

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	Apr-25 Adj 1/31/26	Apr-26	May-25 Adj 1/31/26	May-26
Baileys Harbor										
Revenue	\$ 105,154	\$ 95,743	\$ 114,711	\$ 103,450	\$ 122,227	\$ 99,936	\$ 124,343	\$ 130,360	\$ 713,793	\$ 719,213
Units Available	4,469	4440	3,855	4,456	4,600	5,641	4,967	5,468	8,337	8,888
Occupancy	13%	11%	17%	13%	14%	12%	13%	20%	32%	33%
Avg Daily Rate	\$ 188	\$ 205	\$ 179	\$ 181	\$ 185	\$ 151	\$ 191	\$ 120	\$ 267	\$ 249
Brussels										
Revenue	\$ -	\$ -	\$ -	\$ 656	\$ -	\$ 383	\$ 1,889	\$ 1,426	\$ 2,867	\$ 2,061
Units Available	-	-	-	28	-	31	30	30	31	31
Occupancy	0%	0%	0%	11%	0%	6%	30%	23%	42%	29%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ 219	\$ -	\$ 192	\$ 210	\$ 204	\$ 221	\$ 229
Clay Banks										
Revenue	\$ 13,633	\$ 12,788	\$ 12,999	\$ 10,744	\$ 21,954	\$ 18,721	\$ 10,588	\$ 7,993	\$ 40,676	\$ 43,406
Units Available	153	186	140	140	155	214	172	117	241	258
Occupancy	24%	20%	30%	24%	38%	28%	18%	15%	49%	55%
Avg Daily Rate	\$ 368	\$ 337	\$ 310	\$ 316	\$ 372	\$ 317	\$ 342	\$ 444	\$ 348	\$ 304
Egg Harbor-Town										
Revenue	\$ 165,990	\$ 149,173	\$ 173,226	\$ 162,606	\$ 221,350	\$ 148,951	\$ 215,939	\$ 148,150	\$ 792,949	\$ 761,036
Units Available	10,929	10,096	9,955	9,590	11,049	10,567	10,832	9,407	13,292	12,241
Occupancy	8%	9%	10%	11%	11%	7%	10%	7%	25%	21%
Avg Daily Rate	\$ 192	\$ 158	\$ 180	\$ 154	\$ 186	\$ 197	\$ 191	\$ 216	\$ 235	\$ 298
Egg Harbor - Village										
Revenue	\$ 167,320	\$ 84,703	\$ 194,045	\$ 173,235	\$ 210,958	\$ 170,364	\$ 210,664	\$ 234,765	\$ 693,065	\$ 768,879
Units Available	6,383	4495	5,564	5,634	6,200	6,627	6,481	6,531	8,583	8,386
Occupancy	17%	11%	25%	22%	26%	19%	23%	22%	41%	41%
Avg Daily Rate	\$ 151	\$ 178	\$ 140	\$ 137	\$ 132	\$ 132	\$ 139	\$ 160	\$ 199	\$ 222
Ephraim										
Revenue	\$ 106,084	\$ 88,359	\$ 112,776	\$ 143,894	\$ 120,261	\$ 81,135	\$ 159,071	\$ 139,979	\$ 949,556	\$ 1,157,501
Units Available	5,579	4,956	5,008	5,650	5,449	5,000	5,791	6,742	13,361	14,778
Occupancy	12%	10%	15%	16%	16%	11%	30%	14%	38%	42%
Avg Daily Rate	\$ 160	\$ 180	\$ 146	\$ 159	\$ 137	\$ 144	\$ 92	\$ 147	\$ 188	\$ 187
Forestville - Town										
Revenue	\$ 7,451	\$ 4,501	\$ 4,087	\$ 5,005	\$ 5,389	\$ 2,986	\$ 5,534	\$ 1,485	\$ 9,303	\$ 4,108
