

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

	Jan-20	Jan-21	Feb-20	Feb-21	Mar-20	Mar-21	Apr-20	Apr-21	May-20	May-21	Jun-20	Jun-21	Jul-20	Jul-21
	Adj 1/31/21	Adj 7/31/21	Adj 1/31/21	Adj 7/31/21	Adj 1/31/21	Adj 7/31/21	Adj 1/31/21	Adj 7/31/21	Adj 1/31/21	Adj 7/31/21	Adj 1/31/21	Adj 7/31/21	Adj 1/31/20	
Baileys Harbor														
Units Available	3,743	3,930	3,648	3,441	2,738	3,946	1,323	4,473	4,948	8,968	9,226	7,930	9,845	9,876
Occupancy	9.80%	16.34%	10.77%	20.90%	7.78%	22.99%	4.46%	23.23%	15.08%	36.80%	41.95%	69.31%	72.49%	85.51%
Avg Daily Rate	\$ 145	\$180.04	\$ 169	\$169.61	\$ 135	\$180.21	\$ 118	\$177.41	\$ 180	\$209.72	\$ 198	\$258.93	\$ 244	\$ 266
Brussels														
Units Available	0	0	0	0	-	0	-	0	-	0	-	0	-	0
Occupancy	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	\$0.00	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$ -
Clay Banks														
Units Available	0	62	0	39	-	32	-	48	93	116	169	165	203	242
Occupancy	0.00%	4.84%	0.00%	30.77%	0.00%	28.13%	0.00%	0.00%	7.53%	26.72%	54.44%	65.45%	80.79%	67.36%
Avg Daily Rate	\$ -	\$137.42	\$ -	\$193.25	\$ -	\$241.75	\$ -	\$0.00	\$ 295	\$308.87	\$ 249	\$257.16	\$ 238	\$ 396
Egg Harbor-Town														
Units Available	8,601	8,566	8,309	7,745	8,712	8,585	2,148	8,520	4,673	10,573	11,049	11,162	11,621	10,806
Occupancy	10.70%	14.70%	14.62%	20.27%	5.25%	22.73%	3.35%	22.89%	9.89%	40.44%	35.25%	63.13%	59.94%	80.08%
Avg Daily Rate	\$ 122	\$141.87	\$ 123	\$145.62	\$ 132	\$145.19	\$ 161	\$147.90	\$ 196	\$166.55	\$ 219	\$236.35	\$ 264	\$ 279
Egg Harbor - Village														
Units Available	4,740	4,620	4,238	4,267	3,683	4,892	2,485	5,544	3,067	7,942	7,553	8,485	8,387	8,672
Occupancy	19.32%	24.05%	21.26%	28.52%	17.84%	34.12%	1.93%	35.44%	9.59%	51.31%	48.66%	78.44%	82.70%	90.69%
Avg Daily Rate	\$ 114	\$130.67	\$ 110	\$130.37	\$ 102	\$134.96	\$ 99	\$134.98	\$ 179	\$166.41	\$ 197	\$215.90	\$ 246	\$ 256
Ephraim														
Units Available	4,827	5,599	4,546	4,868	4,248	5,412	901	5,016	5,764	13,075	13,619	14,526	15,273	15,467
Occupancy	16.20%	17.91%	20.69%	23.42%	9.16%	26.29%	0.78%	35.29%	15.68%	45.00%	45.98%	75.57%	79.71%	91.42%
Avg Daily Rate	\$ 126	\$144.19	\$ 123	\$135.66	\$ 104	\$135.39	\$ 103	\$120.88	\$ 148	\$147.97	\$ 177	\$188.51	\$ 209	\$ 226
Forestville - Town														
Units Available	61	62	58	56	-	62	-	73	31	92	60	51	62	30
Occupancy	0.00%	0.00%	3.45%	3.57%	0.00%	50.00%	0.00%	54.79%	0.00%	18.48%	0.00%	41.18%	0.00%	40.00%
Avg Daily Rate	\$ -	\$0.00	\$ 146	\$112.50	\$ -	\$0.00	\$ -	\$75.65	\$ -	\$287.93	\$ -	\$196.19	\$ -	\$ 204
Forestville - Village														
Units Available	0	0	0	0	-	0	-	0	-	0	-	0	-	0
Occupancy	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$ -
Gardner														
Units Available	1,328	1,448	1,418	1,339	1,170	1,519	961	1,788	1,502	1,970	1,890	1,914	1,989	2,029
Occupancy	12.20%	12.91%	24.47%	22.78%	5.90%	15.87%	3.02%	13.81%	20.51%	34.06%	30.26%	42.22%	59.02%	63.78%
Avg Daily Rate	\$ 90	\$108.28	\$ 100	\$110.53	\$ 106	\$124.77	\$ 142	\$129.67	\$ 124	\$141.95	\$ 169	\$175.78	\$ 163	\$ 190
Gibraltar														
Units Available	9,543	8,160	7,632	7,514	7,030	7,779	4,716	8,643	8,765	16,178	15,882	22,843	17,218	17,092
Occupancy	14.85%	21.47%	18.97%	24.67%	12.69%	33.74%	4.64%	34.62%	12.71%	43.14%	47.23%	52.27%	79.82%	89.21%
Avg Daily Rate	\$ 154	\$162.56	\$ 151	\$137.65	\$ 111	\$98.58	\$ 71	\$131.59	\$ 156	\$165.59	\$ 187	\$204.30	\$ 224	\$ 235
Jacksonport														
Units Available	1,175	2,471	1,175	2,265	1,087	2,240	930	2,404	1,580	3,640	2,838	4,135	3,615	4,462
