

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

	Jan-25 Adj 1/31/26	Jan-26 Adj 6/30/26	Feb-25 Adj 1/31/26	Feb-26 Adj 6/30/26	Mar-25 Adj 1/31/26	Mar-26 Adj 6/30/26	Apr-25 Adj 1/31/26	Apr-26 Adj 6/30/26	May-25 Adj 1/31/26	May-26 Adj 6/30/26	Jun-25 Adj 1/31/26	Jun-26 Adj 6/30/26
Baileys Harbor												
Revenue	\$ 105,154	\$ 97,423	\$ 114,711	\$ 103,650	\$ 122,227	\$ 99,936	\$ 124,343	\$ 130,360	\$ 713,793	\$ 729,947	\$ 1,784,388	\$ 1,868,598
Units Available	4,469	4564	3,855	4,512	4,600	5,703	4,967	5,573	8,337	9,012	9,488	\$9,010.00
Occupancy	13%	10%	17%	13%	14%	12%	13%	20%	32%	32%	54%	59%
Avg Daily Rate	\$ 188	\$ 206	\$ 179	\$ 182	\$ 185	\$ 151	\$ 191	\$ 117	\$ 267	\$ 251	\$ 348	\$353.63
Brussels												
Revenue	\$ -	\$ 859	\$ -	\$ 656	\$ -	\$ 383	\$ 1,889	\$ 1,426	\$ 2,867	\$ 2,061	\$ 3,935	\$ 5,230
Units Available	-	31	-	28	-	31	30	30	31	31	30	60
Occupancy	0%	6%	0%	11%	0%	6%	30%	23%	42%	29%	50%	42%
Avg Daily Rate	\$ -	\$ 430	\$ -	\$ 219	\$ -	\$ 192	\$ 210	\$ 204	\$ 221	\$ 229	\$ 262	\$ 209
Clay Banks												
Revenue	\$ 13,633	\$ 12,788	\$ 12,999	\$ 10,744	\$ 21,954	\$ 18,721	\$ 10,588	\$ 19,816	\$ 40,676	\$ 46,201	\$ 95,958	\$ 79,296
Units Available	153	186	140	168	155	214	172	207	241	285	273	207
Occupancy	24%	20%	30%	20%	38%	28%	18%	30%	49%	53%	66%	69%
Avg Daily Rate	\$ 368	\$ 337	\$ 310	\$ 316	\$ 372	\$ 317	\$ 342	\$ 315	\$ 348	\$ 308	\$ 533	\$ 558
Egg Harbor-Town												
Revenue	\$ 165,990	\$ 164,922	\$ 173,226	\$ 170,091	\$ 221,350	\$ 154,858	\$ 215,939	\$ 150,868	\$ 792,949	\$ 768,290	\$ 2,154,253	\$ 2,169,082
Units Available	10,929	10,560	9,955	9,752	11,049	10,721	10,832	9,627	13,292	12,302	13,864	12,447
Occupancy	8%	9%	10%	11%	11%	7%	10%	7%	25%	21%	49%	52%
Avg Daily Rate	\$ 192	\$ 166	\$ 180	\$ 156	\$ 186	\$ 199	\$ 191	\$ 213	\$ 235	\$ 298	\$ 316	\$ 335
Egg Harbor - Village												
Revenue	\$ 167,320	\$ 167,851	\$ 194,045	\$ 173,235	\$ 210,958	\$ 170,364	\$ 210,664	\$ 234,765	\$ 693,065	\$ 763,245	\$ 1,814,333	\$ 1,820,834
Units Available	6,383	6079	5,564	5,718	6,200	6,627	6,481	6,591	8,583	8,417	11,192	8,854
Occupancy	17%	20%	25%	22%	26%	19%	23%	22%	41%	41%	58%	62%
Avg Daily Rate	\$ 151	\$ 141	\$ 140	\$ 137	\$ 132	\$ 132	\$ 139	\$ 160	\$ 199	\$ 222	\$ 278	\$ 333
Ephraim												
Revenue	\$ 106,084	\$ 116,572	\$ 112,776	\$ 143,894	\$ 120,261	\$ 101,726	\$ 159,071	\$ 148,967	\$ 949,556	\$ 1,160,071	\$ 2,442,796	\$ 2,683,948
Units Available	5,579	6,320	5,008	5,678	5,449	6,364	5,791	6,862	13,361	14,872	15,000	14,798
Occupancy	12%	11%	15%	16%	16%	12%	30%	15%	38%	42%	68%	66%
Avg Daily Rate	\$ 160	\$ 171	\$ 146	\$ 159	\$ 137	\$ 139	\$ 92	\$ 149	\$ 188	\$ 187	\$ 241	\$ 273
Forestville - Town												
Revenue	\$ 7,451	\$ 4,501	\$ 4,087	\$ 5,005	\$ 5,389	\$ 2,986	\$ 5,534	\$ 1,485	\$ 9,303	\$ 4,108	\$ 17,390	\$ 11,826
