

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

PW: kerber

	Jan-21 Adj 1/31/22	Jan-22 Adj 1/31/23	Feb-21 Adj 1/31/22	Feb-22 Adj 1/31/23	Mar-21 Adj 1/31/22	Mar-22 Adj 1/31/23	Apr-21 Adj 1/31/22	Apr-22 Adj 1/31/23	May-21 Adj 1/31/22	May-22 Adj 1/31/23	Jun-21 Adj 1/31/22	Jun-22 Adj 1/31/23	Jul-21 Adj 1/31/22	Jul-22 Adj 1/31/23	Aug-21 Adj 1/31/22
Baileys Harbor															
Revenue	\$115,049	\$110,181	\$122,860	\$134,659	\$163,453	\$126,581	\$184,326	\$127,015	\$692,060	\$673,641	\$1,610,082	\$1,581,349	\$2,292,668	\$2,444,329	\$2,257,904
Units Available	3,930	4,430	3,469	3,934	3,946	4,395	4,473	5,013	8,968	7,717	9,903	9,449	10,150	10,224	10,378
Occupancy	16%	14%	21%	18%	23%	15%	23%	13%	37%	42%	65%	63%	42%	82%	82%
Avg Daily Rate	\$ 179	\$ 177	\$ 170	\$ 189	\$ 180	\$ 189	\$ 177	\$ 201	\$ 210	\$ 208	\$ 250	\$ 266	\$ 265	\$ 292	\$ 266
Brussels															
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks															
Revenue	\$ 412	\$ 3,141	\$ 2,319	\$ 1,193	\$ 2,176	\$ -	\$ -	\$ -	\$ 9,575	\$ 9,886	\$ 37,184	\$ 46,995	\$ 64,572	\$ 93,773	\$ 50,368
Units Available	62	122	39	111	32	75	48	60	116	205	189	203	242	266	229
Occupancy	5%	9%	31%	5%	28%	0%	0%	0%	30%	20%	67%	57%	67%	68%	69%
Avg Daily Rate	\$ 137	\$ 286	\$ 193	\$ 239	\$ 242	\$ -	\$ -	\$ -	\$ 309	\$ 235	\$ 293	\$ 409	\$ 396	\$ 518	\$ 321
Egg Harbor-Town															
Revenue	\$ 179,950	\$ 178,149	\$ 234,233	\$ 255,290	\$ 283,258	\$ 290,631	\$ 288,414	\$ 254,242	\$ 712,176	\$ 706,120	\$ 1,707,328	\$ 1,826,557	\$ 2,563,746	\$ 2,734,817	\$ 2,363,749
Units Available	8,566	8,884	7,776	8,122	8,585	9,045	8,520	8,915	11,312	11,180	11,312	11,171	12,625	11,666	11,726
Occupancy	15%	13%	20%	19%	23%	22%	23%	21%	40%	38%	63%	63%	57%	76%	77%
Avg Daily Rate	\$ 143	\$ 151	\$ 148	\$ 163	\$ 145	\$ 145	\$ 148	\$ 135	\$ 167	\$ 165	\$ 239	\$ 258	\$ 276	\$ 309	\$ 263
Eqg Harbor - Village															
Revenue	\$ 145,177	\$ 179,701	\$ 158,655	\$ 181,072	\$ 225,246	\$ 188,530	\$ 265,237	\$ 219,837	\$ 690,671	\$ 648,569	\$ 1,431,829	\$ 1,424,046	\$ 2,072,582	\$ 2,393,376	\$ 1,998,954
Units Available	4,620	4,902	4,267	3,765	4,892	4,671	5,544	4,905	8,092	7,920	8,496	8,783	8,703	9,629	8,258
Occupancy	24%	27%	29%	34%	28%	26%	35%	28%	52%	44%	78%	66%	91%	85%	73%
