

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

| | Jan-21 Adj 1/31/22 | Jan-22 Adj 7/31/22 | Feb-21 Adj 1/31/22 | Feb-22 Adj 7/31/22 | Mar-21 Adj 1/31/22 | Mar-22 Adj 7/31/22 | Apr-21 Adj 1/31/22 | Apr-22 Adj 7/31/22 | May-21 Adj 1/31/22 | May-22 Adj 7/31/22 | Jun-21 Adj 1/31/22 | Jun-22 Adj 7/31/22 |
|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Baileys Harbor | | | | | | | | | | | | |
| Revenue | \$115,049 | \$110,181 | \$122,860 | \$134,659 | \$163,453 | \$126,581 | \$184,326 | \$127,015 | \$692,060 | \$670,903 | \$1,610,082 | \$1,538,196 |
| Units Available | 3,930 | 4,430 | 3,469 | 3,934 | 3,946 | 4,395 | 4,473 | 4,983 | 8,968 | 7,652 | 9,903 | 9,194 |
| Occupancy | 16.34% | 14.06% | 20.87% | 18.10% | 22.99% | 15.24% | 23.23% | 1266.00% | 36.80% | 42.26% | 64.93% | 63.48% |
| Avg Daily Rate | \$ 179 | \$ 177 | \$ 170 | \$ 189 | \$ 180 | \$ 189 | \$ 177 | \$ 201 | \$ 210 | \$ 207 | \$ 250 | \$ 264 |
| Brussels | | | | | | | | | | | | |
| Revenue | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| 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 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Clay Banks | | | | | | | | | | | | |
| Revenue | \$ 412 | \$ 3,141 | \$ 2,319 | \$ 1,193 | \$ 2,176 | \$ - | \$ - | \$ - | \$ 9,575 | \$ 9,886 | \$ 37,184 | \$ 46,995 |
| Units Available | 62 | 122 | 39 | 111 | 32 | 75 | 48 | 60 | 116 | 205 | 189 | 203 |
| Occupancy | 4.84% | 9.02% | 30.77% | 4.50% | 28.13% | 0.00% | 0.00% | 0.00% | 29.72% | 20.49% | 67.20% | 56.65% |
| Avg Daily Rate | \$ 137 | \$ 286 | \$ 193 | \$ 239 | \$ 242 | \$ - | \$ - | \$ - | \$ 309 | \$ 235 | \$ 293 | \$ 409 |
| Egg Harbor-Town | | | | | | | | | | | | |
| Revenue | \$ 179,950 | \$ 178,149 | \$ 234,233 | \$ 255,290 | \$ 283,258 | \$ 290,631 | \$ 288,414 | \$ 254,242 | \$ 712,176 | \$ 705,116 | \$ 1,707,328 | \$ 1,779,846 |
| Units Available | 8,566 | 8,884 | 7,776 | 8,122 | 8,585 | 9,045 | 8,520 | 8,915 | 10,573 | 11,149 | 11,312 | 10,790 |
| Occupancy | 14.70% | 13.25% | 20.37% | 19.34% | 22.73% | 22.14% | 22.89% | 21.05% | 40.44% | 38.41% | 63.15% | 64.11% |
| Avg Daily Rate | \$ 143 | \$ 151 | \$ 148 | \$ 163 | \$ 145 | \$ 145 | \$ 148 | \$ 135 | \$ 167 | \$ 165 | \$ 239 | \$ 257 |
| Egg Harbor - Village | | | | | | | | | | | | |
| Revenue | \$ 145,177 | \$ 179,701 | \$ 158,655 | \$ 181,072 | \$ 225,246 | \$ 188,530 | \$ 265,237 | \$ 219,837 | \$ 690,671 | \$ 646,338 | \$ 1,431,829 | \$ 1,353,666 |
| Units Available | 4,620 | 4,902 | 4,267 | 3,765 | 4,892 | 4,671 | 5,544 | 4,905 | 8,092 | 7,889 | 8,496 | 8,512 |
| Occupancy | 24.05% | 27.29% | 28.52% | 33.81% | 34.12% | 27.77% | 35.44% | 31.13% | 51.51% | 43.64% | 78.02% | 66.26% |
| Avg Daily Rate | \$ 131 | \$ 134 | \$ 130 | \$ 142 | \$ 135 | \$ 145 | \$ 135 | \$ 144 | \$ 166 | \$ 188 | \$ 216 | \$ 240 |
