

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
Baileys Harbor								
Revenue	\$ 105,154	\$ 95,743	\$ 114,711	\$ 103,450	\$ 122,227	\$ 99,936	\$ 124,343	\$ 130,360
Units Available	4,469	4440	3,855	4,456	4,600	5,641	4,967	5,468
Occupancy	13%	11%	17%	13%	14%	12%	13%	20%
Avg Daily Rate	\$ 188	\$ 205	\$ 179	\$ 181	\$ 185	\$ 151	\$ 191	\$ 120
Brussels								
Revenue	\$ -	\$ -	\$ -	\$ 656	\$ -	\$ 383	\$ 1,889	\$ 1,426
Units Available	-	-	-	28	-	31	30	30
Occupancy	0%	0%	0%	11%	0%	6%	30%	23%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ 219	\$ -	\$ 192	\$ 210	\$ 204
Clay Banks								
Revenue	\$ 13,633	\$ 12,788	\$ 12,999	\$ 10,744	\$ 21,954	\$ 18,721	\$ 10,588	\$ 7,993
Units Available	153	186	140	140	155	214	172	117
Occupancy	24%	20%	30%	24%	38%	28%	18%	15%
Avg Daily Rate	\$ 368	\$ 337	\$ 310	\$ 316	\$ 372	\$ 317	\$ 342	\$ 444
Egg Harbor-Town								
Revenue	\$ 165,990	\$ 149,173	\$ 173,226	\$ 162,606	\$ 221,350	\$ 148,951	\$ 215,939	\$ 148,150
Units Available	10,929	10,096	9,955	9,590	11,049	10,567	10,832	9,407
Occupancy	8%	9%	10%	11%	11%	7%	10%	7%
Avg Daily Rate	\$ 192	\$ 158	\$ 180	\$ 154	\$ 186	\$ 197	\$ 191	\$ 216
Egg Harbor - Village								
Revenue	\$ 167,320	\$ 84,703	\$ 194,045	\$ 173,235	\$ 210,958	\$ 170,364	\$ 210,664	\$ 234,765
Units Available	6,383	4495	5,564	5,634	6,200	6,627	6,481	6,531
Occupancy	17%	11%	25%	22%	26%	19%	23%	22%
Avg Daily Rate	\$ 151	\$ 178	\$ 140	\$ 137	\$ 132	\$ 132	\$ 139	\$ 160
Ephraim								
Revenue	\$ 106,084	\$ 88,359	\$ 112,776	\$ 143,894	\$ 120,261	\$ 81,135	\$ 159,071	\$ 139,979
Units Available	5,579	4,956	5,008	5,650	5,449	5,000	5,791	6,742
Occupancy	12%	10%	15%	16%	16%	11%	30%	14%
Avg Daily Rate	\$ 160	\$ 180	\$ 146	\$ 159	\$ 137	\$ 144	\$ 92	\$ 147
Forestville - Town								
Revenue	\$ 7,451	\$ 4,501	\$ 4,087	\$ 5,005	\$ 5,389	\$ 2,986	\$ 5,534	\$ 1,485
Units Available	31	31	28	28	31	31	60	19
Occupancy	68%	29%	32%	43%	39%	23%	17%	21%
Avg Daily Rate	\$ 355	\$ 500	\$ 454	\$ 417	\$ 449	\$ 427	\$ 553	\$ 371
Forestville - Village								
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	\$0.00	-	-	-	-
Occupancy	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
Units Available	1,383	1,231	1,206	1,191	1,331	1,304	1,688	1,823
Occupancy	13%	13%	24%	23%	15%	9%	14%	10%
Avg Daily Rate	\$ 135	\$ 175	\$ 135	\$ 193	\$ 139	\$ 202	\$ 214	\$ 185
Gibraltar								
Revenue	\$ 258,745	\$ 285,923	\$ 255,830	\$ 316,373	\$ 232,142	\$ 191,155	\$ 306,936	\$ 367,837
Units Available	6,355	8,499	6,881	7,679	6,846	7,005	9,238	10,294
Occupancy	19%	17%	20%	21%	21%	16%	19%	21%
Avg Daily Rate	\$ 210	\$ 197	\$ 184	\$ 195	\$ 158	\$ 171	\$ 173	\$ 174
Jacksonport								
Revenue	\$ 26,655	\$ 23,211	\$ 36,567	\$ 29,798	\$ 56,681	\$ 26,790	\$ 40,481	\$ 37,099