Avg Daily Rate	\$ 131	\$ 134	\$ 130	\$ 142	\$ 135	\$ 145	\$ 135	\$ 144	\$ 166	\$ 188	\$ 216	\$ 245	\$ 262	\$ 294	\$ 330
Ephraim															
Revenue	\$ 144,619	\$ 112,405	\$ 154,656	\$ 152,433	\$ 192,658	\$ 115,700	\$ 213,962	\$ 147,100	\$ 882,117	\$ 841,120	\$ 2,154,064	\$ 2,321,781	\$ 3,285,267	\$ 3,697,881	\$ 3,227,672
Units Available	5,599	6,070	4,868	5,337	5,412	6,264	5,016	5,711	13,322	12,807	15,018	14,804	16,041	15,753	16,069
Occupancy	18%	14%	23%	20%	26%	16%	26%	20%	45%	40%	75%	69%	90%	89%	88%
Avg Daily Rate	\$ 144	\$ 129	\$ 136	\$ 145	\$ 135	\$ 117	\$ 121	\$ 103	\$ 148	\$ 162	\$ 192	\$ 226	\$ 267	\$ 263	\$ 228
Forestville - Town															
Revenue	\$ -	\$ -	\$ 225	\$ 1,819	\$ -	\$ -	\$ 3,026	\$ -	\$ 4,895	\$ 2,653	\$ 4,120	\$ 4,055	\$ 11,465	\$ 9,265	\$ 9,346
Units Available	62	31	56	28	62	31	73	30	32	31	51	30	61	31	60
Occupancy	0%	0%	4%	18%	50%	0%	55%	0%	18%	29%	41%	40%	36%	100%	85%
Avg Daily Rate	\$ -	\$ -	\$ 113	\$ 364	\$ -	\$ -	\$ 76	\$ -	\$ 288	\$ 295	\$ 196	\$ 338	\$ 189	\$ 299	\$ 1,038
Forestville - Village															
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner															
Revenue	\$ 20,248	\$ 23,428	\$ 33,511	\$ 46,626	\$ 30,070	\$ 29,802	\$ 32,028	\$ 25,662	\$ 95,249	\$ 90,691	\$ 155,526	\$ 222,971	\$ 255,998	\$ 375,718	\$ 254,125
Units Available	1,448	1,638	1,339	1,153	1,519	1,700	1,788	2,003	2,001	2,233	2,004	2,289	2,092	2,414	2,130
Occupancy	13%	12%	23%	29%	16%	14%	14%	9%	34%	23%	43%	40%	64%	57%	15%
Avg Daily Rate	\$ 108	\$ 123	\$ 110	\$ 137	\$ 125	\$ 127	\$ 130	\$ 136	\$ 142	\$ 177	\$ 181	\$ 242	\$ 191	\$ 271	\$ 212
Gibraltar															
Revenue	\$ 284,811	\$ 260,944	\$ 255,210	\$ 317,063	\$ 258,767	\$ 219,860	\$ 393,703	\$ 307,486	\$ 1,158,961	\$ 1,097,553	\$ 2,559,305	\$ 2,572,582	\$ 3,719,605	\$ 3,941,496	\$ 3,608,032
Units Available	8,160	8,346	7,514	7,638	7,779	8,070	8,673	8,858	16,277	14,519	16,741	15,824	17,477	17,337	17,406
Occupancy	21%	18%	25%	26%	34%	20%	23%	23%	43%	42%	76%	70%	87%	86%	87%
Avg Daily Rate	\$ 163	\$ 170	\$ 138	\$ 160	\$ 99	\$ 140	\$ 132	\$ 150	\$ 166	\$ 181	\$ 202	\$ 231	\$ 239	\$ 263	\$ 237
Jacksonport															
Revenue	\$ 40,046	\$ 43,934	\$ 41,644	\$ 44,735	\$ 49,438	\$ 40,004	\$ 49,187	\$ 39,465	\$ 197,268	\$ 161,315	\$ 520,111	\$ 433,642	\$ 729,668	\$ 862,736	\$ 705,539
