

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

	<b>Jan-20</b>	<b>Jan-21</b>	<b>Feb-20</b>	<b>Feb-21</b>	<b>Mar-20</b>	<b>Mar-21</b>	<b>Apr-20</b>	<b>Apr-21</b>	<b>May-20</b>	<b>May-21</b>	<b>Jun-20</b>	<b>Jun-21</b>	<b>Jul-20</b>
	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 1/31/21
<b>Baileys Harbor</b>													
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
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%
Avg Daily Rate	\$ 145	\$180.04	\$ 169	\$169.61	\$ 135	\$180.21	\$ 118	\$177.41	\$ 180	\$209.72	\$ 198	\$258.93	\$ 244
<b>Brussels</b>													
Units Available	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%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -
<b>Clay Banks</b>													
Units Available	0	62	0	39	-	32	-	48	93	116	169	165	203
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%
Avg Daily Rate	\$ -	\$137.42	\$ -	\$193.25	\$ -	\$241.75	\$ -	\$0.00	\$ 295	\$308.87	\$ 249	\$257.16	\$ 238
<b>Egg Harbor-Town</b>													
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
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%
Avg Daily Rate	\$ 122	\$141.87	\$ 123	\$145.62	\$ 132	\$145.19	\$ 161	\$147.90	\$ 196	\$166.55	\$ 219	\$236.35	\$ 264
<b>Egg Harbor - Village</b>													
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
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%
Avg Daily Rate	\$ 114	\$130.67	\$ 110	\$130.37	\$ 102	\$134.96	\$ 99	\$134.98	\$ 179	\$166.41	\$ 197	\$215.90	\$ 246
<b>Ephraim</b>													
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
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%
Avg Daily Rate	\$ 126	\$144.19	\$ 123	\$135.66	\$ 104	\$135.39	\$ 103	\$120.88	\$ 148	\$147.97	\$ 177	\$188.51	\$ 209
<b>Forestville - Town</b>													
Units Available	61	62	58	56	-	62	-	73	31	92	60	51	62
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%
Avg Daily Rate	\$ -	\$0.00	\$ 146	\$112.50	\$ -	\$0.00	\$ -	\$75.65	\$ -	\$287.93	\$ -	\$196.19	\$ -
<b>Forestville - Village</b>													
Units Available	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%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -
<b>Gardner</b>													
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
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%
Avg Daily Rate	\$ 90	\$108.28	\$ 100	\$110.53	\$ 106	\$124.77	\$ 142	\$129.67	\$ 124	\$141.95	\$ 169	\$175.78	\$ 163
<b>Gibraltar</b>													
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
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%
Avg Daily Rate	\$ 154	\$162.56	\$ 151	\$137.65	\$ 111	\$98.58	\$ 71	\$131.59	\$ 156	\$165.59	\$ 187	\$204.30	\$ 224
<b>Jacksonport</b>													
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
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%
Avg Daily Rate	\$ 155	\$184.54	\$ 76	\$204.14	\$ 148	\$257.49	\$ 303	\$178.21	\$ 226	\$215.61	\$ 225	\$248.60	\$ 200
<b>Liberty Grove</b>													
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
Occupancy	5.79%	8.51%	3.63%	7.30%	1.60%	10.40%	3.60%	14.02%	7.81%	28.07%	32.26%	56.47%	66.20%
Avg Daily Rate	\$ 131	\$221.78	\$ 140	\$235.67	\$ 185	\$237.67	\$ 160	\$194.51	\$ 167	\$193.61	\$ 200	\$205.04	\$ 215
<b>Nasewaupee</b>													
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
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%
Avg Daily Rate	\$ 59	\$96.43	\$ 76	\$101.56	\$ 86	\$91.03	\$ 60	\$92.77	\$ 89	\$145.20	\$ 140	\$181.47	\$ 171
<b>Sevastopol</b>													
