

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

	Jan-25 Adj 1/31/26	Jan-26	Feb-25 Adj 1/31/26	Feb-26	Mar-25 Adj 1/31/26	Mar-26
Baileys Harbor						
Revenue	\$ 105,154	\$ 95,743	\$ 114,711	\$ 103,450	\$ 122,227	\$ 99,936
Units Available	4,469	4440	3,855	4,456	4,600	5,641
Occupancy	13%	11%	17%	13%	14%	12%
Avg Daily Rate	\$ 188	\$ 205	\$ 179	\$ 181	\$ 185	\$ 151
Brussels						
Revenue	\$ -	\$ -	\$ -	\$ 656	\$ -	\$ 383
Units Available	-	-	-	28	-	31
Occupancy	0%	0%	0%	11%	0%	6%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ 219	\$ -	\$ 192
Clay Banks						
Revenue	\$ 13,633	\$ 12,788	\$ 12,999	\$ 10,744	\$ 21,954	\$ 18,721
Units Available	153	186	140	140	155	214
Occupancy	24%	20%	30%	24%	38%	28%
Avg Daily Rate	\$ 368	\$ 337	\$ 310	\$ 316	\$ 372	\$ 317
Egg Harbor-Town						
Revenue	\$ 165,990	\$ 149,173	\$ 173,226	\$ 162,606	\$ 221,350	\$ 148,951
Units Available	10,929	10,096	9,955	9,590	11,049	10,567
Occupancy	8%	9%	10%	11%	11%	7%
Avg Daily Rate	\$ 192	\$ 158	\$ 180	\$ 154	\$ 186	\$ 197
Egg Harbor - Village						
Revenue	\$ 167,320	\$ 84,703	\$ 194,045	\$ 173,235	\$ 210,958	\$ 170,364
Units Available	6,383	4495	5,564	5,634	6,200	6,627
Occupancy	17%	11%	25%	22%	26%	19%
Avg Daily Rate	\$ 151	\$ 178	\$ 140	\$ 137	\$ 132	\$ 132
Ephraim						
Revenue	\$ 106,084	\$ 88,359	\$ 112,776	\$ 143,894	\$ 120,261	\$ 81,135
Units Available	5,579	4,956	5,008	5,650	5,449	5,000
Occupancy	12%	10%	15%	16%	16%	11%
Avg Daily Rate	\$ 160	\$ 180	\$ 146	\$ 159	\$ 137	\$ 144
Forestville - Town						
Revenue	\$ 7,451	\$ 4,501	\$ 4,087	\$ 5,005	\$ 5,389	\$ 2,986
Units Available	31	31	28	28	31	31
Occupancy	68%	29%	32%	43%	39%	23%
Avg Daily Rate	\$ 355	\$ 500	\$ 454	\$ 417	\$ 449	\$ 427
Forestville - Village						
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	\$0.00	-	-
Occupancy	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner						
Revenue	\$ 24,799	\$ 27,451	\$ 38,562	\$ 51,799	\$ 27,336	\$ 24,856
Units Available	1,383	1,231	1,206	1,191	1,331	1,304
Occupancy	13%	13%	24%	23%	15%	9%
Avg Daily Rate	\$ 135	\$ 175	\$ 135	\$ 193	\$ 139	\$ 202
Gibraltar						
Revenue	\$ 258,745	\$ 285,923	\$ 255,830	\$ 316,373	\$ 232,142	\$ 191,155
Units Available	6,355	8,499	6,881	7,679	6,846	7,005
Occupancy	19%	17%	20%	21%	21%	16%
Avg Daily Rate	\$ 210	\$ 197	\$ 184	\$ 195	\$ 158	\$ 171
Jacksonport						
Revenue	\$ 26,655	\$ 23,211	\$ 36,567	\$ 29,798	\$ 56,681	\$ 26,790
Units Available	2,940	2,672	2,697	2,532	2,726	2,409
Occupancy	4%	4%	5%	22%	6%	4%
Avg Daily Rate	\$ 222	\$ 244	\$ 275	\$ 53	\$ 346	\$ 312

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Liberty Grove						
Revenue	\$ 103,913	\$ 106,017	\$ 90,866	\$ 88,980	\$ 131,782	\$ 99,408
Units Available	4,351	5,250	3,856	4,622	4,350	5,003
Occupancy	8%	7%	9%	8%	10%	9%
Avg Daily Rate	\$ 292	\$ 272	\$ 262	\$ 233	\$ 290	\$ 212
Nasewaupee						
Revenue	\$ 160,771	\$ 120,789	\$ 173,971	\$ 150,616	\$ 147,967	\$ 114,174
Units Available	3,344	3469	3,347	2,628	3,436	3,592
Occupancy	24%	20%	37%	37%	29%	21%
Avg Daily Rate	\$ 201	\$ 171	\$ 139	\$ 153	\$ 150	\$ 149
Sevastopol						
Revenue	\$ 187,588	\$ 187,449	\$ 186,374	\$ 194,823	\$ 227,751	\$ 155,656
Units Available	4,974	5414	4,530	4,304	5,091	4,040
Occupancy	23%	20%	28%	30%	30%	25%
Avg Daily Rate	\$ 163	\$ 175	\$ 145	\$ 151	\$ 148	\$ 156
Sister Bay						
Revenue	\$ 422,683	\$ 390,574	\$ 348,430	\$ 386,123	\$ 414,865	\$ 376,982
Units Available	14,031	14,439	12,500	13,168	13,698	13,762
Occupancy	17%	15%	17%	19%	19%	18%
Avg Daily Rate	\$ 175	\$ 177	\$ 161	\$ 151	\$ 162	\$ 152
Sturgeon Bay - City						
Revenue	\$ 526,564	\$ 510,808	\$ 739,437	\$ 715,359	\$ 770,122	\$ 558,731
Units Available	21,621	18,686	20,527	19,121	23,290	20,345
Occupancy	23%	25%	33%	34%	34%	26%
Avg Daily Rate	\$ 107	\$ 110	\$ 109	\$ 111	\$ 97	\$ 105
Sturgeon Bay - Town						
Revenue	\$ 15,013	\$ 18,456	\$ 19,846	\$ 15,603	\$ 19,454	\$ 18,078
Units Available	807	892	756	694	862	735
Occupancy	4%	12%	8%	6%	10%	7%
Avg Daily Rate	\$ 484	\$ 176	\$ 315	\$ 400	\$ 221	\$ 354
Union						
Revenue	\$ 1,395	\$ 656	\$ 3,535	\$ 3,316	\$ 5,620	\$ 5,346
Units Available	155	248	168	249	246	276
Occupancy	2%	0.81%	5%	3%	6%	7%
Avg Daily Rate	\$ 465	\$ 328	\$ 393	\$ 474	\$ 375	\$ 281
Washington Island						
Revenue	\$ 6,463	\$ 2,324	\$ 12,000	\$ 9,731	\$ 8,546	\$ 3,414
Units Available	1,173	1,131	1,116	1,549	1,167	1,049
Occupancy	4%	3%	10%	6%	5%	4%
Avg Daily Rate	\$ 154	\$ 61	\$ 111	\$ 99	\$ 150	\$ 85
Revenue Available	\$ 2,300,222	\$2,108,925	\$ 2,517,263	\$ 2,562,112	\$ 2,744,404	\$ 2,097,064
Rented	88,678	86,135	82,134	83,263	90,527	87,631
%	14,510	13,303	17,637	18,081	19,843	14,818
Average	16%	15%	21%	22%	22%	17%
	\$ 159	\$ 159	\$ 143	\$ 142	\$ 138	\$ 142