

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

	Jan-21 Adj 1/31/22	Jan-22 Adj 7/31/22	Feb-21 Adj 1/31/22	Feb-22 Adj 7/31/22	Mar-21 Adj 1/31/22	Mar-22 Adj 7/31/22	Apr-21 Adj 1/31/22	Apr-22 Adj 7/31/22	May-21 Adj 1/31/22	May-22 Adj 7/31/22	Jun-21 Adj 1/31/22	Jun-22 Adj 7/31/22	Jul-21 Adj 1/31/22	Jul-22	Aug-21 Adj 1/31/22	Aug-22
Baileys Harbor																
Revenue	\$115,049	\$110,181	\$122,860	\$134,659	\$163,453	\$126,581	\$184,326	\$127,015	\$692,060	\$670,903	\$1,610,082	\$1,538,196	\$2,292,668	\$2,375,905	\$2,257,904	\$2,231,065
Units Available	3,930	4,430	3,469	3,934	3,946	4,395	4,473	4,983	8,968	7,652	9,903	9,194	10,150	10,061	10,378	9,862
Occupancy	16%	14%	21%	18%	23%	15%	23%	13%	37%	42%	65%	63%	85%	82%	82%	78%
Avg Daily Rate	\$ 179	\$ 177	\$ 170	\$ 189	\$ 180	\$ 189	\$ 177	\$ 201	\$ 210	\$ 207	\$ 250	\$ 264	\$ 265	\$ 288	\$ 266	\$ 290
Brussels																
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks																
Revenue	\$ 412	\$ 3,141	\$ 2,319	\$ 1,193	\$ 2,176	\$ -	\$ -	\$ -	\$ 9,575	\$ 9,886	\$ 37,184	\$ 46,995	\$ 64,572	\$ 93,773	\$ 50,368	\$ 55,782
Units Available	62	122	39	111	32	75	48	60	116	205	189	203	242	266	229	206
Occupancy	5%	9%	31%	5%	28%	0%	0%	0%	30%	20%	67%	57%	67%	68%	69%	63%
Avg Daily Rate	\$ 137	\$ 286	\$ 193	\$ 239	\$ 242	\$ -	\$ -	\$ -	\$ 309	\$ 235	\$ 293	\$ 409	\$ 396	\$ 518	\$ 321	\$ 432
Egg Harbor-Town																
Revenue	\$ 179,950	\$ 178,149	\$ 234,233	\$ 255,290	\$ 283,258	\$ 290,631	\$ 288,414	\$ 254,242	\$ 712,176	\$ 705,116	\$ 1,707,328	\$ 1,779,846	\$ 2,563,746	\$ 2,713,593	\$ 2,363,749	\$ 2,433,145
Units Available	8,566	8,884	7,776	8,122	8,585	9,045	8,520	8,915	10,573	11,149	11,312	10,790	16,256	11,553	11,726	11,484
Occupancy	15%	13%	20%	19%	23%	22%	23%	21%	40%	38%	63%	64%	57%	77%	76%	76%
Avg Daily Rate	\$ 143	\$ 151	\$ 148	\$ 163	\$ 145	\$ 145	\$ 148	\$ 135	\$ 167	\$ 165	\$ 239	\$ 257	\$ 276	\$ 308	\$ 263	\$ 280
Egg Harbor - Village																
Revenue	\$ 145,177	\$ 179,701	\$ 158,655	\$ 181,072	\$ 225,246	\$ 188,530	\$ 265,237	\$ 219,837	\$ 690,671	\$ 646,338	\$ 1,431,829	\$ 1,353,666	\$ 2,072,582	\$ 2,357,286	\$ 1,998,954	\$ 1,975,769
Units Available	4,620	4,902	4,267	3,765	4,892	4,671	5,544	4,905	8,092	7,889	8,496	8,512	8,703	9,344	8,258	8,392
Occupancy	24%	27%	29%	34%	34%	28%	35%	31%	52%	44%	78%	68%	91%	85%	83%	83%
Avg Daily Rate	\$ 131	\$ 134	\$ 130	\$ 142	\$ 135	\$ 145	\$ 135	\$ 144	\$ 166	\$ 188	\$ 216	\$ 240	\$ 262	\$ 296	\$ 330	\$ 284
Ephraim																