| Ephraim | | | | | | | | | | | | |
| Revenue | \$ 144,619 | \$ 112,405 | \$ 154,656 | \$ 152,433 | \$ 192,658 | \$ 115,700 | \$ 213,962 | \$ 146,058 | \$ 882,117 | \$ 842,053 | \$ 2,154,064 | \$ 2,310,742 |
| Units Available | 5,599 | 6,070 | 4,868 | 5,337 | 5,412 | 6,264 | 5,016 | 5,681 | 13,322 | 12,776 | 15,018 | 14,624 |
| Occupancy | 17.91% | 14.33% | 23.42% | 19.69% | 26.29% | 15.80% | 35.29% | 19.75% | 44.77% | 40.40% | 74.90% | 69.80% |
| Avg Daily Rate | \$ 144 | \$ 129 | \$ 136 | \$ 145 | \$ 135 | \$ 117 | \$ 121 | \$ 130 | \$ 148 | \$ 163 | \$ 192 | \$ 226 |
| Forestville - Town | | | | | | | | | | | | |
| Revenue | \$ - | \$ - | \$ 225 | \$ 1,819 | \$ - | \$ - | \$ 3,026 | \$ - | \$ 4,895 | \$ 2,653 | \$ 4,120 | \$ 4,055 |
| Units Available | 62 | 31 | 56 | 28 | 62 | 31 | 73 | 30 | 92 | 31 | 51 | 30 |
| Occupancy | 0.00% | 0.00% | 3.57% | 17.86% | 50.00% | 0.00% | 54.79% | 0.00% | 18.48% | 29.03% | 41.18% | 40.00% |
| Avg Daily Rate | \$ - | \$ - | \$ 113 | \$ 264 | \$ - | \$ - | \$ 76 | \$ - | \$ 288 | \$ 295 | \$ 196 | \$ 338 |
| Forestville - Village | | | | | | | | | | | | |
| Revenue | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| 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 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Gardner | | | | | | | | | | | | |
| Revenue | \$ 20,248 | \$ 23,428 | \$ 33,511 | \$ 46,626 | \$ 30,070 | \$ 29,802 | \$ 32,028 | \$ 25,662 | \$ 95,249 | \$ 90,691 | \$ 155,526 | \$ 217,128 |
| Units Available | 1,448 | 1,638 | 1,339 | 1,153 | 1,519 | 1,700 | 1,788 | 1,972 | 2,001 | 2,233 | 2,004 | 2,174 |
| Occupancy | 12.91% | 11.60% | 22.78% | 29.49% | 15.87% | 13.82% | 13.81% | 9.58% | 33.53% | 22.97% | 42.96% | 42.04% |
| Avg Daily Rate | \$ 108 | \$ 123 | \$ 110 | \$ 137 | \$ 125 | \$ 127 | \$ 130 | \$ 136 | \$ 142 | \$ 177 | \$ 181 | \$ 238 |
| Gibraltar | | | | | | | | | | | | |
| Revenue | \$ 284,811 | \$ 258,485 | \$ 255,210 | \$ 316,694 | \$ 258,767 | \$ 219,860 | \$ 393,703 | \$ 307,486 | \$ 1,158,961 | \$ 1,086,650 | \$ 2,559,305 | \$ 2,477,570 |
| Units Available | 8,160 | 8,315 | 7,514 | 7,624 | 7,779 | 8,070 | 8,673 | 8,768 | 16,277 | 14,303 | 16,741 | 15,189 |
| Occupancy | 21.47% | 18.35% | 24.67% | 25.79% | 33.74% | 19.50% | 34.50% | 23.38% | 42.95% | 42.21% | 75.53% | 71.85% |
| Avg Daily Rate | \$ 163 | \$ 169 | \$ 138 | \$ 161 | \$ 99 | \$ 140 | \$ 132 | \$ 150 | \$ 166 | \$ 180 | \$ 202 | \$ 227 |
| Jacksonport | | | | | | | | | | | | |

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|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Revenue | \$ 40,046 | \$ 43,934 | \$ 41,644 | \$ 44,735 | \$ 49,438 | \$ 40,003 | \$ 49,187 | \$ 39,465 | \$ 197,268 | \$ 152,811 | \$ 520,111 | \$ 400,546 |