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
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%
Avg Daily Rate	\$ 135	\$150.88	\$ 137	\$138.79	\$ 118	\$142.43	\$ 112	\$153.29	\$ 210	\$172.66	\$ 240	\$246.33	\$ 273
<b>Sister Bay</b>													
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
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%
Avg Daily Rate	\$ 124	\$143.65	\$ 113	\$129.68	\$ 102	\$138.98	\$ 71	\$135.06	\$ 127	\$149.86	\$ 181	\$205.04	\$ 222
<b>Sturgeon Bay - City</b>													
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
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%
Avg Daily Rate	\$ 85	\$94.62	\$ 84	\$94.32	\$ 80	\$97.96	\$ 71	\$99.84	\$ 91	\$117.83	\$ 128	\$148.22	\$ 156
<b>Sturgeon Bay - Town</b>													
Units Available	804	645	550	589	642	645	526	625	682	841	852	1,014	975
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%
Avg Daily Rate	\$ 172	\$256.76	\$ 233	\$222.99	\$ 238	\$219.97	\$ 200	\$252.14	\$ 403	\$313.88	\$ 338	\$226.90	\$ 320
<b>Union</b>													
Units Available	62	31	58	56	61	62	60	60	108	184	180	267	186
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%
Avg Daily Rate	\$ 366	\$632.40	\$ 263	\$413.94	\$ 194	\$490.09	\$ 328	\$382.11	\$ 266	\$339.75	\$ 276	\$371.24	\$ 303
<b>Washington Island</b>													
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
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%
Avg Daily Rate	\$ 52	\$119.58	\$ 89	\$103.51	\$ 80	\$113.28	\$ 77	\$91.06	\$ 102	\$123.16	\$ 142	\$141.62	\$ 148
Available	80,554	80,043	75,922	73,439	73,277	80,216	46,339	81,630	78,867	122,986	124,699	136,125	135,650
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
%	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%
Average	\$ 109	\$133.00	\$ 106	\$122.00	\$ 97	\$126.00	\$ 86	\$129.00	\$ 134	\$158.00	\$ 183	\$202.00	\$ 215

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	Jul-21	Aug-20 Adj 1/31/21	Aug-21	Sep-20 Adj 1/31/21	Sep-21	Oct-20 Adj 1/31/21	Oct-21	Nov-20 Adj 1/31/21	Nov-21
<b>Baileys Harbor</b>									
Units Available	9,876	9,994	9949	9,729	9,441	9,376	7,706	4,389	4,517
Occupancy	85.51%	72.46%	82.44%	60.31%	67.75%	48.62%	61.74%	17.93%	13.28%
Avg Daily Rate	\$ 266	\$ 250	\$267.81	\$ 217	\$ 240.11	\$ 218	\$ 240.81	\$ 200	\$ 296.04
<b>Brussels</b>									
Units Available	0	-	0	0	0	0	0	0	0
Occupancy	0.00%	0.00%	0.00%	0.00%	0%	0.00%	0%	0.00%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Clay Banks</b>									
Units Available	242	188	206	159	191	169	124	34	30
Occupancy	67.36%	68.62%	68.45%	62.89%	51.31%	40.83%	88.71%	20.59%	60.00%
Avg Daily Rate	\$ 396	\$ 240	\$294.77	\$ 182	\$ 215.06	\$ 158	\$ 101.52	\$ 149	\$ 262.08
<b>Egg Harbor-Town</b>									
Units Available	10,806	11,552	11294	11,323	11,210	11,116	11,266	8,618	8,620
Occupancy	80.08%	81.08%	76.65%	48.30%	60.04%	43.65%	61.01%	16.80%	27.41%
Avg Daily Rate	\$ 279	\$ 189	\$254.92	\$ 219	\$ 227.65	\$ 224	\$ 221.10	\$ 159	\$ 157.35
<b>Egg Harbor - Village</b>									
Units Available	8,672	8,562	8165	8,305	8,091	8,097	8,398	4,843	4,931
Occupancy	90.69%	79.76%	73.59%	66.03%	76.50%	57.84%	73.87%	27.26%	34.25%
Avg Daily Rate	\$ 256	\$ 261	\$331.15	\$ 223	\$ 231.78	\$ 218	\$ 238.00	\$ 151	\$ 163.79
<b>Ephraim</b>									
Units Available	15,467	15,246	15977	14,449	14,741	13,837	14,809	6,159	6,034
Occupancy	91.42%	78.85%	88.36%	64.37%	78.25%	52.55%	73.31%	16.01%	24.68%
Avg Daily Rate	\$ 226	\$ 215	\$227.82	\$ 194	\$ 199.24	\$ 202	\$ 202.08	\$ 153	\$ 158.19