Units Available	31	31	28	28	31	31	60	19	62	45	60	61
Occupancy	68%	29%	32%	32%	39%	23%	17%	21%	32%	20%	65%	46%
Avg Daily Rate	\$ 355	\$ 500	\$ 454	\$ 556	\$ 449	\$ 427	\$ 553	\$ 371	\$ 465	\$ 456	\$ 446	\$ 422
Forestville - Village												
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	\$0.00	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner												
Revenue	\$ 24,799	\$ 29,446	\$ 38,562	\$ 51,799	\$ 27,336	\$ 24,856	\$ 49,369	\$ 35,215	\$130,771	\$ 129,999	\$ 268,599	\$ 254,604
Units Available	1,383	1,262	1,206	1,191	1,331	1,304	1,688	1,853	2,435	2,333	2,515	2,263
Occupancy	13%	13%	24%	23%	15%	9%	14%	10%	26%	26%	43%	30%
Avg Daily Rate	\$ 135	\$ 184	\$ 135	\$ 193	\$ 139	\$ 202	\$ 214	\$ 185	\$ 209	\$ 218	\$ 246	\$ 369
Gibraltar												
Revenue	\$ 258,745	\$ 287,181	\$ 255,830	\$ 320,494	\$ 232,142	\$ 196,568	\$ 306,936	\$ 378,767	\$ 1,317,911	\$ 1,538,700	\$ 3,046,466	\$ 3,273,389
Units Available	6,355	8,775	6,881	7,847	6,846	7,324	9,238	9,751	16,001	16,333	17,150	16,372
Occupancy	19%	17%	20%	21%	21%	16%	19%	22%	38%	47%	64%	69%
Avg Daily Rate	\$ 210	\$ 197	\$ 184	\$ 195	\$ 158	\$ 172	\$ 173	\$ 175	\$ 218	\$ 199	\$ 279	\$ 290
Jacksonport												

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	Adj 1/31/26	Adj 6/30/26	Adj 1/31/26	Adj 6/30/26	Adj 1/31/26	Adj 6/30/26	Adj 1/31/26	Adj 6/30/26	Adj 1/31/26	Adj 6/30/26	Adj 1/31/26	Adj 6/30/26
Revenue	\$ 26,655	\$ 23,916	\$ 36,567	\$ 29,798	\$ 56,681	\$ 27,521	\$ 40,481	\$ 38,488	\$ 202,792	\$ 236,773	\$ 605,250	\$ 560,205
Units Available	2,940	2,836	2,697	2,532	2,726	2,502	2,779	2,901	4,190	4,039	4,693	4,766
Occupancy	4%	3%	5%	7%	6%	4%	6%	6%	22%	21%	37%	34%
Avg Daily Rate	\$ 222	\$ 247	\$ 275	\$ 176	\$ 346	\$ 296	\$ 242	\$ 221	\$ 222	\$ 284	\$ 348	\$ 347
Liberty Grove												
Revenue	\$ 103,913	\$ 110,197	\$ 90,866	\$ 89,572	\$ 131,782	\$ 108,517	\$ 118,707	\$ 168,903	\$ 602,795	\$ 693,272	\$ 1,795,223	\$ 1,951,645
Units Available	4,351	5,374	3,856	4,770	4,350	5,369	4,951	5,575	9,572	9,817	11,497	10,997
Occupancy	8%	8%	9%	8%	10%	9%	0%	11%	24%	26%	49%	52%
Avg Daily Rate	\$ 292	\$ 271	\$ 262	\$ 233	\$ 290	\$ 222	\$ 267	\$ 268	\$ 265	\$ 273	\$ 318	\$ 343
Nasewaupee												
Revenue	\$ 160,771	\$ 130,921	\$ 173,971	\$ 180,679	\$ 147,967	\$ 122,219	\$ 140,938	\$ 127,952	\$ 378,173	\$ 406,701	\$ 741,150	\$ 813,188
Units Available	3,344	3584	3,347	3,322	3,436	3,623	3,685	3,565	4,528	4,455	4,969	4,670
Occupancy	24%	20%	37%	37%	29%	21%	25%	21%	42%	42%	56%	57%
Avg Daily Rate	\$ 201	\$ 181	\$ 139	\$ 149	\$ 150	\$ 158	\$ 152	\$ 173	\$ 200	\$ 218	\$ 269	\$ 303
Sevastopol												
Revenue	\$ 187,588	\$ 187,449	\$ 186,374	\$ 200,244	\$ 227,751	\$ 198,916	\$ 224,097	\$ 236,290	\$ 558,551	\$ 586,935	\$ 1,213,595	\$ 1,249,470
