

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

	<b>Jan-14</b> Adj 1/31/15	<b>Jan-15</b> Adj 7/31/15	<b>Feb-14</b> Adj 1/31/15	<b>Feb-15</b> Adj 7/31/15	<b>Mar-14</b> Adj 1/31/15	<b>Mar-15</b> Adj 7/31/15	<b>Apr-14</b> Adj 1/31/15	<b>Apr-15</b> Adj 7/31/15	<b>May-14</b> Adj 1/31/15	<b>May-15</b> Adj 7/31/15
Baileys Harbor	3,405 6.43%	3,190 13.32%	3,048 10.47%	2,950 15.86%	3,343 9.33%	3,285 14.31%	3,741 11.09%	3,876 9.91%	8,318 18.69%	7,856 26.73%
	\$ 138	\$ 99	\$ 107	\$ 76	\$ 64	\$ 78	\$ 94	\$ 123	\$ 144	\$ 135
Brussels	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	31 0.00%	30 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	158 15.82%	99 19.19%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 177	\$ 131
Egg Harbor-Town	9,992 8.29%	9,217 10.24%	9,236 10.56%	7,687 16.37%	9,955 9.45%	9,527 10.52%	9,037 7.75%	8,953 10.62%	11,227 24.47%	11,597 23.72%
	\$ 81	\$ 88	\$ 85	\$ 79	\$ 62	\$ 70	\$ 79	\$ 86	\$ 104	\$ 117
Egg Harbor - Village	4,870 12.61%	4,323 15.41%	3,708 34.49%	3,954 22.08%	4,356 20.09%	4,225 22.08%	4,637 21.00%	5,255 18.33%	9,064 36.24%	9,546 31.38%
	\$ 107	\$ 108	\$ 54	\$ 109	\$ 81	\$ 94	\$ 75	\$ 95	\$ 100	\$ 121
Ephraim	6,409 8.07%	6,381 10.23%	5,734 11.77%	5,820 14.60%	5,764 12.51%	6,350 11.65%	6,357 13.21%	6,500 14.20%	13,766 28.35%	13,116 33.72%
	\$ 111	\$ 117	\$ 114	\$ 109	\$ 93	\$ 105	\$ 88	\$ 99	\$ 106	\$ 108
Forestville - Town	31 0.00%	31 0.00%	28 0.00%	28 0.00%	0 0.00%	31 0.00%	30 0.00%	30 0.00%	31 0.00%	31 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Forestville - Village	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner	961 19.15%	962 27.86%	896 30.47%	873 32.42%	1,067 22.21%	946 18.71%	1,067 11.43%	1,003 12.16%	1,965 19.13%	2,005 37.66%
	\$ 69	\$ 77	\$ 65	\$ 72	\$ 78	\$ 72	\$ 65	\$ 89	\$ 99	\$ 80
Gibraltar	6,082 20.34%	6,284 18.54%	5,675 23.19%	5,738 24.26%	6,311 17.84%	5,953 17.00%	6,783 24.88%	7,154 19.90%	14,395 33.72%	15,226 34.53%
	\$ 140	\$ 138	\$ 137	\$ 123	\$ 117	\$ 119	\$ 86	\$ 114	\$ 119	\$ 130
Jacksonport	877 6.84%	860 14.07%	791 10.75%	818 16.26%	849 5.18%	826 14.04%	853 4.92%	860 14.42%	2,541 19.60%	2,459 15.90%
	\$ 169	\$ 154	\$ 146	\$ 106	\$ 178	\$ 114	\$ 150	\$ 86	\$ 102	\$ 108
Liberty Grove	4,271 3.56%	4,254 3.41%	4,312 3.41%	3,907 2.89%	4,097 3.78%	4,522 2.79%	4,094 4.62%	4,227 4.09%	9,417 14.56%	9,730 19.17%
	\$ 142	\$ 165	\$ 108	\$ 132	\$ 92	\$ 113	\$ 87	\$ 105	\$ 114	\$ 118
Nasewaupee	2,417 21.97%	2,327 31.63%	2,197 36.55%	2,352 43.58%	2,419 28.69%	2,387 34.69%	2,281 14.95%	2,340 16.62%	3,516 38.48%	3,305 40.57%
	\$ 57	\$ 51	\$ 63	\$ 63	\$ 65	\$ 54	\$ 46	\$ 67	\$ 78	\$ 97
Sevastopol	4,090 21.56%	4,201 18.00%	3,853 34.10%	3,776 31.25%	4,192 25.33%	4,257 23.73%	4,552 24.32%	4,713 28.58%	5,892 36.32%	6,522 36.03%
	\$ 90	\$ 125	\$ 96	\$ 94	\$ 104	\$ 115	\$ 97	\$ 102	\$ 122	\$ 124