Units Available	2,471	2,802	2,265	2,446	2,404	2,560	2,404	2,295	3,641	3,547	4,491	4,344	4,648	4,740	4,588
Occupancy	9%	7%	9%	7%	9%	8%	11%	9%	25%	17%	47%	40%	58%	54%	54%
Avg Daily Rate	\$ 185	\$ 235	\$ 204	\$ 268	\$ 257	\$ 198	\$ 178	\$ 182	\$ 215	\$ 270	\$ 249	\$ 253	\$ 272	\$ 334	\$ 284
Liberty Grove															
Revenue	\$ 87,949	\$ 99,052	\$ 73,796	\$ 87,951	\$ 124,015	\$ 100,256	\$ 153,120	\$ 112,059	\$ 560,368	\$ 491,271	\$ 1,399,978	\$ 1,483,147	\$ 2,394,628	\$ 2,587,635	\$ 2,238,024
Units Available	4,548	5,863	4,272	5,429	4,999	5,949	5,831	4,659	10,408	8,742	12,485	12,209	12,643	13,145	12,962
Occupancy	9%	8%	7%	7%	10%	6%	13%	10%	28%	27%	54%	52%	82%	77%	77%
Avg Daily Rate	\$ 220	\$ 201	\$ 237	\$ 226	\$ 240	\$ 282	\$ 202	\$ 253	\$ 191	\$ 208	\$ 209	\$ 232	\$ 230	\$ 255	\$ 225
Nasewaupee															
Revenue	\$ 73,064	\$ 107,492	\$ 145,423	\$ 180,866	\$ 108,530	\$ 107,397	\$ 118,988	\$ 103,186	\$ 292,185	\$ 313,185	\$ 537,671	\$ 606,604	\$ 673,022	\$ 991,497	\$ 721,842
Units Available	2,749	3,050	2,535	2,991	2,736	3,169	2,860	3,183	3,723	4,188	4,258	4,640	4,172	5,002	4,559
Occupancy	27%	36%	56%	50%	44%	31%	44%	29%	54%	46%	70%	61%	78%	81%	81%
Avg Daily Rate	\$ 97	\$ 97	\$ 103	\$ 122	\$ 91	\$ 109	\$ 95	\$ 111	\$ 146	\$ 164	\$ 181	\$ 215	\$ 207	\$ 245	\$ 196
Sevastopol															
Revenue	\$ 172,951	\$ 232,754	\$ 182,151	\$ 233,858	\$ 247,826	\$ 251,887	\$ 320,980	\$ 277,173	\$ 557,342	\$ 531,641	\$ 1,214,106	\$ 1,144,368	\$ 1,825,705	\$ 1,867,129	\$ 1,652,354
Units Available	4,280	4,715	3,828	4,231	4,267	4,783	3,970	4,399	5,865	6,477	6,458	6,658	7,039	7,068	6,765
Occupancy	27%	32%	34%	38%	41%	37%	50%	38%	54%	42%	73%	64%	83%	84%	85%
Avg Daily Rate	\$ 151	\$ 156	\$ 138	\$ 147	\$ 142	\$ 142	\$ 153	\$ 168	\$ 176	\$ 197	\$ 257	\$ 268	\$ 312	\$ 315	\$ 283
Sister Bay															
Revenue	\$ 267,192	\$ 385,595	\$ 250,152	\$ 382,610	\$ 344,399	\$ 396,870	\$ 408,570	\$ 402,158	\$ 1,023,993	\$ 1,206,785	\$ 2,438,987	\$ 2,677,035	\$ 3,681,780	\$ 4,235,508	\$ 3,440,528
Units Available	10,381	13,358	10,062	11,629	10,352	11,563	10,101	12,149	14,887	15,003	16,278	16,437	16,845	17,458	16,921
Occupancy	18%	19%	19%	24%	24%	24%	30%	23%	46%	46%	73%	70%	89%	88%	86%
Avg Daily Rate	\$ 144	\$ 155	\$ 130	\$ 139	\$ 139	\$ 142	\$ 135	\$ 146	\$ 151	\$ 173	\$ 205	\$ 234	\$ 245	\$ 276	\$ 238