<b>Forestville - Town</b>									
Units Available	30	31	30	30	30	31	30	30	61
Occupancy	40.00%	100.00%	0.00%	0.00%	6.67%	0.00%	0.00%	0.00%	0.00%
Avg Daily Rate	\$ 204	\$ -	\$ -	\$ -	\$ 184.50	\$ -	\$ -	\$ -	\$ -
<b>Forestville - Village</b>									
Units Available	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%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Gardner</b>									
Units Available	2,029	1,943	2063	1,876	1,985	1,915	2,079	1,500	1,552
Occupancy	63.78%	56.41%	55.50%	38.38%	36.88%	27.42%	32.66%	10.40%	8.83%
Avg Daily Rate	\$ 190	\$ 170	\$210.49	\$ 163	\$ 201.86	\$ 154	\$ 218.73	\$ 122	\$ 139.20
<b>Gibraltar</b>									
Units Available	17,092	17,160	17147	16,754	16,361	16,271	15,648	8,359	7,915
Occupancy	89.21%	83.56%	87.64%	67.40%	77.47%	57.32%	77.06%	20.90%	32.63%
Avg Daily Rate	\$ 235	\$ 217	\$235.93	\$ 194	\$ 203.23	\$ 200	\$ 207.60	\$ 156	\$ 176.08
<b>Jacksonport</b>									
Units Available	4,462	4,394	4403	4,169	3,623	3,710	3,847	1,091	2,391
Occupancy	58.20%	60.58%	53.96%	39.94%	37.65%	32.16%	34.86%	20.35%	11.38%
Avg Daily Rate	\$ 274	\$ 235	\$276.31	\$ 203	\$ 232.05	\$ 219	\$ 239.98	\$ 252	\$ 226.14
<b>Liberty Grove</b>									
Units Available	12,335	12,204	12445	11,513	11,976	11,251	10,997	5,327	5,719
Occupancy	82.81%	63.45%	77.32%	49.93%	60.72%	38.50%	54.48%	11.21%	13.71%
Avg Daily Rate	\$ 228	\$ 222	\$223.91	\$ 189	\$ 199.41	\$ 200	\$ 201.99	\$ 221	\$ 244.03
<b>Nasewaupee</b>									
Units Available	3,965	4,297	4335	3,843	4,000	3,589	3,766	2,637	1,666
Occupancy	78.06%	74.70%	81.48%	60.63%	65.90%	51.71%	64.05%	26.47%	17.47%
Avg Daily Rate	\$ 205	\$ 170	\$191.87	\$ 160	\$ 169.06	\$ 151	\$ 168.16	\$ 92	\$ 211.39
<b>Sevastopol</b>									
Units Available	6,716	6,812	6598	6,571	6,363	6,505	6,484	4,194	4,159
Occupancy	83.13%	81.68%	86.18%	66.84%	70.56%	57.59%	70.93%	31.52%	43.81%
Avg Daily Rate	\$ 302	\$ 265	\$276.89	\$ 222	\$ 228.78	\$ 211	\$ 217.34	\$ 153	\$ 141.85
<b>Sister Bay</b>									
Units Available	16,142	15,052	16451	14,159	15,881	14,274	15,862	11,675	13,120
Occupancy	89.71%	76.17%	85.54%	59.84%	76.67%	52.45%	71.38%	18.77%	29.29%
Avg Daily Rate	\$ 245	\$ 228	\$236.45	\$ 195	\$ 210.37	\$ 197	\$ 217.71	\$ 152	\$ 162.48
<b>Sturgeon Bay - City</b>									
Units Available	21,463	22,639	22573	21,968	21,152	21,912	20,658	20,045	18,768
Occupancy	81.58%	58.14%	76.19%	47.44%	66.54	42.20%	68.99	19.04%	29.60%
Avg Daily Rate	\$ 170	\$ 157	\$163.88	\$ 148	\$ 152.91	\$ 140	\$ 152.57	\$ 103	\$ 114.17
<b>Sturgeon Bay - Town</b>									
Units Available	1,011	1,065	975	1,032	1,198	881	1,259	682	888
Occupancy	76.60%	70.99%	66.15%	49.42%	41.99%	46.88%	34.00%	18.18%	12.61%
Avg Daily Rate	\$ 272	\$ 356	\$319.37	\$ 302	\$ 261.51	\$ 291	\$ 305.56	\$ 267	\$ 368.29
<b>Union</b>									
Units Available	254	157	255	177	244	162	219	60	134
Occupancy	65.75%	87.90%	50.98%	79.10%	65.98%	67.28%	51.60%	23.33%	26.12%
Avg Daily Rate	\$ 401	\$ 334	\$486.39	\$ 305	\$ 325.57	\$ 303	\$ 346.37	\$ 252	\$ 492.72
<b>Washington Island</b>									
Units Available	4,386	5,522	4212	4,864	4,676	3,816	3,786	1,372	1,342
Occupancy	76.65%	63.02%	71.98%	39.78%	43.69%	28.09%	35.18%	14.87%	9.84%
Avg Daily Rate	\$ 144	\$ 147	\$149.83	\$ 146	\$ 141.94	\$ 141	\$ 145.71	\$ 113	\$ 188.08
Available	134,948	\$ 136,818	137,078	130,921	131,163	126,912	126,938	81,015	81,847
Filled	113,596	99,234	109,593	73,849	89,079	60,740	83,329	15,634	21,725
%	84.18%	72.53%	79.95%	56.41%	67.91%	47.86%	65.65%	19.30%	26.54%
Average	\$ 232	\$ 213	\$231.49	\$ 193	\$ 201.77	\$ 194	\$ 203.28	\$ 145	\$ 159.03