

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

	Jan-21 Adj 1/31/22	Jan-22	Feb-21 Adj 1/31/22	Feb-22	Mar-21 Adj 1/31/22	Mar-22	Apr-21 Adj 1/31/22	Apr-22	May-21 Adj 1/31/22	May-22
Baileys Harbor										
Revenue	115,049	107,989	122,860	127,333	163,453	126,581	184,326	127,015	692,060	653,665
Units Available	3,930	4,248	3,469	3,812	3,946	4,271	4,473	4,908	8,968	7,508
Occupancy	16.34%	14.48%	20.87%	18.15%	22.99%	15.69%	23.23%	12.86%	36.80%	42.29%
Avg Daily Rate	\$ 179	\$ 176	\$ 170	\$ 184	\$ 180	\$ 189	\$ 177	\$ 201	\$ 210	\$ 206
Brussels										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	0	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
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks										
Revenue	\$ 412	\$ 3,141	\$ 2,319	\$ 1,193	\$ 2,176	\$ -	\$ -	\$ -	\$ 9,575	\$ 9,886
Units Available	62	91	39	111	32	75	48	60	116	205
Occupancy	4.84%	12.09%	30.77%	4.50%	28.13%	0.00%	0.00%	0.00%	29.72%	20.49%
Avg Daily Rate	\$ 137	\$ 286	\$ 193	\$ 239	\$ 242	\$ -	\$ -	\$ -	\$ 309	\$ 235
Egg Harbor-Town										
Revenue	\$ 179,950	\$ 177,449	\$ 234,233	\$ 243,034	\$ 283,258	\$ 280,566	\$ 288,414	\$ 251,125	\$ 712,176	\$ 696,535
Units Available	8,566	8,729	7,776	8,010	8,585	8,725	8,520	8,795	10,573	11,088
Occupancy	14.70%	13.37%	20.37%	19.16%	22.73%	22.28%	22.89%	21.23%	40.44%	38.47%
Avg Daily Rate	\$ 143	\$ 152	\$ 148	\$ 158	\$ 145	\$ 144	\$ 148	\$ 135	\$ 167	\$ 163
Egg Harbor - Village										
Revenue	\$ 145,177	\$ 170,000	\$ 158,655	\$ 175,624	\$ 225,246	\$ 188,530	\$ 265,237	\$ 215,892	\$ 690,671	\$ 643,479
Units Available	4,620	4,810	4,267	3,597	4,892	4,562	5,544	4,752	8,092	7,858
Occupancy	24.05%	27.36%	28.52%	34.50%	34.12%	28.43%	35.44%	31.31%	51.51%	43.64%
Avg Daily Rate	\$ 131	\$ 129	\$ 130	\$ 142	\$ 135	\$ 145	\$ 135	\$ 145	\$ 166	\$ 188
Ephraim										
Revenue	\$ 144,619	\$ 106,755	\$ 154,656	\$ 149,539	\$ 192,658	\$ 115,700	\$ 213,962	\$ 146,058	\$ 882,117	\$ 811,923
Units Available	5,599	5,791	4,868	5,309	5,412	6,233	5,016	5,681	13,322	12,527
Occupancy	17.91%	14.75%	23.42%	19.63%	26.29%	15.88%	35.29%	19.75%	44.77%	40.22%
Avg Daily Rate	\$ 144	\$ 125	\$ 136	\$ 144	\$ 135	\$ 117	\$ 121	\$ 130	\$ 148	\$ 161
Forestville - Town										
Revenue	\$ -	\$ -	\$ 225	\$ -	\$ -	\$ -	\$ 3,026	\$ -	\$ 4,895	\$ 2,653
Units Available	62	0	56	0	62	0	73	0	92	31
Occupancy	0.00%	0.00%	3.57%	0.00%	50.00%	0.00%	54.79%	0.00%	18.48%	29.03%