Revenue	\$ 144,619	\$ 112,405	\$ 154,656	\$ 152,433	\$ 192,658	\$ 115,700	\$ 213,962	\$ 146,058	\$ 882,117	\$ 842,053	\$ 2,154,064	\$ 2,310,742	\$ 3,285,267	\$ 3,693,716	\$ 3,227,672	\$ 3,292,458
Units Available	5,599	6,070	4,868	5,337	5,412	6,264	5,016	5,681	13,322	12,776	15,018	14,624	16,041	15,691	16,069	15,572
Occupancy	18%	14%	23%	20%	26%	16%	35%	20%	45%	40%	75%	70%	90%	90%	88%	84%
Avg Daily Rate	\$ 144	\$ 129	\$ 136	\$ 145	\$ 135	\$ 117	\$ 121	\$ 130	\$ 148	\$ 163	\$ 192	\$ 226	\$ 267	\$ 263	\$ 228	\$ 251
Forestville - Town																
Revenue	\$ -	\$ -	\$ 225	\$ 1,819	\$ -	\$ -	\$ 3,026	\$ -	\$ 4,895	\$ 2,653	\$ 4,120	\$ 4,055	\$ 11,465	\$ -	\$ 9,346	\$ 6,180
Units Available	62	31	56	28	62	31	73	30	92	31	51	30	61	-	60	31
Occupancy	0%	0%	4%	18%	50%	0%	55%	0%	18%	29%	41%	40%	36%	0%	15%	61%
Avg Daily Rate	\$ -	\$ -	\$ 113	\$ 364	\$ -	\$ -	\$ 76	\$ -	\$ 288	\$ 295	\$ 196	\$ 338	\$ 189	\$ -	\$ 1,038	\$ 325
Forestville - Village																
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner																
Revenue	\$ 20,248	\$ 23,428	\$ 33,511	\$ 46,626	\$ 30,070	\$ 29,802	\$ 32,028	\$ 25,662	\$ 95,249	\$ 90,691	\$ 155,526	\$ 217,128	\$ 255,998	\$ 364,648	\$ 254,125	\$ 287,039
Units Available	1,448	1,638	1,339	1,153	1,519	1,700	1,788	1,972	2,001	2,233	2,004	2,174	2,092	2,364	2,130	2,434
Occupancy	13%	12%	23%	29%	16%	14%	14%	10%	34%	23%	43%	42%	64%	58%	56%	45%
Avg Daily Rate	\$ 108	\$ 123	\$ 110	\$ 137	\$ 125	\$ 127	\$ 130	\$ 136	\$ 142	\$ 177	\$ 181	\$ 238	\$ 191	\$ 268	\$ 212	\$ 260
Gibraltar																
Revenue	\$ 284,811	\$ 258,485	\$ 255,210	\$ 316,694	\$ 258,767	\$ 219,860	\$ 393,703	\$ 307,486	\$ 1,158,961	\$ 1,086,650	\$ 2,559,305	\$ 2,477,570	\$ 3,719,605	\$ 3,871,821	\$ 3,608,032	\$ 3,444,169
Units Available	8,160	8,315	7,514	7,624	7,779	8,070	8,673	8,768	16,277	14,303	16,741	15,189	17,477	17,134	17,406	16,543
Occupancy	21%	18%	25%	26%	34%	20%	35%	23%	43%	42%	76%	72%	89%	86%	87%	84%
Avg Daily Rate	\$ 163	\$ 169	\$ 138	\$ 161	\$ 99	\$ 140	\$ 132	\$ 150	\$ 166	\$ 180	\$ 202	\$ 227	\$ 239	\$ 262	\$ 237	\$ 249
Jacksonport																
Revenue	\$ 40,046	\$ 43,934	\$ 41,644	\$ 44,735	\$ 49,438	\$ 40,004	\$ 49,187	\$ 39,465	\$ 197,268	\$ 152,811	\$ 520,111	\$ 400,546	\$ 729,668	\$ 803,541	\$ 705,539	\$ 697,908
Units Available	2,471	2,802	2,265	2,446	2,240	2,560	2,404	2,295	3,641	3,420	4,491	4,104	4,645	4,523	4,588	4,381
Occupancy	9%	7%	9%	7%	9%	8%	11%	9%	25%	17%	47%	40%	58%	54%	54%	50%
Avg Daily Rate	\$ 185	\$ 235	\$ 204	\$ 268	\$ 257	\$ 198	\$ 178	\$ 182	\$ 215	\$ 262	\$ 249	\$ 245	\$ 272	\$ 329	\$ 284	\$ 317
Liberty Grove																