Units Available	2,940	2,672	2,697	2,532	2,726	2,409	2,779	2,811
Occupancy	4%	4%	5%	22%	6%	4%	6%	6%
Avg Daily Rate	\$ 222	\$ 244	\$ 275	\$ 53	\$ 346	\$ 312	\$ 242	\$ 225

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Liberty Grove								
Revenue	\$ 103,913	\$ 106,017	\$ 90,866	\$ 88,980	\$ 131,782	\$ 99,408	\$ 118,707	\$ 154,274
Units Available	4,351	5,250	3,856	4,622	4,350	5,003	4,951	5,304
Occupancy	8%	7%	9%	8%	10%	9%	0%	11%
Avg Daily Rate	\$ 292	\$ 272	\$ 262	\$ 233	\$ 290	\$ 212	\$ 267	\$ 266
Nasewaupee								
Revenue	\$ 160,771	\$ 120,789	\$ 173,971	\$ 150,616	\$ 147,967	\$ 114,174	\$ 140,938	\$ 56,211
Units Available	3,344	3469	3,347	2,628	3,436	3,592	3,685	2,275
Occupancy	24%	20%	37%	37%	29%	21%	25%	13%
Avg Daily Rate	\$ 201	\$ 171	\$ 139	\$ 153	\$ 150	\$ 149	\$ 152	\$ 193
Sevastopol								
Revenue	\$ 187,588	\$ 187,449	\$ 186,374	\$ 194,823	\$ 227,751	\$ 155,656	\$ 224,097	\$ 217,646
Units Available	4,974	5414	4,530	4,304	5,091	4,040	5,203	5,722
Occupancy	23%	20%	28%	30%	30%	25%	28%	26%
Avg Daily Rate	\$ 163	\$ 175	\$ 145	\$ 151	\$ 148	\$ 156	\$ 155	\$ 146
Sister Bay								
Revenue	\$ 422,683	\$ 390,574	\$ 348,430	\$ 386,123	\$ 414,865	\$ 376,982	\$ 419,511	\$ 450,297
Units Available	14,031	14,439	12,500	13,168	13,698	13,762	13,979	13,881
Occupancy	17%	15%	17%	19%	19%	18%	19%	19%
Avg Daily Rate	\$ 175	\$ 177	\$ 161	\$ 151	\$ 162	\$ 152	\$ 159	\$ 169
Sturgeon Bay - City								
Revenue	\$ 526,564	\$ 510,808	\$ 739,437	\$ 715,359	\$ 770,122	\$ 558,731	\$ 675,828	\$ 553,093
Units Available	21,621	18,686	20,527	19,121	23,290	20,345	27,966	17,614
Occupancy	23%	25%	33%	34%	34%	26%	25%	27%
Avg Daily Rate	\$ 107	\$ 110	\$ 109	\$ 111	\$ 97	\$ 105	\$ 98	\$ 117
Sturgeon Bay - Town								
Revenue	\$ 15,013	\$ 18,456	\$ 19,846	\$ 15,603	\$ 19,454	\$ 18,078	\$ 38,480	\$ 30,360
Units Available	807	892	756	694	862	735	988	866
Occupancy	4%	12%	8%	6%	10%	7%	10%	12%
Avg Daily Rate	\$ 484	\$ 176	\$ 315	\$ 400	\$ 221	\$ 354	\$ 366	\$ 301
Union								
Revenue	\$ 1,395	\$ 656	\$ 3,535	\$ 3,316	\$ 5,620	\$ 5,346	\$ 21,762	\$ 1,673
Units Available	155	248	168	249	246	276	297	251
Occupancy	2%	0.81%	5%	3%	6%	7%	11%	4%
Avg Daily Rate	\$ 465	\$ 328	\$ 393	\$ 474	\$ 375	\$ 281	\$ 640	\$ 186
Washington Island								
Revenue	\$ 6,463	\$ 2,324	\$ 12,000	\$ 9,731	\$ 8,546	\$ 3,414	\$ 15,344	\$ 11,579
Units Available	1,173	1,131	1,116	1,549	1,167	1,049	1,362	1,073
Occupancy	4%	3%	10%	6%	5%	4%	8%	8%
Avg Daily Rate	\$ 154	\$ 61	\$ 111	\$ 99	\$ 150	\$ 85	\$ 136	\$ 129
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
Available	88,678	86,135	82,134	83,263	90,527	87,631	100,469	90,228
Rented	14,510	13,303	17,637	18,081	19,843	14,818	19,837	16,650
%	16%	15%	21%	22%	22%	17%	20%	18%
Average	\$ 159	\$ 159	\$ 143	\$ 142	\$ 138	\$ 142	\$ 140	\$ 155