504	130,921	136,735	126,912	133,360	81,015	87,910	78,675	81,839
Filled	99,234	113,072	73,849	92,113	60,740	86,622	15,634	23,785	11,654	18,361
%	72.53%	81.05%	56.41%	67.37%	47.86%	64.95%	19.30%	27.06%	14.81%	22.44%
Average	\$ 213	\$233.12	\$ 193	\$ 202.54	\$ 194	\$ 203.60	\$ 145	\$ 151.72	\$ 145	\$ 134.78