

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

	<b>Jan-11</b> Adj 1/31/12	<b>Jan-12</b> Adj 7/31/12	<b>Feb-11</b> Adj 1/31/12	<b>Feb-12</b> Adj 7/31/12	<b>Mar-11</b> Adj 1/31/12	<b>Mar-12</b> Adj 7/31/12	<b>Apr-11</b> Adj 1/31/12	<b>Apr-12</b> Adj 7/31/12	<b>May-11</b> Adj 1/31/12	<b>May-12</b> Adj 7/31/12	<b>Jun-11</b> Adj 1/31/12
Baileys Harbor	3,488 5.91%	3,431 7.46%	3,111 6.49%	3,277 8.18%	3,405 6.17%	4,155 4.04%	4,990 6.71%	4,190 11.58%	7,995 17.96%	7,070 21.60%	9,087 30.27%
	\$ 117	\$ 113	\$ 120	\$ 138	\$ 108	\$ 187	\$ 110	\$ 118	\$ 139	\$ 138	\$ 160
Brussels	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks	31 0.00%	31 0.00%	28 0.00%	29 0.00%	62 0.00%	31 0.00%	30 0.00%	30 0.00%	62 0.00%	89 11.24%	60 5.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 165	\$ 367
Egg Harbor-Town	8,901 5.45%	8,376 4.73%	7,967 9.46%	7,680 10.07%	7,845 7.85%	7,439 7.70%	7,984 7.60%	7,095 11.61%	10,602 17.69%	10,890 21.10%	10,967 38.92%
	\$ 104	\$ 95	\$ 84	\$ 69	\$ 81	\$ 89	\$ 90	\$ 90	\$ 109	\$ 109	\$ 140
Egg Harbor - Village	4,610 18.20%	4,426 8.81%	4,177 18.41%	3,994 20.33%	4,555 18.97%	4,315 20.65%	5,057 16.39%	5,107 16.49%	9,021 30.75%	8,507 32.98%	10,949 49.79%
	\$ 92	\$ 195	\$ 74	\$ 82	\$ 60	\$ 75	\$ 75	\$ 92	\$ 99	\$ 108	\$ 118
Ephraim	6,569 7.66%	6,397 9.91%	5,896 11.45%	5,988 15.05%	6,240 9.84%	6,232 14.52%	6,433 10.91%	7,106 15.45%	13,237 23.20%	13,762 26.97%	15,590 48.29%
	\$ 136	\$ 126	\$ 111	\$ 89	\$ 90	\$ 70	\$ 92	\$ 89	\$ 115	\$ 108	\$ 119
Forestville - Town	0 0.00%	0 0.00%	0 0.00%	29 0.00%	0 0.00%	31 0.00%	0 0.00%	30 0.00%	62 0.00%	0 0.00%	61 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Forestville - Village	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner	930 10.65%	775 6.97%	877 16.08%	785 16.31%	771 12.19%	868 10.02%	783 9.58%	1,037 9.06%	1,539 26.38%	1,840 18.97%	1,936 21.80%
	\$ 112	\$ 95	\$ 104	\$ 98	\$ 110	\$ 90	\$ 113	\$ 95	\$ 111	\$ 122	\$ 115
Gibraltar	6,628 16.10%	6,725 14.47%	5,835 21.25%	5,881 26.42%	6,111 16.35%	5,765 17.19%	8,031 13.56%	7,901 17.40%	13,774 26.58%	14,748 28.13%	15,292 53.75%
	\$ 174	\$ 161	\$ 131	\$ 104	\$ 105	\$ 114	\$ 108	\$ 124	\$ 126	\$ 127	\$ 135
Jacksonport	861 7.32%	1,072 6.53%	810 7.78%	840 7.50%	856 7.59%	873 4.24%	944 7.42%	824 9.10%	2,435 14.46%	2,490 19.16%	3,063 35.32%
	\$ 221	\$ 157	\$ 145	\$ 137	\$ 106	\$ 88	\$ 140	\$ 90	\$ 111	\$ 87	\$ 138
Liberty Grove	4,323	4,264	4,032	4,104	4,295	4,351	3,786	4,873	9,531	9,443	11,526