| Units Available | 2,471 | 2,802 | 2,265 | 2,446 | 2,240 | 2,560 | 2,404 | 2,295 | 3,641 | 3,420 | 4,491 | 4,104 |
| Occupancy | 8.78% | 6.67% | 9.01% | 6.83% | 8.57% | 7.89% | 11.48% | 9.46% | 25.21% | 17.08% | 46.60% | 39.77% |
| Avg Daily Rate | \$ 185 | \$ 235 | \$ 204 | \$ 268 | \$ 257 | \$ 198 | \$ 178 | \$ 182 | \$ 215 | \$ 262 | \$ 249 | \$ 245 |
| Liberty Grove | | | | | | | | | | | | |
| Revenue | \$ 87,949 | \$ 99,052 | \$ 73,796 | \$ 87,951 | \$ 124,015 | \$ 100,256 | \$ 153,120 | \$ 112,059 | \$ 560,368 | \$ 483,572 | \$ 1,399,978 | \$ 1,380,041 |
| Units Available | 4,548 | 5,863 | 4,272 | 5,429 | 4,999 | 5,949 | 5,831 | 4,659 | 10,408 | 8,680 | 12,485 | 11,190 |
| Occupancy | 8.77% | 8.43% | 7.30% | 7.18% | 10.34% | 5.97% | 12.98% | 9.51% | 28.16% | 27.04% | 53.78% | 53.78% |
| Avg Daily Rate | \$ 220 | \$ 201 | \$ 237 | \$ 226 | \$ 240 | \$ 282 | \$ 202 | \$ 253 | \$ 191 | \$ 206 | \$ 209 | \$ 229 |
| Nasewaupee | | | | | | | | | | | | |
| Revenue | \$ 73,064 | \$ 107,492 | \$ 145,423 | \$ 180,866 | \$ 108,530 | \$ 107,397 | \$ 118,988 | \$ 103,186 | \$ 292,185 | \$ 293,336 | \$ 537,671 | \$ 556,867 |
| Units Available | 2,749 | 3,050 | 2,535 | 2,991 | 2,736 | 3,169 | 2,860 | 3,183 | 3,723 | 3,967 | 4,258 | 4,242 |
| Occupancy | 27.46% | 36.43% | 55.78% | 49.68% | 43.53% | 30.96% | 43.95% | 29.15% | 53.83% | 45.40% | 69.80% | 61.10% |
| Avg Daily Rate | \$ 97 | \$ 97 | \$ 103 | \$ 122 | \$ 91 | \$ 109 | \$ 95 | \$ 111 | \$ 146 | \$ 163 | \$ 181 | \$ 215 |
| Sevastopol | | | | | | | | | | | | |
| Revenue | \$ 172,951 | \$ 232,754 | \$ 182,151 | \$ 233,858 | \$ 247,826 | \$ 251,887 | \$ 301,980 | \$ 277,173 | \$ 557,342 | \$ 527,251 | \$ 1,214,106 | \$ 1,127,467 |
| Units Available | 4,280 | 4,715 | 3,828 | 4,231 | 4,267 | 4,783 | 3,970 | 4,399 | 5,865 | 6,415 | 6,458 | 6,583 |
| Occupancy | 26.68% | 31.73% | 34.38% | 37.60% | 40.78% | 37.05% | 49.62% | 37.55% | 54.13% | 41.82% | 73.10% | 64.47% |
| Avg Daily Rate | \$ 151 | \$ 156 | \$ 138 | \$ 147 | \$ 142 | \$ 142 | \$ 153 | \$ 168 | \$ 176 | \$ 197 | \$ 257 | \$ 266 |
| Sister Bay | | | | | | | | | | | | |
| Revenue | \$ 267,192 | \$ 379,096 | \$ 250,152 | \$ 381,012 | \$ 344,399 | \$ 394,492 | \$ 408,570 | \$ 397,273 | \$ 1,023,993 | \$ 1,181,126 | \$ 2,438,987 | \$ 2,606,803 |
| Units Available | 10,381 | 13,328 | 10,062 | 11,601 | 10,352 | 11,532 | 10,101 | 11,789 | 14,887 | 14,586 | 16,278 | 15,869 |
| Occupancy | 17.92% | 18.55% | 19.17% | 23.64% | 23.94% | 24.25% | 29.95% | 23.18% | 45.70% | 46.83% | 73.14% | 70.18% |
| Avg Daily Rate | \$ 144 | \$ 153 | \$ 130 | \$ 139 | \$ 139 | \$ 141 | \$ 135 | \$ 145 | \$ 151 | \$ 173 | \$ 205 | \$ 234 |
| Sturgeon Bay - City | | | | | | | | | | | | |