Sturgeon Bay - City															
Revenue	\$ 427,723	\$ 557,340	\$ 638,918	\$ 767,294	\$ 593,614	\$ 716,762	\$ 629,313	\$ 653,057	\$ 1,145,538	\$ 1,194,099	\$ 2,032,897	\$ 2,058,772	\$ 3,222,289	\$ 4,405,806	\$ 2,855,168
Units Available	21,293	21,146	19,460	20,738	21,361	23,262	20,118	22,308	21,846	23,785	22,338	22,532	23,270		

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	Aug-22	Sep-21 Adj 1/31/22	Sep-22	Oct-21 Adj 1/31/22	Oct-22	Nov-21 Adj 1/31/22	Nov-22	Dec-21 Adj 1/31/22	Dec-22
Baileys Harbor									
Revenue	\$ 2,315,964	\$ 1,602,429	\$ 1,649,952	\$ 1,391,601	\$ 1,407,429	\$ 179,318	\$ 213,587	\$ 149,301	\$ 84,665
Units Available	10,147	9,830	9,872	9,852	9,590	4,601	5,691	4,119	2,694
Occupancy	77%	68%	62%	59%	58%	13%	16%	17%	11%
Avg Daily Rate	\$ 295	\$ 240	\$ 268	\$ 238	\$ 255	\$ 296	\$ 228	\$ 215	\$ 293
Brussels									
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	0	0	0	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks									
Revenue	\$ 72,168	\$ 21,076	\$ 39,782	\$ 11,167	\$ 28,351	\$ 5,017	\$ 13,019	\$ 1,769	\$ 5,757
Units Available	268	191	291	124	223	130	120	147	86
Occupancy	59%	51%	38%	89%	39%	22%	40%	9%	24%
Avg Daily Rate	\$ 454	\$ 215	\$ 355	\$ 102	\$ 322	\$ 173	\$ 271	\$ 136	\$ 274
Egg Harbor-Town									
Revenue	\$ 2,461,277	\$ 1,579,152	\$ 1,650,805	\$ 1,555,426	\$ 1,508,583	\$ 369,249	\$ 281,685	\$ 269,645	\$ 222,224
Units Available	11,670	11,422	11,401	11,420	11,593	8,726	8,583	8,817	8,930
Occupancy	75%	60%	56%	61%	55%	27%	21%	22%	16%
Avg Daily Rate	\$ 281	\$ 230	\$ 258	\$ 223	\$ 235	\$ 157	\$ 155	\$ 140	\$ 153
Eqq Harbor - Village									
Revenue	\$ 2,023,471	\$ 1,461,876	\$ 1,621,281	\$ 1,513,334	\$ 1,530,257	\$ 276,639	\$ 228,150	\$ 147,585	\$ 141,735.51
Units Available	8,547	8,272	8,880	8,679	8,746	4,988	5,001	4,503	4,489
Occupancy	82%	76%	75%	74%	71%	34%	31%	21%	21%
Avg Daily Rate	\$ 287	\$ 232	\$ 243	\$ 236	\$ 246	\$ 164	\$ 146	\$ 153	\$ 148.57
Ephraim									
Revenue	\$ 3,312,580	\$ 2,344,077	\$ 2,459,869	\$ 2,201,581	\$ 2,204,159	\$ 236,824	\$ 217,766	\$ 147,350	\$ 163,878.72
Units Available	15,816	15,131	15,156	14,885	13,934	6,178	6,740	5,651	6,589
Occupancy	83%	77%	73%	73%	69%	24%	19%	18%	15%
