

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

PW: kerber

	Jan-21 Adj 1/31/22	Jan-22 Adj 7/31/22	Feb-21 Adj 1/31/22	Feb-22 Adj 7/31/22	Mar-21 Adj 1/31/22	Mar-22 Adj 7/31/22	Apr-21 Adj 1/31/22	Apr-22 Adj 7/31/22	May-21 Adj 1/31/22	May-22 Adj 7/31/22	Jun-21 Adj 1/31/22	Jun-22 Adj 7/31/22	Jul-21 Adj 1/31/22	Jul-22	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	\$670,903	\$1,610,082	\$1,538,196	\$2,292,668	\$2,375,905	\$2,257,904
Units Available	3,930	4,430	3,469	3,934	3,946	4,395	4,473	4,983	8,968	7,652	9,903	9,194	10,150	10,061	10,378
Occupancy	16%	14%	21%	18%	23%	15%	23%	13%	42%	42%	65%	63%	85%	82%	82%
Avg Daily Rate	\$ 179	\$ 177	\$ 170	\$ 189	\$ 180	\$ 189	\$ 177	\$ 201	\$ 210	\$ 207	\$ 250	\$ 264	\$ 265	\$ 288	\$ 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	\$ 705,116	\$ 1,707,328	\$ 1,779,846	\$ 2,563,746	\$ 2,713,593	\$ 2,363,749
Units Available	8,566	8,884	7,776	8,122	8,585	9,045	8,520	8,915	10,573	11,149	11,312	10,790	16,256	11,553	11,726
Occupancy	15%	13%	20%	19%	23%	22%	23%	21%	40%	38%	63%	64%	57%	76%	77%
Avg Daily Rate	\$ 143	\$ 151	\$ 148	\$ 163	\$ 145	\$ 145	\$ 148	\$ 135	\$ 167	\$ 165	\$ 239	\$ 257	\$ 276	\$ 308	\$ 263
Egg Harbor - Village															
Revenue	\$ 145,177	\$ 179,701	\$ 158,655	\$ 181,072	\$ 225,246	\$ 188,530	\$ 265,237	\$ 219,837	\$ 690,671	\$ 646,338	\$ 1,431,829	\$ 1,353,666	\$ 2,072,582	\$ 2,357,286	\$ 1,998,954
Units Available	4,620	4,902	4,267	3,765	4,892	4,671	5,544	4,905	8,092	7,889	8,496	8,512	8,703	9,344	8,258
Occupancy	24%	27%	29%	34%	34%	28%	35%	31%	52%	44%	78%	66%	91%	85%	73%
Avg Daily Rate	\$ 131	\$ 134	\$ 130	\$ 142	\$ 135	\$ 145	\$ 135	\$ 144	\$ 166	\$ 188	\$ 216	\$ 240	\$ 262	\$ 296	\$ 330
Ephraim															
Revenue	\$ 144,619	\$ 112,405	\$ 154,656	\$ 152,433	\$ 192,658	\$ 115,700	\$ 213,962	\$ 146,058	\$ 882,117	\$ 842,053	\$ 2,154,064	\$ 2,310,742	\$ 3,285,267	\$ 3,693,716	\$ 3,227,672
Units Available	5,599	6,070	4,868	5,337	5,412	6,264	5,016	5,681	13,322	12,776	15,018	14,624	16,041	15,691	16,069
Occupancy	18%	14%	23%	20%	26%	16%	35%	20%	45%	40%	75%	70%	90%	90%	88%
Avg Daily Rate	\$ 144	\$ 129	\$ 136	\$ 145	\$ 135	\$ 117	\$ 121	\$ 130	\$ 148	\$ 163	\$ 192	\$ 226	\$ 267	\$ 263	\$ 228
Forestville - Town															
Revenue	\$ -	\$ -	\$ 225	\$ 1,819	\$ -	\$ -	\$ 3,026	\$ -	\$ 4,895	\$ 2,653	\$ 4,120	\$ 4,055	\$ 11,465	\$ -	\$ 9,346
Units Available	62	31	56	28	62	31	73	30	92	31	51	30	61	-	60
Occupancy	0%	0%	4%	18%	50%	0%	55%	0%	18%	29%	41%	40%	36%	0%	15%
Avg Daily Rate	\$ -	\$ -	\$ 113	\$ 364	\$ -	\$ -	\$ 76	\$ -	\$ 288	\$ 295	\$ 196	\$ 338	\$ 189	\$ -	\$ 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	\$ 217,128	\$ 255,998	\$ 364,648	\$ 254,125
Units Available	1,448	1,638	1,339	1,153	1,519	1,700	1,788	1,972	2,001	2,233	2,004	2,174	2,092	2,364	2,130
Occupancy	13%	12%	23%	29%	16%	14%	14%	10%	34%	23%	43%	42%	64%	58%	56%
Avg Daily Rate	\$ 108	\$ 123	\$ 110	\$ 137	\$ 125	\$ 127	\$ 130	\$ 136	\$ 142	\$ 177	\$ 181	\$ 238	\$ 191	\$ 268	\$ 212
Gibraltar															
Revenue	\$ 284,811	\$ 258,485	\$ 255,210	\$ 316,694	\$ 258,767	\$ 219,860	\$ 393,703	\$ 307,486	\$ 1,158,961	\$ 1,086,650	\$ 2,559,305	\$ 2,477,570	\$ 3,719,605	\$ 3,871,821	\$ 3,608,032
Units Available	8,160	8,315	7,514	7,624	7,779	8,070	8,673	8,768	16,277	14,303	16,741	15,189	17,477	17,134	17,406