| Revenue | \$ 427,723 | \$ 557,340 | \$ 638,918 | \$ 767,294 | \$ 593,614 | \$ 716,762 | \$ 629,313 | \$ 652,629 | \$ 1,145,538 | \$ 1,186,554 | \$ 2,032,897 | \$ 2,033,021 |
| Units Available | 21,293 | 21,146 | 19,460 | 20,710 | 21,361 | 23,262 | 20,118 | 22,218 | 21,846 | 23,698 | 22,338 | 22,299 |
| Occupancy | 21.22% | 27.33% | 34.82% | 37.53% | 28.37% | 34.95% | 31.33% | 28.90% | 44.51% | 41.59% | 61.08% | 57.98% |
| Avg Daily Rate | \$ 95 | \$ 96 | \$ 94 | \$ 99 | \$ 98 | \$ 88 | \$ 100 | \$ 102 | \$ 118 | \$ 120 | \$ 149 | \$ 157 |
| Sturgeon Bay - Town | | | | | | | | | | | | |
| Revenue | \$ 29,784 | \$ 26,643 | \$ 16,947 | \$ 19,151 | \$ 32,335 | \$ 23,455 | \$ 38,578 | \$ 27,770 | \$ 97,730 | \$ 75,277 | \$ 179,267 | \$ 194,169 |
| Units Available | 645 | 704 | 589 | 624 | 645 | 630 | 625 | 592 | 827 | 789 | 1,043 | 1,030 |
| Occupancy | 17.98% | 11.36% | 12.90% | 9.13% | 22.79% | 9.52% | 24.48% | 13.34% | 37.00% | 31.69% | 76.03% | 53.50% |
| Avg Daily Rate | \$ 257 | \$ 333 | \$ 223 | \$ 336 | \$ 220 | \$ 391 | \$ 252 | \$ 352 | \$ 319 | \$ 301 | \$ 226 | \$ 352 |
| Union | | | | | | | | | | | | |
| Revenue | \$ 1,828 | \$ 7,508 | \$ 5,569 | \$ 3,483 | \$ 7,351 | \$ 777 | \$ 9,171 | \$ 3,130 | \$ 17,327 | \$ 22,942 | \$ 74,387 | \$ 74,757 |
| Units Available | 31 | 124 | 56 | 112 | 62 | 124 | 60 | 150 | 184 | 223 | 315 | 300 |
| Occupancy | 9.68% | 10.48% | 25.00% | 5.36% | 24.19% | 1.61% | 40.00% | 4.00% | 27.72% | 28.25% | 66.67% | 59.33% |
| Avg Daily Rate | \$ 609 | \$ 578 | \$ 398 | \$ 581 | \$ 490 | \$ 389 | \$ 382 | \$ 522 | \$ 340 | \$ 364 | \$ 354 | \$ 420 |
| Washington Island | | | | | | | | | | | | |
| Revenue | \$ 8,490 | \$ 12,798 | \$ 12,110 | \$ 12,226 | \$ 18,351 | \$ 13,809 | \$ 26,135 | \$ 16,995 | \$ 127,655 | \$ 96,362 | \$ 393,624 | \$ 303,029 |
| Units Available | 1,198 | 1,204 | 1,103 | 1,081 | 1,328 | 1,173 | 1,432 | 1,326 | 3,793 | 3,554 | 5,132 | 4,239 |
| Occupancy | 5.93% | 9.80% | 10.61% | 10.27% | 12.20% | 8.70% | 20.04% | 10.03% | 26.50% | 22.31% | 52.46% | 52.44% |
| Avg Daily Rate | \$ 120 | \$ 108 | \$ 104 | \$ 110 | \$ 113 | \$ 135 | \$ 91 | \$ 128 | \$ 127 | \$ 122 | \$ 146 | \$ 136 |
| Revenue Available | \$ 1,999,294 | \$ 2,332,105 | \$ 2,328,376 | \$ 2,820,363 | \$ 2,681,487 | \$ 2,619,940 | \$ 3,115,737 | \$ 2,709,981 | \$ 8,265,108 | \$ 8,073,521 | \$ 18,450,466 | \$ 18,404,899 |
| Rented | 80,043 | 87,328 | 73,498 | 79,299 | 80,217 | 87,433 | 81,536 | 85,925 | 124,615 | 121,570 | 136,512 | 130,572 |
| % | 15,038 | 17,486 | 18,995 | 21,245 | 21,358 | 21,169 | 24,055 | 20,007 | 52,335 | 47,928 | 90,847 | 82,061 |
| Average | \$ 133 | \$ 133 | \$ 123 | \$ 133 | \$ 126 | \$ 124 | \$ 130 | \$ 135 | \$ 158 | \$ 653 | \$ 203 | \$ 224 |