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	<b>Jan-14</b>	<b>Jan-15</b>	<b>Feb-14</b>	<b>Feb-15</b>	<b>Mar-14</b>	<b>Mar-15</b>	<b>Apr-14</b>	<b>Apr-15</b>	<b>May-14</b>	<b>May-15</b>
	Adj 1/31/15	Adj 7/31/15	Adj 1/31/15	Adj 7/31/15	Adj 1/31/15	Adj 7/31/15	Adj 1/31/15	Adj 7/31/15	Adj 1/31/15	Adj 7/31/15
Sister Bay	9,792 9.44%	9,780 11.79%	8,634 15.81%	9,154 19.05%	9,603 13.39%	9,651 12.47%	8,209 15.71%	9,428 22.21%	13,181 24.66%	13,265 33.31%
	\$ 117	\$ 107	\$ 89	\$ 76	\$ 82	\$ 88	\$ 84	\$ 65	\$ 111	\$ 102
Sturgeon Bay - City	18,696 25.97%	20,069 25.66%	17,651 37.50%	17,953 34.69%	19,617 35.90%	19,895 31.77%	18,855 29.27%	18,883 25.90%	20,194 45.33%	20,387 38.44%
	\$ 71	\$ 74	\$ 68	\$ 73	\$ 70	\$ 78	\$ 72	\$ 78	\$ 81	\$ 93
Sturgeon Bay - Town	379 5.80%	289 9.34%	330 3.33%	227 16.30%	371 2.16%	368 5.43%	343 7.87%	261 11.88%	421 27.55%	477 19.92%
	\$ 163	\$ 144	\$ 158	\$ 105	\$ 160	\$ 122	\$ 149	\$ 134	\$ 176	\$ 166
Union	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	31 16.13%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 554
Washington Island	1,235 6.72%	1,036 6.85%	984 9.86%	852 10.92%	1,106 7.96%	1,079 6.30%	1,079 25.39%	1,004 13.35%	3,521 19.11%	3,799 16.71%
	\$ 63	\$ 74	\$ 83	\$ 70	\$ 70	\$ 75	\$ 47	\$ 69	\$ 64	\$ 93
Available	73,507	73,204	67,077	66,089	73,050	73,302	71,918	74,487	117,638	119,481
Filled	11,109	12,279	15,278	15,676	14,592	14,026	13,517	13,949	35,299	37,239
%	15.11%	16.77%	22.78%	23.72%	19.98%	19.13%	18.80%	18.73%	30.01%	31.17%
Average	\$ 91	\$ 92	\$ 81	\$ 88	\$ 79	\$ 85	\$ 79	\$ 86	\$ 102	\$ 111

