

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

	<b>Jan-16</b>	<b>Jan-17</b>	<b>Feb-16</b>	<b>Feb-17</b>	<b>Mar-16</b>	<b>Mar-17</b>	<b>Apr-16</b>	<b>Apr-17</b>	<b>May-16</b>	<b>May-17</b>
	Adj 1/31/17	Adj 7/31/17	Adj 1/31/17	Adj 7/31/17	Adj 1/31/17	Adj 7/31/17	Adj 1/31/17	Adj 7/31/17	Adj 1/31/17	Adj 7/31/17
Baileys Harbor	3,300 6.48%	3,076 10.37%	2,840 12.29%	2,862 11.60%	2,817 8.45%	2,997 9.51%	4,680 8.93%	4,165 14.48%	8,321 24.32%	8,580 28.46%
	\$ 169	\$ 135	\$ 118	\$ 109	\$ 124	\$ 123	\$ 117	\$ 114	\$ 153	\$ 145
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%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	89 33.71%	74 39.19%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 129	\$ 146
Egg Harbor-Town	9,781 9.43%	6,936 13.60%	9,459 14.38%	5,393 20.90%	9,062 13.42%	10,800 12.64%	8,781 13.37%	11,680 15.08%	10,988 29.60%	13,279 33.18%
	\$ 85	\$ 85	\$ 85	\$ 82	\$ 73	\$ 54	\$ 67	\$ 59	\$ 108	\$ 84
Egg Harbor - Village	4,819 17.76%	5,033 15.90%	4,524 24.78%	4,475 23.37%	4,816 22.94%	5,119 23.87%	4,891 21.65%	4,881 26.96%	9,272 36.14%	9,350 36.19%
	\$ 113	\$ 119	\$ 95	\$ 98	\$ 86	\$ 91	\$ 85	\$ 98	\$ 128	\$ 127
Ephraim	5,564 14.40%	5,505 11.86%	5,096 20.57%	4,590 17.41%	5,705 13.78%	5,925 11.17%	5,724 16.06%	5,726 18.42%	14,840 27.56%	13,422 27.96%
	\$ 116	\$ 125	\$ 110	\$ 116	\$ 103	\$ 106	\$ 104	\$ 107	\$ 127	\$ 133
Forestville - Town	31 3.23%	31 0.00%	58 1.72%	28 0.00%	62 1.61%	31 9.68%	60 3.33%	30 0.00%	62 6.45%	31 0.00%
	\$ 38	\$ -	\$ 58	\$ -	\$ 40	\$ 104	\$ 40	\$ -	\$ 97	\$ -
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%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner	873 20.39%	1,193 22.72%	870 32.99%	1,092 27.56%	899 17.13%	1,177 13.42%	1,414 12.02%	1,230 12.28%	2,013 34.33%	2,092 26.67%
	\$ 70	\$ 77	\$ 84	\$ 88	\$ 86	\$ 80	\$ 87	\$ 84	\$ 96	\$ 101
Gibraltar	6,494 20.53%	6,995 15.03%	5,917 21.92%	6,146 23.58%	6,064 16.61%	5,698 16.04%	7,032 23.45%	7,475 21.65%	15,254 31.63%	15,617 32.24%
	\$ 160	\$ 178	\$ 135	\$ 144	\$ 114	\$ 109	\$ 93	\$ 125	\$ 136	\$ 130
Jacksonport	854 7.26%	1,122 11.32%	893 9.97%	1,069 7.95%	839 9.54%	1,091 16.32%	863 8.00%	1,128 12.85%	2,372 18.25%	2,457 18.68%
	\$ 194	\$ 117	\$ 99	\$ 141	\$ 118	\$ 109	\$ 163	\$ 128	\$ 125	\$ 123
Liberty Grove	4,907 2.69%	4,477 4.40%	4,213 4.11%	3,990 5.24%	4,431 3.79%	4,903 3.94%	4,691 5.59%	5,206 6.01%	9,828 17.92%	10,587 19.38%
	\$ 147	\$ 113	\$ 115	\$ 116	\$ 118	\$ 104	\$ 98	\$ 114	\$ 122	\$ 120
Nasewaupée	2,329 21.04%	2,480 29.96%	2,177 49.10%	2,269 39.36%	2,338 21.00%	2,481 21.12%	2,340 23.38%	2,370 24.22%	3,306 47.34%	3,191 43.47%
	\$ 61	\$ 63	\$ 68	\$ 68	\$ 61	\$ 60	\$ 65	\$ 71	\$ 99	\$ 94
Sevastopol	4,517 15.67%	4,577 22.18%	4,232 21.88%	4,251 19.90%	4,465 22.93%	4,809 26.45%	5,025 23.28%	5,206 24.97%	6,461 36.26%	7,247 32.10%