Occupancy	17.36%	8.78%	26.30%	9.01%	10.58%	8.57%	3.87%	11.48%	14.37%	25.25%	47.04%	48.80%	82.46%	58.20%
Avg Daily Rate	\$ 155	\$184.54	\$ 76	\$204.14	\$ 148	\$257.49	\$ 303	\$178.21	\$ 226	\$215.61	\$ 225	\$248.60	\$ 200	\$ 274
Liberty Grove														
Units Available	4,886	4,548	5,461	4,272	4,614	4,999	1,388	6,062	6,749	9,856	10,799	11,431	12,050	12,335
Occupancy	5.79%	8.51%	3.63%	7.30%	3.60%	10.40%	3.60%	14.02%	7.81%	28.07%	32.26%	56.47%	66.20%	82.81%
Avg Daily Rate	\$ 131	\$221.78	\$ 140	\$235.67	\$ 185	\$237.67	\$ 160	\$194.51	\$ 167	\$193.61	\$ 200	\$205.04	\$ 215	\$ 228
Nasewaupsee														
Units Available	2,613	2,749	2,464	2,535	2,221	2,736	1,773	2,800	2,501	3,631	3,761	4,069	4,207	3,965
Occupancy	24.84%	27.54%	49.27%	56.09%	24.54%	43.53%	13.14%	43.86%	38.06%	53.90%	56.82%	71.15%	75.33%	78.06%
Avg Daily Rate	\$ 59	\$96.43	\$ 76	\$101.56	\$ 86	\$91.03	\$ 60	\$92.77	\$ 89	\$145.20	\$ 140	\$181.47	\$ 171	\$ 205
Sevastopol														
Units Available	4,258	4,280	4,025	3,828	4,421	4,267	3,133	3,970	5,084	5,803	6,457	6,291	6,930	6,716
Occupancy	20.69%	26.68%	24.30%	34.38%	16.96%	40.78%	3.93%	49.62%	10.60%	54.27%	45.59%	73.41%	77.21%	83.13%
Avg Daily Rate	\$ 135	\$150.88	\$ 137	\$138.79	\$ 118	\$142.43	\$ 112	\$153.29	\$ 210	\$172.66	\$ 240	\$246.33	\$ 273	\$ 302
Sister Bay														
Units Available	10,841	10,381	10,373	10,062	10,120	10,352	5,432	10,071	10,168	14,825	14,343	15,681	14,884	16,142
Occupancy	16.65%	17.92%	18.38%	19.17%	9.41%	23.94%	3.81%	30.04%	12.68%	45.79%	45.65%	74.19%	77.30%	89.71%
Avg Daily Rate	\$ 124	\$143.65	\$ 113	\$129.68	\$ 102	\$138.98	\$ 71	\$135.06	\$ 127	\$149.86	\$ 181	\$205.04	\$ 222	\$ 245
Sturgeon Bay - City														
Units Available	22,026	21,293	20,954	19,460	21,570	21,361	19,783	20,102	21,141	21,827	21,611	21,849	22,936	21,463
Occupancy	25.29%	21.22%	32.34%	34.82%	20.32%	28.37%	6.64%	31.36%	17.03%	44.52%	35.01%	61.32%	62.60%	81.58%
Avg Daily Rate	\$ 85	\$94.62	\$ 84	\$94.32	\$ 80	\$97.96	\$ 71	\$99.84	\$ 91	\$117.83	\$ 128	\$148.22	\$ 156	\$ 170
Sturgeon Bay - Town														
Units Available	804	645	550	589	642	645	526	625	682	841	852	1,014	975	1,011
Occupancy	6.97%	17.98%	8.00%	12.90%	4.36%	22.79%	1.14%	24.48%	9.24%	38.05%	44.95%	76.23%	76.82%	76.60%
Avg Daily Rate	\$ 172	\$256.76	\$ 233	\$222.99	\$ 238	\$219.97	\$ 200	\$252.14	\$ 403	\$313.88	\$ 338	\$226.90	\$ 320	\$ 272
Union														
Units Available	62	31	58	56	61	62	60	60	108	184	180	267	186	254
Occupancy	6.45%	9.68%	17.24%	25.00%	19.67%	24.19%	46.67%	40.00%	37.04%	27.72%	65.00%	61.80%	82.47%	65.75%
Avg Daily Rate	\$ 366	\$632.40	\$ 263	\$413.94	\$ 194	\$490.09	\$ 328	\$382.11	\$ 266	\$339.75	\$ 276	\$371.24	\$ 303	\$ 401
Washington Island														
Units Available	1,046	1,198	1,013	1,103	960	1,327	780	1,431	2,011	3,465	4,410	4,312	5,269	4,386
Occupancy	8.13%	5.93%	8.29%	10.61%	3.44%	12.21%	1.03%	20.06%	8.25%	26.64%	32.70%	51.65%	63.14%	76.65%
Avg Daily Rate	\$ 52	\$119.58	\$ 89	\$103.51	\$ 80	\$113.28	\$ 77	\$91.06	\$ 102	\$123.16	\$ 142	\$141.62	\$ 148	\$ 144
Available	80,554	80,043	75,922	73,439	73,287	80,216	46,339	81,630	78,867	122,986	124,699	136,125	135,650	134,948
Filled	14,101	15,028	16,779	18,984	9,572	21,361	2,439	24,119	11,238	51,825	51,813	87,224	97,910	113,596
%	17.51%	18.77%	22.10%	25.85%	13.06%	26.63%	5.26%	29.55%	14.25%	42.14%	41.55%	64.08%	72.18%	84.18%
Average	\$ 109	\$133.00	\$ 106	\$122.00	\$ 97	\$126.00	\$ 86	\$129.00	\$ 134	\$158.00	\$ 183	\$202.00	\$ 215	\$ 232