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

	<b>Jun-14</b> Adj 1/31/15	<b>Jun-15</b> Unadj	<b>Jul-14</b> Adj 1/31/15	<b>Jul-15</b> Unadj	<b>Aug-14</b> Adj 1/31/15	<b>Aug-15</b> Unadj	<b>Sep-14</b> Adj 1/31/15	<b>Sep-15</b> Unadj	<b>Oct-14</b> Adj 1/31/15	<b>Oct-15</b> Unadj
Baileys Harbor	8,888 41.42%	8,716 48.59%	9,275 71.43%	9,314 75.47%	9,436 68.98%	9,239 70.70%	8,765 44.63%	8,822 51.33%	8,790 46.43%	5,904 52.96%
	\$ 177	\$ 159	\$ 190	\$ 194	\$ 194	\$ 201	\$ 173	\$ 169	\$ 152	\$ 178
Brussels	30 0.00%	30 100.00%	31 29.03%	62 69.35%	31 38.71%	62 16.13%	30 0.00%	0 0.00%	31 6.45%	60 0.00%
	\$ -	\$ 42	\$ 195	\$ 58	\$ 195	\$ 159	\$ -	\$ -	\$ 195	\$ -
Clay Banks	177 34.43%	189 38.10%	178 65.73%	213 72.30%	180 65.00%	186 58.06%	164 20.12%	162 32.72%	165 20.00%	175 37.71%
	\$ 207	\$ 215	\$ 256	\$ 238	\$ 192	\$ 226	\$ 190	\$ 159	\$ 162	\$ 201
Egg Harbor-Town	11,291 46.59%	11,500 45.89%	12,014 68.27%	11,592 69.50%	12,550 65.98%	11,711 67.80%	11,830 44.02%	11,315 47.92%	12,802 43.36%	11,502 49.25%
	\$ 142	\$ 145	\$ 178	\$ 194	\$ 174	\$ 184	\$ 142	\$ 150	\$ 144	\$ 152
Egg Harbor - Village	11,510 51.41%	11,600 51.53%	12,148 74.96%	12,245 79.11%	12,190 72.35%	12,325 70.90%	11,470 55.07%	11,728 57.20%	10,787 53.77%	10,790 58.40%
	\$ 134	\$ 141	\$ 167	\$ 171	\$ 177	\$ 189	\$ 140	\$ 148	\$ 158	\$ 158
Ephraim	15,036 49.71%	13,413 49.47%	15,920 76.04%	15,181 81.11%	15,820 80.51%	15,196 81.92%	15,020 56.62%	14,737 65.39%	14,096 57.07%	12,580 62.43%
	\$ 140	\$ 142	\$ 152	\$ 171	\$ 163	\$ 173	\$ 147	\$ 148	\$ 146	\$ 156
Forestville - Town	30 0.00%	0 0.00%	31 0.00%	0 0.00%	31 22.58%	62 17.74%	30 3.33%	60 6.67%	31 3.23%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ 171	\$ 219	\$ 100	\$ 44	\$ 300	\$ -
Forestville - Village	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner	2,353 21.25%	2,662 26.52%	2,145 41.72%	2,046 52.74%	2,157 41.31%	2,038 47.55%	2,076 19.85%	1,947 29.69%	2,310 17.97%	2,067 20.71%
	\$ 123	\$ 124	\$ 118	\$ 127	\$ 131	\$ 119	\$ 119	\$ 116	\$ 113	\$ 118
Gibraltar	16,556 58.33%	16,562 59.88%	17,395 82.46%	17,235 83.05%	17,411 85.66%	16,108 82.45%	16,283 65.17%	16,631 66.50%	15,693 60.48%	16,555 61.80%
	\$ 146	\$ 149	\$ 174	\$ 177	\$ 170	\$ 185	\$ 154	\$ 149	\$ 152	\$ 154
Jacksonport	2,823 40.60%	2,777 34.17%	2,994 72.28%	3,060 74.31%	3,139 69.42%	3,038 68.20%	2,863 31.26%	2,775 35.21%	2,760 32.36%	2,823 31.21%
	\$ 152	\$ 156	\$ 179	\$ 183	\$ 182	\$ 199	\$ 145	\$ 144	\$ 135	\$ 139
Liberty Grove	11,485 37.31%	11,385 33.10%	12,434 60.83%	12,229 70.13%	12,530 65.47%	12,587 59.87%	11,799 37.36%	11,843 46.12%	11,442 40.40%	10,574 45.37%
	\$ 133	\$ 140	\$ 167	\$ 171	\$ 163	\$ 182	\$ 126	\$ 135	\$ 129	\$ 134
Nasewaupee	3,568 56.03%	3,402 55.91%	3,906 71.33%	2,880 68.06%	3,605 72.51%	3,408 68.93%	3,453 36.55%	3,029 55.10%	3,330 40.99%	3,334 35.96%
	\$ 111	\$ 116	\$ 129	\$ 156	\$ 131	\$ 142	\$ 123	\$ 117	\$ 101	\$ 114
Sevastopol	6,283 55.98%	6,809 55.62%	6,950 73.12%	6,933 76.75%	6,940 74.05%	6,465 75.98%	6,310 53.69%	6,459 59.85%	6,286 55.03%	6,467 56.49%
	\$ 181	\$ 179	\$ 221	\$ 210	\$ 224	\$ 235	\$ 175	\$ 165	\$ 157	\$ 159