Revenue	\$ 87,949	\$ 99,052	\$ 73,796	\$ 87,951	\$ 124,015	\$ 100,256	\$ 153,120	\$ 112,059	\$ 560,368	\$ 483,572	\$ 1,399,978	\$ 1,380,041	\$ 2,394,628	\$ 2,427,431	\$ 2,238,024	\$ 2,106,845
Units Available	4,548	5,863	4,272	5,429	4,999	5,949	5,831	4,659	10,408	8,680	12,485	11,190	12,643	12,624	12,962	11,722
Occupancy	9%	8%	7%	7%	10%	6%	13%	10%	28%	27%	54%	54%	82%	78%	77%	73%
Avg Daily Rate	\$ 220	\$ 201	\$ 237	\$ 226	\$ 240	\$ 282	\$ 202	\$ 253	\$ 191	\$ 206	\$ 209	\$ 229	\$ 230	\$ 247	\$ 225	\$ 247
Nasewaupee																
Revenue	\$ 73,064	\$ 107,492	\$ 145,423	\$ 180,866	\$ 108,530	\$ 107,397	\$ 118,988	\$ 103,186	\$ 292,185	\$ 293,336	\$ 537,671	\$ 556,867	\$ 673,022	\$ 902,172	\$ 721,842	\$ 738,155
Units Available	2,749	3,050	2,535	2,991	2,736	3,169	2,864	3,183	3,723	3,967	4,258	4,242	4,172	4,630	4,559	4,396
Occupancy	27%	36%	56%	50%	44%	31%	44%	29%	54%	45%	70%	61%	78%	80%	81%	73%
Avg Daily Rate	\$ 97	\$ 97	\$ 103	\$ 122	\$ 91	\$ 109	\$ 95	\$ 111	\$ 146	\$ 163	\$ 181	\$ 215	\$ 207	\$ 243	\$ 196	\$ 231
Sevastopol																
Revenue	\$ 172,951	\$ 232,754	\$ 182,151	\$ 233,858	\$ 247,826	\$ 251,887	\$ 301,980	\$ 277,173	\$ 557,342	\$ 527,251	\$ 1,214,106	\$ 1,127,467	\$ 1,825,705	\$ 1,824,795	\$ 1,652,354	\$ 1,600,769

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	Jan-21	Jan-22	Feb-21	Feb-22	Mar-21	Mar-22	Apr-21	Apr-22	May-21	May-22	Jun-21	Jun-22	Jul-21	Jul-22	Aug-21	Aug-22
	Adj 1/31/22	Adj 7/31/22	Adj 1/31/22	Adj 7/31/22	Adj 1/31/22	Adj 7/31/22	Adj 1/31/22	Adj 7/31/22	Adj 1/31/22	Adj 7/31/22	Adj 1/31/22	Adj 7/31/22	Adj 1/31/22	Adj 7/31/22	Adj 1/31/22	Adj 7/31/22
Units Available	4,280	4,715	3,828	4,231	4,267	4,783	3,970	4,399	5,865	6,415	6,458	6,583	7,039	6,976	6,765	6,688
Occupancy	27%	32%	34%	38%	41%	37%	50%	38%	54%	42%	73%	64%	83%	84%	85%	79%
Avg Daily Rate	\$ 151	\$ 156	\$ 138	\$ 147	\$ 142	\$ 142	\$ 153	\$ 168	\$ 176	\$ 197	\$ 257	\$ 266	\$ 312	\$ 312	\$ 283	\$ 305
Sister Bay																
Revenue	\$ 267,192	\$ 379,096	\$ 250,152	\$ 381,012	\$ 344,399	\$ 394,492	\$ 408,570	\$ 397,273	\$ 1,023,993	\$ 1,181,126	\$ 2,438,987	\$ 2,606,803	\$ 3,681,780	\$ 4,204,554	\$ 3,440,528	\$ 3,690,177
Units Available	10,381	13,328	10,062	11,601	10,352	11,532	10,101	11,789	14,887	14,586	16,278	15,869	16,845	17,393	16,921	16,551
Occupancy	18%	19%	19%	24%	24%	24%	30%	23%	46%	47%	70%	70%	89%	88%	86%	84%
Avg Daily Rate	\$ 144	\$ 153	\$ 130	\$ 139	\$ 139	\$ 141	\$ 135	\$ 145	\$ 151	\$ 173	\$ 205	\$ 234	\$ 245	\$ 275	\$ 238	\$ 266
Sturgeon Bay - City																