Units Available	4,974	5445	4,530	4,759	5,091	4,855	5,203	5,872	6,899	6,949	6,857	7,058
Occupancy	23%	20%	28%	28%	30%	26%	28%	26%	42%	39%	57%	55%
Avg Daily Rate	\$ 163	\$ 175	\$ 145	\$ 150	\$ 148	\$ 157	\$ 155	\$ 155	\$ 194	\$ 215	\$ 309	\$ 322
Sister Bay												
Revenue	\$ 422,683	\$ 392,330	\$ 348,430	\$ 386,633	\$ 414,865	\$ 377,803	\$ 419,511	\$ 451,946	\$ 1,495,280	\$ 1,677,335	\$ 3,330,035	\$ 3,707,329
Units Available	14,031	14,596	12,500	13,253	13,698	13,887	13,979	13,911	17,406	17,600	17,759	17,324
Occupancy	17%	15%	17%	19%	19%	18%	19%	19%	40%	41%	62%	65%
Avg Daily Rate	\$ 175	\$ 177	\$ 161	\$ 151	\$ 162	\$ 152	\$ 159	\$ 169	\$ 215	\$ 233	\$ 305	\$ 328
Sturgeon Bay - City												
Revenue	\$ 526,564	\$ 549,764	\$ 739,437	\$ 763,577	\$ 770,122	\$ 573,176	\$ 675,828	\$ 647,866	\$ 1,285,886	\$ 1,393,282	\$ 2,279,125	\$ 2,435,391
Units Available	21,621	22,717	20,527	20,982	23,290	22,048	27,966	21,985	23,169	24,331	22,958	23867
Occupancy	23%	23%	33%	34%	34%	25%	25%	26%	42%	40%	55%	54%
Avg Daily Rate	\$ 107	\$ 105	\$ 109	\$ 108	\$ 97	\$ 105	\$ 98	\$ 111	\$ 131	\$ 144	\$ 181	\$ 190
Sturgeon Bay - Town												
Revenue	\$ 15,013	\$ 18,456	\$ 19,846	\$ 16,091	\$ 19,454	\$ 18,078	\$ 38,480	\$ 32,072	\$ 94,065	\$ 105,274	\$ 292,532	\$ 288,442
Units Available	807	892	756	750	862	797	988	956	1,140	1,078	1,277	1,192
Occupancy	4%	12%	8%	6%	10%	6%	10%	11%	24%	24%	51%	52%
Avg Daily Rate	\$ 484	\$ 176	\$ 315	\$ 383	\$ 221	\$ 354	\$ 366	\$ 303	\$ 338	\$ 408	\$ 454	\$ 470
Union												
Revenue	\$ 1,395	\$ 656	\$ 3,535	\$ 3,316	\$ 5,620	\$ 5,346	\$ 21,762	\$ 1,673	\$ 26,835	\$ 37,087	\$ 73,919	\$ 88,072
Units Available	155	248	168	249	246	276	297	281	380	436	753	488
Occupancy	2%	0.81%	5%	3%	6%	7%	11%	14%	19%	20%	27%	41%
Avg Daily Rate	\$ 465	\$ 328	\$ 393	\$ 474	\$ 375	\$ 281	\$ 640	\$ 43	\$ 368	\$ 426	\$ 357	\$ 436
Washington Island												
Revenue	\$ 6,463	\$ 7,114	\$ 12,000	\$ 10,374	\$ 8,546	\$ 3,414	\$ 15,344	\$ 11,579	\$ 101,710	\$ 116,572	\$ 403,857	\$ 344,017
Units Available	1,173	1,658	1,116	1,607	1,167	1,080	1,362	1,207	3,311	3,617	5,131	4,249
Occupancy	4%	5%	10%	6%	5%	4%	8%	7%	21%	21%	41%	44%
Avg Daily Rate	\$ 154	\$ 90	\$ 111	\$ 103	\$ 150	\$ 85	\$ 136	\$ 129	\$ 147	\$ 150	\$ 191	\$ 182
Revenue	\$ 2,300,222	\$2,302,348	\$ 2,517,263	\$ 2,659,852	\$ 2,744,404	\$ 2,205,388	\$ 2,779,481	\$ 2,818,437	\$ 9,396,979	\$ 10,395,853	\$22,362,803	\$ 23,604,565
Available	88,678	95,158	82,134	87,146	90,527	92,756	100,469	96,766	132,938	135,952	145,466	138,683
Rented	14,933	14,933	17,637	18,679	19,843	15,457	19,837	18,505	47,179	49,608	81,404	79,859
%	17%	16%	21%	21%	22%	17%	20%	19%	35%	36%	56%	58%
Average	\$ 154	\$ 154	\$ 143	\$ 142	\$ 138	\$ 143	\$ 140	\$ 152	\$ 199	\$ 210	\$ 275	\$ 296