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	<b>Jun-14</b>	<b>Jun-15</b>	<b>Jul-14</b>	<b>Jul-15</b>	<b>Aug-14</b>	<b>Aug-15</b>	<b>Sep-14</b>	<b>Sep-15</b>	<b>Oct-14</b>	<b>Oct-15</b>
	Adj 1/31/15	Unadj	Adj 1/31/15	Unadj	Adj 1/31/15	Unadj	Adj 1/31/15	Unadj	Adj 1/31/15	Unadj
Sister Bay	14,705 49.37%	14,755 50.20%	15,193 78.11%	15,364 78.37%	15,293 80.08%	14,614 76.39%	14,552 50.30%	14,804 56.65%	15,158 56.64%	14,591 58.93%
	\$ 137	\$ 137	\$ 163	\$ 169	\$ 167	\$ 185	\$ 148	\$ 144	\$ 139	\$ 149
Sturgeon Bay - City	19,522 56.80%	20,412 51.59%	20,689 71.10%	19,552 75.41%	20,439 71.02%	20,241 72.20%	20,021 56.94%	20,175 61.95%	20,508 54.01%	21,095 54.71%
	\$ 104	\$ 109	\$ 124	\$ 127	\$ 126	\$ 123	\$ 114	\$ 115	\$ 116	\$ 113
Sturgeon Bay - Town	950 39.47%	707 49.08%	1,051 72.79%	871 74.51%	1,086 73.30%	911 75.85%	933 34.19%	658 53.04%	650 30.31%	553 41.95%
	\$ 186	\$ 169	\$ 195	\$ 183	\$ 175	\$ 184	\$ 164	\$ 127	\$ 187	\$ 162
Union	0 0.00%	30 0.00%	0 0.00%	31 38.71%	0 0.00%	31 22.58%	0 0.00%	30 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ 399	\$ -	\$ 320	\$ -	\$ -	\$ -	\$ -
Washington Island	5,569 34.39%	5,365 35.84%	5,868 52.06%	5,307 57.25%	5,700 55.91%	5,489 69.70%	5,353 24.88%	5,103 31.00%	4,998 18.71%	3,684 24.65%
	\$ 94	\$ 100	\$ 109	\$ 112	\$ 105	\$ 92	\$ 91	\$ 102	\$ 90	\$ 89
Available	130,776	130,314	138,222	134,115	138,538	133,711	130,952	130,278	129,837	122,754
Filled	64,137	69,404	99,395	101,290	101,168	97,208	65,319	72,779	64,553	65,481
%	49.04%	53.26%	71.91%	75.52%	73.03%	72.70%	49.88%	55.86%	49.72%	53.34%
Average	\$ 136	\$ 127	\$ 162	\$ 168	\$ 164	\$ 173	\$ 141	\$ 141	\$ 139	\$ 145

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