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	<b>Jan-11</b>	<b>Jan-12</b>	<b>Feb-11</b>	<b>Feb-12</b>	<b>Mar-11</b>	<b>Mar-12</b>	<b>Apr-11</b>	<b>Apr-12</b>	<b>May-11</b>	<b>May-12</b>	<b>Jun-11</b>
	Adj 1/31/12	Adj 7/31/12	Adj 1/31/12	Adj 7/31/12	Adj 1/31/12	Adj 7/31/12	Adj 1/31/12	Adj 7/31/12	Adj 1/31/12	Adj 7/31/12	Adj 1/31/12
	2.38%	1.90%	1.98%	2.34%	2.03%	1.98%	3.80%	4.29%	10.92%	19.17%	30.05%
	\$ 172	\$ 173	\$ 146	\$ 123	\$ 115	\$ 113	\$ 65	\$ 116	\$ 104	\$ 75	\$ 120
Nasewaupee	2,129	2,350	2,047	2,174	2,581	2,387	1,854	2,279	3,105	2,024	2,443
	24.42%	17.79%	28.72%	34.96%	20.42%	17.64%	20.23%	17.95%	32.37%	29.20%	44.45%
	\$ 65	\$ 51	\$ 59	\$ 56	\$ 48	\$ 48	\$ 41	\$ 41	\$ 76	\$ 90	\$ 115
Sevastopol	5,526	5,265	4,769	4,902	5,552	5,188	5,032	5,384	6,384	6,387	6,910
	14.17%	13.71%	17.93%	18.46%	14.82%	22.61%	20.79%	24.41%	31.53%	32.39%	48.39%
	\$ 122	\$ 123	\$ 97	\$ 97	\$ 116	\$ 87	\$ 90	\$ 104	\$ 111	\$ 113	\$ 144
Sister Bay	10,139	10,190	9,482	9,853	10,509	10,313	9,987	9,841	13,875	14,280	14,087
	12.98%	7.96%	15.58%	16.44%	8.55%	11.03%	15.70%	13.89%	23.08%	24.34%	46.70%
	\$ 89	\$ 140	\$ 80	\$ 78	\$ 88	\$ 83	\$ 62	\$ 91	\$ 100	\$ 105	\$ 123
Sturgeon Bay - City	18,459	18,990	16,726	18,052	17,380	19,464	17,717	18,822	20,146	19,241	21,083
	20.69%	22.90%	30.34%	29.91%	36.74%	28.25%	25.70%	24.49%	34.86%	34.35%	48.95%
	\$ 71	\$ 68	\$ 63	\$ 68	\$ 53	\$ 66	\$ 69	\$ 76	\$ 77	\$ 84	\$ 95
Sturgeon Bay - Town	308	246	201	263	248	186	271	206	326	287	685
	6.82%	2.44%	10.45%	3.04%	4.84%	4.30%	4.43%	1.94%	8.90%	9.41%	38.98%
	\$ 114	\$ 316	\$ 114	\$ 231	\$ 101	\$ 269	\$ 87	\$ 205	\$ 147	\$ 152	\$ 140
Union	0	0	0	0	0	0	0	0	62	31	91
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	20.88%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 113
Washington Island	955	1,079	1,132	1,146	1,161	862	1,307	1,305	3,657	2,795	5,928
	5.76%	8.34%	3.53%	5.76%	6.89%	19.95%	6.50%	16.02%	10.23%	16.35%	27.65%
	\$ 67	\$ 69	\$ 63	\$ 77	\$ 89	\$ 53	\$ 63	\$ 72	\$ 66	\$ 66	\$ 100
Available	73,857	74,082	67,090	69,199	71,571	72,885	74,206	76,390	115,844	114,441	129,758
Filled	9,880	9,250	11,980	13,383	12,275	12,148	11,491	12,915	28,262	30,368	56,441
%	13.38%	12.49%	17.86%	19.34%	17.15%	16.67%	15.49%	16.91%	24.40%	26.54%	43.50%
Average	\$ 98	\$ 101	\$ 82	\$ 79	\$ 70	\$ 77	\$ 77	\$ 90	\$ 102	\$ 104	\$ 122

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	<b>Jun-12</b>	<b>Jul-11</b>	<b>Jul-12</b>	<b>Aug-11</b>	<b>Aug-12</b>	<b>Sep-11</b>	<b>Sep-12</b>	<b>Oct-11</b>	<b>Oct-12</b>
	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj
Baileys Harbor	7,158 40.01%	9,713 67.94%	8,684 73.55%	9,785 61.15%	8,401 64.08%	7,317 44.18%	7,919 43.26%	9,097 38.53%	7,574 37.44%
	\$ 173	\$ 179	\$ 187	\$ 182	\$ 186	\$ 157	\$ 174	\$ 158	\$ 167
Brussels	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks	90 15.56%	123 48.78%	124 45.97%	122 57.38%	124 58.06%	117 8.55%	120 25.00%	93 12.90%	155 16.13%
	\$ 239	\$ 205	\$ 192	\$ 217	\$ 230	\$ 259	\$ 217	\$ 112	\$ 176
Egg Harbor-Town	10,814 43.50%	11,367 72.02%	10,990 73.84%	11,294 67.44%	11,040 69.32%	10,812 40.70%	10,728 43.68%	10,597 45.28%	9,982 44.67%
	\$ 155	\$ 172	\$ 170	\$ 160	\$ 170	\$ 151	\$ 151	\$ 146	\$ 146
Egg Harbor - Village	10,969 54.63%	11,479 77.92%	11,348 76.91%	11,426 74.20%	11,401 74.43%	10,785 60.47%	10,983 58.96%	11,314 49.55%	9,985 50.27%
	\$ 121	\$ 163	\$ 166	\$ 154	\$ 160	\$ 124	\$ 135	\$ 144	\$ 142
Ephraim	14,928 52.75%	16,159 76.19%	16,029 76.43%	16,246 75.45%	14,321 77.93%	14,964 56.05%	15,094 54.59%	14,223 53.95%	11,454 55.92%
	\$ 126	\$ 158	\$ 162	\$ 150	\$ 160	\$ 134	\$ 148	\$ 136	\$ 149
Forestville - Town	0 0.00%	62 0.00%	31 0.00%	93 0.00%	0 0.00%	60 0.00%	0 0.00%	62 3.23%	31 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150	\$ -
Forestville - Village	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner	1,863 16.91%	1,798 48.00%	1,916 39.51%	1,781 41.38%	1,829 51.18%	1,697 30.23%	1,601 35.35%	1,869 23.17%	1,552 19.39%
	\$ 182	\$ 118	\$ 132	\$ 115	\$ 99	\$ 104	\$ 83	\$ 105	\$ 95
Gibraltar	16,037 55.92%	15,856 81.18%	16,111 81.65%	16,343 77.37%	16,809 78.58%	15,189 61.26%	16,050 63.18%	15,544 57.42%	14,966 54.10%
	\$ 134	\$ 165	\$ 167	\$ 157	\$ 164	\$ 138	\$ 137	\$ 140	\$ 140
Jacksonport	2,617 42.30%	3,067 76.33%	2,942 73.93%	3,156 70.06%	3,131 67.45%	2,813 38.71%	2,609 39.40%	2,632 35.60%	1,773 27.75%
	\$ 134	\$ 165	\$ 160	\$ 168	\$ 182	\$ 119	\$ 129	\$ 106	\$ 126
Liberty Grove	11,581	12,681	12,814	12,065	11,446	11,496	10,308	11,152	10,095