	\$ 148	\$ 106	\$ 123	\$ 131	\$ 110	\$ 92	\$ 116	\$ 122	\$ 137	\$ 133
Sister Bay	9,917 12.87%	10,445 11.68%	8,357 18.39%	9,211 20.23%	9,942 15.33%	10,574 15.04%	9,598 15.95%	10,559 22.07%	13,070 29.47%	13,857 34.41%
	\$ 114	\$ 142	\$ 106	\$ 98	\$ 86	\$ 91	\$ 89	\$ 85	\$ 118	\$ 108
Sturgeon Bay - City	19,831 27.52%	20,421 18.20%	18,477 38.00%	18,390 34.64%	19,774 31.70%	20,716 31.52%	19,324 33.73%	19,943 30.02%	20,241 46.02%	21,071 39.01%
	\$ 77	\$ 109	\$ 74	\$ 80	\$ 73	\$ 80	\$ 76	\$ 85	\$ 91	\$ 95
Sturgeon Bay - Town	328 7.62%	298 10.74%	403 3.97%	305 8.20%	483 4.55%	391 6.14%	437 7.78%	396 9.34%	593 26.14%	646 15.02%
	\$ 147	\$ 129	\$ 107	\$ 128	\$ 128	\$ 140	\$ 154	\$ 143	\$ 142	\$ 168
Union	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	30 0.00%	31 54.84%
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 130
Washington Island	862 4.76%	1,465 2.46%	615 4.07%	1,158 6.74%	918 8.50%	1,262 3.65%	1,185 10.80%	1,534 7.17%	3,591 12.92%	3,366 16.82%
	\$ 70	\$ 69	\$ 62	\$ 65	\$ 72	\$ 75	\$ 70	\$ 60	\$ 83	\$ 87
Available	74,407	74,054	68,131	65,229	72,615	77,974	76,045	81,529	120,331	124,898
Filled	12,496	11,124	16,319	15,424	14,162	14,965	15,650	17,299	38,154	39,499
%	16.79%	15.02%	23.95%	23.65%	19.50%	19.19%	20.58%	21.22%	31.71%	31.63%
Average	\$ 101	\$ 116	\$ 91	\$ 95	\$ 84	\$ 84	\$ 85	\$ 93	\$ 117	\$ 113

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

	Jun-16 Adj 1/31/17	Jun-17 Unadj	Jul-16 Adj 1/31/17	Jul-17 Unadj	Aug-16 Adj 1/31/17	Aug-17 Unadj	Sep-16 Adj 1/31/17	Sep-17 Unadj	Oct-16 Adj 1/31/17	Oct-17 Unadj
Baileys Harbor	9,829 43.98% \$ 183	9,292 52.87% \$ 184	10,140 74.67% \$ 200	9,742 77.18% \$ 208	10,228 65.05% \$ 207	9,343 69.11% \$ 208	9,813 51.16% \$ 179	9,679 54.91% \$ 176	9,543 49.72% \$ 176	9,041 40.68% \$ 210
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% \$ -
Clay Banks	194 42.27% \$ 199	161 45.96% \$ 193	236 60.59% \$ 204	172 70.93% \$ 200	239 53.97% \$ 217	213 60.56% \$ 209	205 40.00% \$ 172	180 42.78% \$ 185	186 33.87% \$ 147	149 32.21% \$ 217
Egg Harbor-Town	11,780 51.10% \$ 148	13,322 59.00% \$ 119	12,098 72.69% \$ 193	13,880 78.76% \$ 168	12,248 69.22% \$ 177	13,811 70.57% \$ 159	11,911 49.18% \$ 152	10,750 58.34% \$ 166	11,790 50.63% \$ 149	10,607 56.74% \$ 152
Egg Harbor - Village	11,699 57.45% \$ 143	11,514 50.80% \$ 158	12,387 76.45% \$ 191	12,031 73.83% \$ 209	12,363 71.46% \$ 188	11,858 68.43% \$ 197	11,974 58.38% \$ 159	11,488 55.22% \$ 171	10,694 58.94% \$ 170	9,119 57.13% \$ 186
Ephraim	15,508 53.33% \$ 150	14,615 56.89% \$ 170	16,334 82.00% \$ 186	15,453 82.53% \$ 193	16,326 79.08% \$ 178	15,905 75.33% \$ 190	15,455 65.67% \$ 155	13,885 64.20% \$ 163	14,494 61.60% \$ 165	12,951 59.97% \$ 169