Avg Daily Rate	\$ -	\$ -	\$ 113	\$ -	\$ -	\$ -	\$ 76	\$ -	\$ 288	\$ 295
Forestville - Village										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	0	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%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner										
Revenue	\$ 20,248	\$ 23,547	\$ 33,511	\$ 42,286	\$ 30,070	\$ 29,802	\$ 32,028	\$ 25,662	\$ 95,249	\$ 90,050
Units Available	1,448	1,576	1,339	1,039	1,519	1,639	1,788	1,912	2,001	2,202
Occupancy	12.91%	12.06%	22.78%	32.15%	15.87%	14.34%	13.81%	9.88%	33.53%	23.21%
Avg Daily Rate	\$ 108	\$ 124	\$ 110	\$ 127	\$ 125	\$ 127	\$ 130	\$ 136	\$ 142	\$ 176
Gibraltar										
Revenue	\$ 284,811	\$ 245,675	\$ 255,210	\$ 309,417	\$ 258,767	\$ 213,468	\$ 393,703	\$ 300,316	\$ 1,158,961	\$ 1,082,290
Units Available	8,160	7,571	7,514	7,143	7,779	7,919	8,673	8,511	16,277	14,226
Occupancy	21.47%	19.34%	24.67%	26.99%	33.74%	19.74%	34.50%	23.25%	42.95%	42.36%
Avg Daily Rate	\$ 163	\$ 168	\$ 138	\$ 160	\$ 99	\$ 137	\$ 132	\$ 152	\$ 166	\$ 180
Jacksonport										
Revenue	\$ 40,046	\$ 43,672	\$ 41,644	\$ 40,549	\$ 49,438	\$ 34,439	\$ 49,187	\$ 39,465	\$ 197,268	\$ 152,811
Units Available	2,471	2,616	2,265	2,276	2,240	2,043	2,404	2,265	3,641	3,420
Occupancy	8.78%	7.11%	9.01%	6.81%	8.57%	7.59%	11.48%	9.58%	25.21%	17.08%
Avg Daily Rate	\$ 185	\$ 235	\$ 204	\$ 262	\$ 257	\$ 222	\$ 178	\$ 182	\$ 215	\$ 262
Liberty Grove										
Revenue	\$ 87,949	\$ 95,902	\$ 73,796	\$ 73,258	\$ 124,015	\$ 88,928	\$ 153,120	\$ 104,497	\$ 560,368	\$ 467,774
Units Available	4,548	5,667	4,272	5,121	4,999	5,740	5,831	4,569	10,408	8,551
Occupancy	8.77%	8.21%	7.30%	6.62%	10.34%	5.59%	12.98%	9.37%	28.16%	26.76%
Avg Daily Rate	\$ 220	\$ 206	\$ 237	\$ 216	\$ 240	\$ 279	\$ 202	\$ 244	\$ 191	\$ 204
Nasewaupsee										
Revenue	\$ 73,064	\$ 107,188	\$ 145,423	\$ 179,960	\$ 108,530	\$ 107,397	\$ 118,988	\$ 103,186	\$ 292,185	\$ 293,336
Units Available	2,749	2,988	2,535	2,943	2,736	3,138	2,860	3,093	3,723	3,967
Occupancy	27.46%	37.15%	55.78%	50.39%	43.53%	31.26%	43.95%	29.01%	53.83%	45.40%
Avg Daily Rate	\$ 97	\$ 97	\$ 103	\$ 121	\$ 91	\$ 109	\$ 95	\$ 115	\$ 146	\$ 163
Sevastopol										
Revenue	\$ 172,951	\$ 230,254	\$ 182,151	\$ 233,858	\$ 247,826	\$ 251,887	\$ 301,980	\$ 277,173	\$ 557,342	\$ 527,251
Units Available	4,280	4,548	3,828	4,175	4,267	4,628	3,970	4,399	5,865	6,415
Occupancy	26.68%	32.56%	34.38%	38.11%	40.78%	38.29%	49.62%	37.55%	54.13%	41.82%