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	<b>Jun-12</b>	<b>Jul-11</b>	<b>Jul-12</b>	<b>Aug-11</b>	<b>Aug-12</b>	<b>Sep-11</b>	<b>Sep-12</b>	<b>Oct-11</b>	<b>Oct-12</b>
	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj	Adj 1/31/12	Unadj
	35.02%	58.42%	58.40%	57.04%	58.27%	38.07%	38.57%	37.03%	35.14%
	\$ 128	\$ 154	\$ 160	\$ 146	\$ 151	\$ 110	\$ 118	\$ 122	\$ 127
Nasewaupee	2,271	3,533	3,410	3,561	2,558	3,448	3,166	3,179	1,979
	49.76%	71.38%	75.07%	62.45%	67.63%	38.34%	40.93%	34.32%	30.02%
	\$ 116	\$ 121	\$ 131	\$ 117	\$ 147	\$ 104	\$ 117	\$ 93	\$ 120
Sevastopol	5,777	7,276	6,155	7,067	6,093	6,344	6,442	6,414	5,155
	58.02%	71.04%	77.14%	69.56%	74.99%	56.05%	55.50%	52.04%	56.80%
	\$ 153	\$ 199	\$ 213	\$ 198	\$ 220	\$ 143	\$ 166	\$ 140	\$ 154
Sister Bay	13,627	15,334	14,329	15,300	14,760	13,152	14,453	14,855	13,239
	52.31%	75.26%	76.82%	71.10%	72.73%	57.74%	50.24%	53.21%	53.40%
	\$ 125	\$ 159	\$ 161	\$ 160	\$ 171	\$ 131	\$ 138	\$ 138	\$ 137
Sturgeon Bay - City	19,254	20,282	18,831	20,626	19,906	19,457	17,604	19,487	19,309
	56.18%	71.51%	75.08%	62.68%	69.99%	55.73%	60.82%	55.20%	48.39%
	\$ 98	\$ 116	\$ 119	\$ 116	\$ 107	\$ 113	\$ 110	\$ 111	\$ 114
Sturgeon Bay - Town	523	924	915	969	1,118	829	736	493	550
	47.04%	59.42%	67.21%	57.79%	50.27%	25.81%	32.34%	30.02%	29.45%
	\$ 136	\$ 155	\$ 149	\$ 133	\$ 138	\$ 130	\$ 119	\$ 130	\$ 125
Union	30	93	31	93	31	60	30	62	0
	100.00%	34.41%	64.52%	65.59%	80.65%	13.33%	10.00%	19.35%	0.00%
	\$ 58	\$ 97	\$ 101	\$ 72	\$ 93	\$ 109	\$ 167	\$ 73	\$ -
Washington Island	5,520	6,301	5,490	6,253	5,387	5,374	4,892	4,891	3,678
	35.02%	54.82%	54.19%	48.90%	52.87%	25.55%	26.61%	16.87%	22.08%
	\$ 91	\$ 92	\$ 103	\$ 104	\$ 107	\$ 93	\$ 92	\$ 92	\$ 83
Available	123,059	136,048	130,150	136,180	128,355	123,914	122,735	125,964	111,477
Filled	60,529	97,354	95,172	91,508	90,083	62,721	62,950	60,098	52,088
%	49.19%	71.56%	73.12%	67.20%	70.18%	50.62%	51.29%	47.71%	46.73%
Average	\$ 127	\$ 154	\$ 158	\$ 151	\$ 156	\$ 129	\$ 135	\$ 132	\$ 137