Units Available	31	31	28	28	31	31	60	19	62	45
Occupancy	68%	29%	32%	43%	39%	23%	17%	21%	32%	20%
Avg Daily Rate	\$ 355	\$ 500	\$ 454	\$ 417	\$ 449	\$ 427	\$ 553	\$ 371	\$ 465	\$ 456
Forestville - Village										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	\$0.00	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner										
Revenue	\$ 24,799	\$ 27,451	\$ 38,562	\$ 51,799	\$ 27,336	\$ 24,856	\$ 49,369	\$ 34,573	\$130,771	\$ 122,499
Units Available	1,383	1,231	1,206	1,191	1,331	1,304	1,688	1,823	2,435	2,272
Occupancy	13%	13%	24%	23%	15%	9%	14%	10%	26%	26%
Avg Daily Rate	\$ 135	\$ 175	\$ 135	\$ 193	\$ 139	\$ 202	\$ 214	\$ 185	\$ 209	\$ 208
Gibraltar										
Revenue	\$ 258,745	\$ 285,923	\$ 255,830	\$ 316,373	\$ 232,142	\$ 191,155	\$ 306,936	\$ 367,837	\$ 1,317,911	\$ 1,495,732
Units Available	6,355	8,499	6,881	7,679	6,846	7,005	9,238	10,294	16,001	15,696
Occupancy	19%	17%	20%	21%	21%	16%	19%	21%	38%	48%
Avg Daily Rate	\$ 210	\$ 197	\$ 184	\$ 195	\$ 158	\$ 171	\$ 173	\$ 174	\$ 218	\$ 197
Jacksonport										

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Revenue	\$ 26,655	\$ 23,211	\$ 36,567	\$ 29,798	\$ 56,681	\$ 26,790	\$ 40,481	\$ 37,099	\$ 202,792	\$ 225,411
Units Available	2,940	2,672	2,697	2,532	2,726	2,409	2,779	2,811	4,190	3,867
Occupancy	4%	4%	5%	22%	6%	4%	6%	6%	22%	21%
Avg Daily Rate	\$ 222	\$ 244	\$ 275	\$ 53	\$ 346	\$ 312	\$ 242	\$ 225	\$ 222	\$ 284
Liberty Grove										
Revenue	\$ 103,913	\$ 106,017	\$ 90,866	\$ 88,980	\$ 131,782	\$ 99,408	\$ 118,707	\$ 154,274	\$ 602,795	\$ 657,015
Units Available	4,351	5,250	3,856	4,622	4,350	5,003	4,951	5,304	9,572	9,515
Occupancy	8%	7%	9%	8%	10%	9%	0%	11%	24%	25%
Avg Daily Rate	\$ 292	\$ 272	\$ 262	\$ 233	\$ 290	\$ 212	\$ 267	\$ 266	\$ 265	\$ 271
Nasewaupee										
Revenue	\$ 160,771	\$ 120,789	\$ 173,971	\$ 150,616	\$ 147,967	\$ 114,174	\$ 140,938	\$ 56,211	\$ 378,173	\$ 400,746
Units Available	3,344	3469	3,347	2,628	3,436	3,592	3,685	2,275	4,528	4,424
Occupancy	24%	20%	37%	37%	29%	21%	25%	13%	42%	42%
Avg Daily Rate	\$ 201	\$ 171	\$ 139	\$ 153	\$ 150	\$ 149	\$ 152	\$ 193	\$ 200	\$ 216
Sevastopol										
Revenue	\$ 187,588	\$ 187,449	\$ 186,374	\$ 194,823	\$ 227,751	\$ 155,656	\$ 224,097	\$ 217,646	\$ 558,551	\$ 451,938
Units Available	4,974	5414	4,530	4,304	5,091	4,040	5,203	5,722	6,899	5,895