Forestville - Town	30 23.33% \$ 171	0 0.00% \$ -	31 35.48% \$ 191	31 16.13% \$ 199	31 41.94% \$ 190	31 25.81% \$ 200	30 10.00% \$ 208	0 0.00% \$ -	31 3.23% \$ 225	31 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% \$ -
Gardner	1,942 38.11% \$ 116	1,543 37.27% \$ 136	1,992 62.05% \$ 116	1,654 61.49% \$ 146	2,064 49.56% \$ 117	2,098 36.65% \$ 143	1,992 30.62% \$ 113	1,494 30.92% \$ 150	2,012 29.87% \$ 108	2,008 18.87% \$ 128
Gibraltar	16,120 59.68% \$ 161	16,372 59.42% \$ 171	16,546 87.58% \$ 193	17,140 83.78% \$ 202	17,224 78.33% \$ 190	17,149 79.44% \$ 193	16,466 68.71% \$ 160	16,149 67.01% \$ 168	16,718 62.20% \$ 169	15,790 61.03% \$ 175
Jacksonport	2,920 39.62% \$ 169	2,875 46.43% \$ 164	3,207 75.12% \$ 197	3,149 78.50% \$ 200	3,257 73.17% \$ 187	2,658 71.52% \$ 210	3,028 41.68% \$ 149	2,895 43.01% \$ 143	2,931 36.10% \$ 148	2,832 36.09% \$ 153
Liberty Grove	12,258 38.78% \$ 148	11,550 41.26% \$ 157	12,790 70.98% \$ 178	12,574 71.46% \$ 188	12,577 65.97% \$ 168	12,497 62.60% \$ 176	12,190 49.16% \$ 140	11,817 50.06% \$ 145	11,609 48.83% \$ 141	11,119 42.94% \$ 153
Nasewaupée	3,742 59.43% \$ 115	3,676 57.59% \$ 134	3,966 81.92% \$ 146	3,646 79.84% \$ 151	3,842 69.73% \$ 136	3,938 67.65% \$ 143	3,523 52.31% \$ 122	3,370 51.54% \$ 123	3,375 47.73% \$ 118	3,311 39.99% \$ 118
Sevastopol	7,124 50.97% \$ 186	7,229 54.09% \$ 192	7,888 78.09% \$ 226	7,703 78.23% \$ 233	7,961 69.31% \$ 301	7,516 68.80% \$ 233	6,804 59.60% \$ 180	7,178 61.34% \$ 172	6,874 58.10% \$ 172	6,248 54.50% \$ 188
Sister Bay	14,865 50.90% \$ 146	14,894 59.96% \$ 148	15,470 82.68% \$ 180	15,553 84.55% \$ 189	15,381 75.19% \$ 179	15,163 79.56% \$ 187	14,702 62.13% \$ 151	14,860 64.70% \$ 152	14,788 61.82% \$ 156	14,346 62.56% \$ 164
Sturgeon Bay - City	20,218 60.27% \$ 114	20,539 54.64% \$ 118	21,059 74.76% \$ 132	21,279 75.97% \$ 134	21,005 69.00% \$ 128	19,501 68.87% \$ 128	20,449 60.37% \$ 123	20,598 64.84% \$ 124	20,874 59.35% \$ 121	20,845 55.84% \$ 124
Sturgeon Bay - Town	819 51.89% \$ 148	728 62.09% \$ 188	955 76.54% \$ 193	859 76.48% \$ 208	989 69.57% \$ 183	950 73.47% \$ 194	753 46.75% \$ 148	806 47.39% \$ 158	657 37.75% \$ 169	768 35.94% \$ 160
Union	30 0.00% \$ -	30 86.67% \$ 126	31 9.68% \$ 747	62 80.65% \$ 140	0 0.00% \$ -	62 83.87% \$ 135	30 46.67% \$ 125	60 80.00% \$ 153	31 54.84% \$ 125	93 32.26% \$ 226
Washington Island	5,643 31.81% \$ 107	5,494 35.53% \$ 105	6,035 57.32% \$ 112	5,306 59.57% \$ 116	6,004 51.90% \$ 118	6,082 53.55% \$ 117	5,913 27.90% \$ 105	4,783 33.58% \$ 104	6,324 21.35% \$ 92	4,300 24.30% \$ 101
Available Filled % Average	134,721 69,521 51.60% \$ 146	133,834 72,023 53.82% \$ 151	141,165 108,783 77.06% \$ 178	140,234 109,167 77.85% \$ 183	141,739 100,270 70.74% \$ 178	138,775 97,889 70.54% \$ 178	135,238 76,675 56.70% \$ 150	129,992 76,513 58.86% \$ 154	132,931 72,486 54.53% \$ 152	123,558 65,228 52.79% \$ 161