Avg Daily Rate	\$ 251	\$ 201	\$ 221	\$ 202	\$ 230	\$ 158	\$ 172	\$ 144	\$ 165.87
Forestville - Town									
Revenue	\$ 6,180	\$ 6,303	\$ 4,420	\$ 5,130	\$ 2,115	\$ -	\$ 1,410	\$ -	\$ 970.00
Units Available	31	60	30	60	31	61	30	61	31
Occupancy	61%	15%	43%	10%	19%	0%	13%	0%	10%
Avg Daily Rate	\$ 325	\$ 700	\$ 340	\$ 855	\$ 353	\$ -	\$ 353	\$ -	\$ 323.33
Forestville - Village									
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00
Units Available	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00
Gardner									
Revenue	\$ 310,659	\$ 169,715	\$ 200,490	\$ 151,466	\$ 148,631	\$ 20,145	\$ 32,130	\$ 15,746	\$ 29,855.11
Units Available	2,527	2,120	2,450	2,110	2,557	1,663	1,881	1,643	1,710
Occupancy	45%	39%	34%	33%	47%	9%	8%	8%	8%
Avg Daily Rate	\$ 273	\$ 206	\$ 240	\$ 220	\$ 125	\$ 139	\$ 202	\$ 124	\$ 213.25
Gibraltar									
Revenue	\$ 3,592,494	\$ 2,634,016	\$ 2,777,140	\$ 2,572,358	\$ 2,565,108	\$ 463,762	\$ 404,397	\$ 309,775	\$ 306,522.50
Units Available	17,171	16,683	16,487	16,162	16,050	8,175	7,586	6,549	6,742
Occupancy	83%	77%	74%	76%	71%	33%	28%	22%	26%
Avg Daily Rate	\$ 253	\$ 205	\$ 229	\$ 210	\$ 225	\$ 174	\$ 194	\$ 213	\$ 176.67
Jacksonport									
Revenue	\$ 739,275	\$ 367,998	\$ 440,887	\$ 329,518	\$ 359,699	\$ 64,268	\$ 61,872	\$ 33,791	\$ 27,417.48
Units Available	4,659	4,170	4,469	3,971	4,239	2,675	2,933	2,510	2,443
Occupancy	50%	41%	40%	35%	34%	11%	10%	48%	5%
Avg Daily Rate	\$ 320	\$ 216	\$ 246	\$ 240	\$ 249	\$ 220	\$ 202	\$ 28	\$ 228.48
Liberty Grove									
Revenue	\$ 2,354,464	\$ 1,479,737	\$ 1,525,077	\$ 1,311,325	\$ 1,373,609	\$ 196,857	\$ 158,533	\$ 121,384	\$ 98,164.35
Units Available	13,217	12,187	13,223	11,758	12,199	5,836	5,806	4,944	5,136
Occupancy	70%	61%	53%	55%	50%	14%	9%	10%	6%
Avg Daily Rate	\$ 254	\$ 200	\$ 216	\$ 201	\$ 226	\$ 247	\$ 308	\$ 257	\$ 306.76
Naseweaupee									
Revenue	\$ 879,283	\$ 467,832	\$ 505,780	\$ 423,827	\$ 396,539	\$ 103,277	\$ 120,774	\$ 82,244	\$ 83,941.48
Units Available	5,205	4,211	4,395	3,892	4,063	2,924	3,076	2,429	3,063
Occupancy	72%	65%	56%	63%	48%	29%	23%	38%	16%
Avg Daily Rate	\$ 235	\$ 170	\$ 207	\$ 172	\$ 203	\$ 120	\$ 172	\$ 89	\$ 169.24
Sevastopol									
Revenue	\$ 1,650,734	\$ 1,068,372	\$ 1,119,047	\$ 1,039,368	\$ 1,016,374	\$ 264,435	\$ 275,186	\$ 213,620	\$ 148,885.92