Occupancy	23%	20%	28%	30%	30%	25%	28%	26%	42%	37%
Avg Daily Rate	\$ 163	\$ 175	\$ 145	\$ 151	\$ 148	\$ 156	\$ 155	\$ 146	\$ 194	\$ 208
Sister Bay										
Revenue	\$ 422,683	\$ 390,574	\$ 348,430	\$ 386,123	\$ 414,865	\$ 376,982	\$ 419,511	\$ 450,297	\$ 1,495,280	\$ 1,643,902
Units Available	14,031	14,439	12,500	13,168	13,698	13,762	13,979	13,881	17,406	17,407
Occupancy	17%	15%	17%	19%	19%	18%	19%	19%	40%	41%
Avg Daily Rate	\$ 175	\$ 177	\$ 161	\$ 151	\$ 162	\$ 152	\$ 159	\$ 169	\$ 215	\$ 230
Sturgeon Bay - City										
Revenue	\$ 526,564	\$ 510,808	\$ 739,437	\$ 715,359	\$ 770,122	\$ 558,731	\$ 675,828	\$ 553,093	\$ 1,285,886	\$ 1,266,037
Units Available	21,621	18,686	20,527	19,121	23,290	20,345	27,966	17,614	23,169	20,828
Occupancy	23%	25%	33%	34%	34%	26%	25%	27%	42%	41%
Avg Daily Rate	\$ 107	\$ 110	\$ 109	\$ 111	\$ 97	\$ 105	\$ 98	\$ 117	\$ 131	\$ 148
Sturgeon Bay - Town										
Revenue	\$ 15,013	\$ 18,456	\$ 19,846	\$ 15,603	\$ 19,454	\$ 18,078	\$ 38,480	\$ 30,360	\$ 94,065	\$ 100,480
Units Available	807	892	756	694	862	735	988	866	1,140	1,037
Occupancy	4%	12%	8%	6%	10%	7%	10%	12%	24%	24%
Avg Daily Rate	\$ 484	\$ 176	\$ 315	\$ 400	\$ 221	\$ 354	\$ 366	\$ 301	\$ 338	\$ 407
Union										
Revenue	\$ 1,395	\$ 656	\$ 3,535	\$ 3,316	\$ 5,620	\$ 5,346	\$ 21,762	\$ 1,673	\$ 26,835	\$ 36,329
Units Available	155	248	168	249	246	276	297	251	380	433
Occupancy	2%	0.81%	5%	3%	6%	7%	11%	4%	19%	19%
Avg Daily Rate	\$ 465	\$ 328	\$ 393	\$ 474	\$ 375	\$ 281	\$ 640	\$ 186	\$ 368	\$ 432
Washington Island										
Revenue	\$ 6,463	\$ 2,324	\$ 12,000	\$ 9,731	\$ 8,546	\$ 3,414	\$ 15,344	\$ 11,579	\$ 101,710	\$ 114,647
Units Available	1,173	1,131	1,116	1,549	1,167	1,049	1,362	1,073	3,311	3,586
Occupancy	4%	3%	10%	6%	5%	4%	8%	8%	21%	21%
Avg Daily Rate	\$ 154	\$ 61	\$ 111	\$ 99	\$ 150	\$ 85	\$ 136	\$ 129	\$ 147	\$ 149
Revenue	\$ 2,300,222	\$2,108,925	\$ 2,517,263	\$ 2,562,112	\$ 2,744,404	\$ 2,097,064	\$ 2,779,481	\$ 2,578,799	\$ 9,396,979	\$ 9,970,940
Available	88,678	86,135	82,134	83,263	90,527	87,631	100,469	90,228	132,938	129,587
Rented	14,510	13,303	17,637	18,081	19,843	14,818	19,837	16,650	47,179	47,479
%	16%	15%	21%	22%	22%	17%	20%	18%	35%	37%
Average	\$ 159	\$ 159	\$ 143	\$ 142	\$ 138	\$ 142	\$ 140	\$ 155	\$ 199	\$ 210