

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
Baileys Harbor						
Units Available	3,930	4,248	3,469	3,812	3,946	4,271
Occupancy	16.34%	14.48%	20.87%	18.15%	22.99%	15.69%
Avg Daily Rate	\$ 178	\$ 176	\$ 170	\$ 184	\$ 180	\$ 189
Brussels						
Units Available	0	0	0	0	-	0
Occupancy	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks						
Units Available	62	91	39	111	32	75
Occupancy	4.84%	12.09%	30.77%	4.50%	28.13%	0.00%
Avg Daily Rate	\$ 137	\$ 286	\$ 193	\$ 239	\$ 242	\$ -
Egg Harbor-Town						
Units Available	8,566	8,729	7,746	8,010	8,585	8,725
Occupancy	14.70%	13.37%	20.37%	19.16%	22.73%	22.28%
Avg Daily Rate	\$ 143	\$ 152	\$ 148	\$ 158	\$ 145	\$ 144
Egg Harbor - Village						
Units Available	4,620	4,810	4,267	1,241	4,892	4,562
Occupancy	24.05%	27.36%	28.52%	34.50%	34.12%	28.43%
Avg Daily Rate	\$ 131	\$ 129	\$ 130	\$ 142	\$ 135	\$ 145
Ephraim						
Units Available	5,599	5,791	4,868	5,309	5,412	6,233
Occupancy	17.91%	14.75%	23.42%	19.63%	26.29%	15.88%
Avg Daily Rate	\$ 144	\$ 125	\$ 136	\$ 144	\$ 135	\$ 117
Forestville - Town						
Units Available	62	0	56	0	62	0
Occupancy	0.00%	0.00%	3.57%	0.00%	50.00%	0.00%
Avg Daily Rate	\$ -	\$ -	\$ 113	\$ -	\$ -	\$ -
Forestville - Village						
Units Available	0	0	0	0	-	0
Occupancy	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner						
Units Available	1,448	1,576	1,339	1,039	1,519	1,639
Occupancy	12.91%	12.06%	22.78%	32.15%	15.87%	14.34%
Avg Daily Rate	\$ 108	\$ 124	\$ 110	\$ 127	\$ 125	\$ 127
Gibraltar						
Units Available	8,160	7,571	7,514	7,115	7,779	7,919
Occupancy	21.47%	19.34%	24.67%	27.00%	33.74%	19.74%
Avg Daily Rate	\$ 163	\$ 168	\$ 138	\$ 160	\$ 99	\$ 137
Jacksonport						
Units Available	2,471	2,616	2,265	2,276	2,240	2,043
Occupancy	8.78%	7.11%	9.01%	6.81%	8.57%	7.59%
Avg Daily Rate	\$ 185	\$ 235	\$ 204	\$ 262	\$ 257	\$ 222
Liberty Grove						
Units Available	4,548	5,667	4,272	5,121	4,999	5,740
Occupancy	8.77%	8.21%	7.30%	6.62%	10.34%	5.59%
Avg Daily Rate	\$ 220	\$ 206	\$ 236	\$ 216	\$ 240	\$ 279
Nasewaupee						
Units Available	2,749	2,988	2,535	2,943	2,736	3,138
Occupancy	27.46%	37.15%	55.78%	50.39%	43.53%	31.26%
Avg Daily Rate	\$ 97	\$ 97	\$ 103	\$ 121	\$ 91	\$ 109
Sevastopol						
Units Available	4,280	4,548	3,828	4,175	4,267	4,628
Occupancy	26.68%	32.56%	34.38%	38.11%	40.78%	38.29%
Avg Daily Rate	\$ 151	\$ 155	\$ 138	\$ 147	\$ 142	\$ 142
Sister Bay						
Units Available	10,381	13,104	10,062	10,932	10,352	11,323
Occupancy	17.92%	18.64%	19.17%	22.95%	23.94%	24.55%
Avg Daily Rate	\$ 144	\$ 152	\$ 130	\$ 143	\$ 139	\$ 140
Sturgeon Bay - City						
Units Available	21,293	20,891	19,460	20,710	21,361	20,523
Occupancy	21.22%	27.39%	34.82%	37.53%	28.37%	38.92%
Avg Daily Rate	\$ 95	\$ 97	\$ 94	\$ 99	\$ 98	\$ 89
Sturgeon Bay - Town						
Units Available	645	611	589	596	645	630
Occupancy	17.98%	12.93%	12.90%	9.56%	22.79%	9.52%
Avg Daily Rate	\$ 257	\$ 332	\$ 223	\$ 336	\$ 220	\$ 391
Union						
Units Available	31	124	56	112	62	124
Occupancy	9.68%	10.48%	25.00%	5.36%	24.19%	1.61%
Avg Daily Rate	\$ 609	\$ 578	\$ 398	\$ 581	\$ 490	\$ 389
Washington Island						
Units Available	1,198	1,172	1,013	940	1,328	1,111
Occupancy	5.93%	10.07%	10.61%	11.81%	12.20%	7.47%
Avg Daily Rate	\$ 120	\$ 108	\$ 104	\$ 110	\$ 113	\$ 120
Available	80,043	84,537	73,378	76,798	80,217	82,715
Filled	15,038	17,233	18,995	20,793	21,358	20,838
%	18.79%	20.39%	25.89%	27.07%	26.63%	25.19%
Average	\$ 133	\$ 132	\$ 123	\$ 132	\$ 126	\$ 123