Units Available	6,987	6,564	6,573	6,681	6,808	4,494	4,828	4,615	5,060
Occupancy	77%	70%	68%	70%	61%	41%	36%	31%	22%
Avg Daily Rate	\$ 306	\$ 232	\$ 250	\$ 221	\$ 246	\$ 143	\$ 157	\$ 150	\$ 133.05
Sister Bay									
Revenue	\$ 3,831,561	\$ 2,627,529	\$ 2,828,427	\$ 2,503,766	\$ 2,719,049	\$ 633,013	\$ 629,712	\$ 388,817	\$ 409,818.90
Units Available	17,232	16,153	16,716	16,296	17,564	13,326	14,058	12,057	12,538
Occupancy	84%	76%	71%	71%	65%	29%	27%	22%	21%
Avg Daily Rate	\$ 266	\$ 214	\$ 237	\$ 215	\$ 238	\$ 163	\$ 166	\$ 146	\$ 153.32
Sturgeon Bay - City									
Revenue	\$ 2,933,683	\$ 2,280,777	\$ 2,341,906	\$ 2,232,629	\$ 2,147,588	\$ 701,325	\$ 621,107	\$ 539,099	\$ 473,604.28
Units Available	24,097	22,772	24,200	21,410	24,751	21,204	20,010	21,475	19,850
Occupancy	67%	66%	57%	69%	53%	32%	28%	24%	22%
Avg Daily Rate	\$ 181	\$ 152	\$ 169	\$ 152	\$ 163	\$ 104	\$ 112	\$ 103	\$ 106.96
Sturgeon Bay - Town									
Revenue	\$ 279,785	\$ 159,363	\$ 163,561	\$ 130,778	\$ 139,699	\$ 41,810	\$ 31,239	\$ 21,969	\$ 22,563.06
Units Available	1,074	1,351	1,053	1,259	1,109	997	745	635	702
Occupancy	67%	45%	50%	34%	34%	12%	19%	13%	9%
Avg Daily Rate	\$ 389	\$ 264	\$ 309	\$ 306	\$ 372	\$ 357	\$ 222	\$ 271	\$ 347.12
Union									
Revenue	\$ 103,105	\$ 59,011	\$ 65,324	\$ 39,139	\$ 38,364	\$ 17,245	\$ 10,789	\$ 18,755	\$ 4,064.69
Units Available	296	274	339	219	275	134	158	93	155
Occupancy	73%	64%	48%	52%	36%	26%	11%	35%	5%
Avg Daily Rate	\$ 477	\$ 337	\$ 401	\$ 346	\$ 391	\$ 493	\$ 635	\$ 568	\$ 508.09
Washington Island									
Revenue	\$ 603,890	\$ 327,299	\$ 329,286	\$ 224,086	\$ 218,391	\$ 35,450	\$ 48,397	\$ 13,891	\$ 14,009.31
Units Available	5,561	5,344	5,432	4,582	4,841	1,798	1,883	1,591	1,107
Occupancy	66%	43%	40%	33%	29%	13%	19%	8%	10%
Avg Daily Rate	\$ 164	\$ 144	\$ 150	\$ 149	\$ 154	\$ 148	\$ 137	\$ 109	\$ 127.36
Revenue Available	\$ 27,470,571	\$ 18,656,561	\$ 19,723,033	\$ 17,636,500	\$ 17,803,944	\$ 3,608,635	\$ 3,349,753	\$ 2,474,740	\$ 2,238,078
Units Available	144,505	136,735	140,967	133,360	138,573	87,910	89,129	81,839	81,325
Rented	106,339	92,113	87,850	86,622	80,546	23,765	21,000	18,361	14,922
%	73%	67%	62%	65%	58%	27%	24%	22%	18%
Average	\$ 254	\$ 203	\$ 224	\$ 204	\$ 221	\$ 152	\$ 160	\$ 135	\$ 150