Avg Daily Rate	\$ 151	\$ 155	\$ 138	\$ 147	\$ 142	\$ 142	\$ 153	\$ 168	\$ 176	\$ 197
Sister Bay										
Revenue	\$ 267,192	\$ 370,102	\$ 250,152	\$ 359,552	\$ 344,399	\$ 388,763	\$ 408,570	\$ 397,273	\$ 1,023,993	\$ 1,174,533
Units Available	10,381	13,104	10,062	10,932	10,352	11,323	10,101	11,729	14,887	14,493
Occupancy	17.92%	18.64%	19.17%	22.95%	23.94%	24.55%	29.95%	23.30%	45.70%	47.00%
Avg Daily Rate	\$ 144	\$ 152	\$ 130	\$ 143	\$ 139	\$ 140	\$ 135	\$ 145	\$ 151	\$ 172

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Sturgeon Bay - City										
Revenue	\$ 427,723	\$ 552,290	\$ 638,918	\$ 767,294	\$ 593,614	\$ 707,029	\$ 629,313	\$ 612,210	\$ 1,145,538	\$ 1,171,117
Units Available	21,293	20,891	19,460	20,710	21,361	20,523	20,118	21,225	21,846	23,513
Occupancy	21.22%	27.39%	34.82%	37.53%	28.37%	38.92%	31.33%	28.86%	44.51%	41.54%
Avg Daily Rate	\$ 95	\$ 97	\$ 94	\$ 99	\$ 98	\$ 89	\$ 100	\$ 100	\$ 118	\$ 120
Sturgeon Bay - Town										
Revenue	\$ 29,784	\$ 26,193	\$ 16,947	\$ 19,151	\$ 32,335	\$ 23,455	\$ 38,578	\$ 27,770	\$ 97,730	\$ 75,277
Units Available	645	611	589	596	645	630	625	532	827	789
Occupancy	17.98%	12.93%	12.90%	9.56%	22.79%	9.52%	24.48%	14.85%	37.00%	31.69%
Avg Daily Rate	\$ 257	\$ 332	\$ 223	\$ 336	\$ 220	\$ 391	\$ 252	\$ 352	\$ 319	\$ 301
Union										
Revenue	\$ 1,828	\$ 7,508	\$ 5,569	\$ 3,483	\$ 7,351	\$ 777	\$ 9,171	\$ 3,130	\$ 17,327	\$ 22,942
Units Available	31	124	56	112	62	124	60	150	184	223
Occupancy	9.68%	10.48%	25.00%	5.36%	24.19%	1.61%	40.00%	4.00%	27.72%	28.25%
Avg Daily Rate	\$ 609	\$ 578	\$ 398	\$ 581	\$ 490	\$ 389	\$ 382	\$ 522	\$ 340	\$ 364
Washington Island										
Revenue	\$ 8,490	\$ 12,798	\$ 12,110	\$ 12,226	\$ 18,351	\$ 9,948	\$ 26,135	\$ 16,995	\$ 127,655	\$ 96,362
Units Available	1,198	1,172	1,103	940	1,328	1,111	1,432	1,296	3,793	3,554
Occupancy	5.93%	10.07%	10.61%	11.81%	12.20%	7.47%	20.04%	10.26%	26.50%	22.31%
Avg Daily Rate	\$ 120	\$ 108	\$ 104	\$ 110	\$ 113	\$ 120	\$ 91	\$ 128	\$ 127	\$ 122
Revenue Available	\$ 1,999,294	\$ 2,280,463	\$ 2,328,376	\$ 2,737,756	\$ 2,681,487	\$ 2,567,269	\$ 3,115,737	\$ 2,647,768	\$ 8,265,108	\$ 7,971,883
Available	80,043	84,537	73,498	76,826	80,217	82,715	81,536	83,907	124,615	120,570
Rented	15,038	17,233	18,995	20,800	21,358	20,838	24,055	19,547	52,335	47,536
%	18.79%	20.39%	25.84%	27.07%	26.63%	25.19%	29.50%	23.30%	42.00%	39.43%
Average	\$ 133	\$ 132	\$ 123	\$ 132	\$ 126	\$ 123	\$ 130	\$ 135	\$ 158	\$ 168