Revenue	\$ 427,723	\$ 557,340	\$ 638,918	\$ 767,294	\$ 593,614	\$ 716,762	\$ 629,313	\$ 652,629	\$ 1,145,538	\$ 1,186,554	\$ 2,032,897	\$ 2,033,021	\$ 3,222,289	\$ 4,182,133	\$ 2,855,168	\$ 2,853,996
Units Available	21,293	21,146	19,460	20,710	21,361	23,262	20,118	22,218	21,846	23,698	22,338	22,299	23,720	21,662	22,839	23,410
Occupancy	21%	27%	35%	38%	28%	35%	31%	29%	45%	42%	61%	58%	81%	78%	76%	69%
Avg Daily Rate	\$ 95	\$ 96	\$ 94	\$ 99	\$ 98	\$ 88	\$ 100	\$ 102	\$ 118	\$ 120	\$ 149	\$ 157	\$ 167	\$ 248	\$ 165	\$ 178
Sturgeon Bay - Town																
Revenue	\$ 29,784	\$ 26,643	\$ 16,947	\$ 19,151	\$ 32,335	\$ 23,455	\$ 38,578	\$ 27,770	\$ 97,730	\$ 75,277	\$ 179,267	\$ 194,169	\$ 257,577	\$ 239,060	\$ 260,958	\$ 266,464
Units Available	645	704	589	624	645	630	625	592	827	789	1,043	1,030	1,093	961	1,130	1,012
Occupancy	18%	11%	13%	9%	23%	10%	24%	13%	37%	32%	76%	54%	74%	74%	67%	67%
Avg Daily Rate	\$ 257	\$ 333	\$ 223	\$ 336	\$ 220	\$ 391	\$ 252	\$ 352	\$ 319	\$ 301	\$ 226	\$ 352	\$ 320	\$ 334	\$ 344	\$ 390
Union																
Revenue	\$ 1,828	\$ 7,508	\$ 5,569	\$ 3,483	\$ 7,351	\$ 777	\$ 9,171	\$ 3,130	\$ 17,327	\$ 22,942	\$ 74,387	\$ 74,757	\$ 79,595	\$ 107,398	\$ 76,186	\$ 92,633
Units Available	31	124	56	112	62	124	60	150	184	223	315	300	316	297	317	265
Occupancy	10%	10%	25%	5%	24%	2%	40%	4%	28%	28%	67%	59%	70%	74%	59%	72%
Avg Daily Rate	\$ 609	\$ 578	\$ 398	\$ 581	\$ 490	\$ 389	\$ 382	\$ 522	\$ 340	\$ 364	\$ 354	\$ 420	\$ 360	\$ 488	\$ 405	\$ 488
Washington Island																
Revenue	\$ 8,490	\$ 12,798	\$ 12,110	\$ 12,226	\$ 18,351	\$ 13,809	\$ 26,135	\$ 16,995	\$ 127,655	\$ 96,362	\$ 393,624	\$ 303,029	\$ 622,729	\$ 535,518	\$ 638,501	\$ 464,135
Units Available	1,198	1,204	1,103	1,081	1,328	1,173	1,432	1,326	3,793	3,554	5,132	4,239	5,720	4,996	5,835	4,276
Occupancy	6%	10%	11%	10%	12%	9%	20%	10%	27%	22%	52%	52%	73%	70%	70%	66%
Avg Daily Rate	\$ 120	\$ 108	\$ 104	\$ 110	\$ 113	\$ 135	\$ 91	\$ 128	\$ 127	\$ 122	\$ 146	\$ 136	\$ 149	\$ 154	\$ 156	\$ 164
Revenue Available	\$ 1,999,294	\$ 2,332,105	\$ 2,328,376	\$ 2,820,363	\$ 2,681,487	\$ 2,619,941	\$ 3,115,737	\$ 2,709,981	\$ 8,265,108	\$ 8,073,521	\$ 18,450,466	\$ 18,404,899	\$ 27,752,897	\$ 30,697,342	\$ 26,359,252	\$ 26,236,689
Rented	80,043	87,328	73,498	79,299	80,217	87,433	81,536	85,925	124,615	121,570	136,512	130,572	147,215	140,475	142,172	137,225
%	15,038	17,486	18,995	21,245	21,358	21,169	24,055	20,007	52,335	47,928	90,847	82,061	119,103	113,837	113,072	104,382
Average	\$ 133	\$ 133	\$ 123	\$ 133	\$ 126	\$ 124	\$ 130	\$ 135	\$ 158	\$ 168	\$ 203	\$ 224	\$ 233	\$ 270	\$ 233	\$ 251