Occupancy	21%	18%	25%	26%	34%	20%	35%	23%	43%	42%	76%	72%	89%	86%	87%
Avg Daily Rate	\$ 163	\$ 169	\$ 138	\$ 161	\$ 99	\$ 140	\$ 132	\$ 150	\$ 166	\$ 180	\$ 202	\$ 227	\$ 239	\$ 262	\$ 237
Jacksonport															
Revenue	\$ 40,046	\$ 43,934	\$ 41,644	\$ 44,735	\$ 49,438	\$ 40,004	\$ 49,187	\$ 39,465	\$ 197,268	\$ 152,811	\$ 520,111	\$ 400,546	\$ 729,668	\$ 803,541	\$ 705,539
Units Available	2,471	2,802	2,265	2,446	2,240	2,560	2,404	2,295	3,641	3,420	4,491	4,104	4,645	4,523	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	\$ 262	\$ 249	\$ 245	\$ 272	\$ 329	\$ 284
Liberty Grove															
Revenue	\$ 87,949	\$ 99,052	\$ 73,796	\$ 87,951	\$ 124,015	\$ 100,256	\$ 153,120	\$ 112,059	\$ 560,368	\$ 483,572	\$ 1,399,978	\$ 1,380,041	\$ 2,394,628	\$ 2,427,431	\$ 2,238,024
Units Available	4,548	5,863	4,272	5,429	4,999	5,949	5,831	4,659	10,408	8,680	12,485	11,190	12,643	12,624	12,962
Occupancy	9%	8%	7%	7%	10%	6%	13%	10%	28%	27%	54%	54%	82%	78%	77%
Avg Daily Rate	\$ 220	\$ 201	\$ 237	\$ 226	\$ 240	\$ 282	\$ 202	\$ 253	\$ 191	\$ 206	\$ 209	\$ 229	\$ 230	\$ 247	\$ 225
Nasewaupsee															
Revenue	\$ 73,064	\$ 107,492	\$ 145,423	\$ 180,866	\$ 108,530	\$ 107,397	\$ 118,988	\$ 103,186	\$ 292,185	\$ 293,336	\$ 537,671	\$ 556,867	\$ 673,022	\$ 902,172	\$ 721,842
Units Available	2,749	3,050	2,535	2,991	2,736	3,169	2,860	3,183	3,723	3,967	4,258	4,242	4,172	4,630	4,559
Occupancy	27%	36%	56%	50%	44%	31%	44%	29%	45%	45%	70%	61%	78%	80%	81%
Avg Daily Rate	\$ 97	\$ 97	\$ 103	\$ 122	\$ 91	\$ 109	\$ 95	\$ 111	\$ 146	\$ 163	\$ 181	\$ 215	\$ 207	\$ 243	\$ 196
Sevastopol															
Revenue	\$ 172,951	\$ 232,754	\$ 182,151	\$ 233,858	\$ 247,826	\$ 251,887	\$ 301,980	\$ 277,173	\$ 557,342	\$ 527,251	\$ 1,214,106	\$ 1,127,467	\$ 1,825,705	\$ 1,824,795	\$ 1,652,354
Units Available	4,280	4,715	3,828	4,231	4,267	4,783	3,970	4,399	5,865	6,415	6,458	6,583	7,039	6,976	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	\$ 266	\$ 312	\$ 312	\$ 283
Sister Bay															
Revenue	\$ 267,192	\$ 379,096	\$ 250,152	\$ 381,012	\$ 344,399	\$ 394,492	\$ 408,570	\$ 397,273	\$ 1,023,993	\$ 1,181,126	\$ 2,438,987	\$ 2,606,803	\$ 3,681,780	\$ 4,204,554	\$ 3,440,528
Units Available	10,381	13,328	10,062	11,601	10,352	11,532	10,101	11,789	14,887	14,586	16,278	15,869	16,845	17,393	16,921
Occupancy	18%	19%	19%	24%	24%	24%	30%	23%	46%	47%	73%	70%	89%	88%	86%
Avg Daily Rate	\$ 144	\$ 153	\$ 130	\$ 139	\$ 139	\$ 141	\$ 135	\$ 145	\$ 151	\$ 173	\$ 205	\$ 234	\$ 245	\$ 275	\$ 238
Sturgeon Bay - City															
Revenue	\$ 427,723	\$ 557,340	\$ 638,918	\$ 767,294	\$ 593,614	\$ 716,762	\$ 629,313	\$ 652,629	\$ 1,145,538	\$ 1,186,554	\$ 2,032,897	\$ 2,033,021	\$ 3,222,289	\$ 4,182,133	\$ 2,855,168
Units Available	21,293	21,146	19,460	20,710	21,361	23,262	20,118	22,218	21,846	23,698	22,338	22,299	23,720	21,662	22,839
Occupancy	21%	27%	35%	38%	28%	35%	31%	29%	45%	42%	61%	58%	81%	78%	76%
Avg Daily Rate	\$ 95	\$ 96	\$ 94	\$ 99	\$ 98	\$ 88	\$ 100	\$ 102							

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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
Baileys Harbor							
Revenue	\$2,231,065	\$1,602,429	\$1,632,250	\$1,391,601	\$1,365,734	\$179,318	\$202,926
Units Available	9,862	9,830	9,782	9,852	9,415	4,601	5,511
Occupancy	78%	68%	62%	59%	58%	13%	17%
Avg Daily Rate	\$ 290	\$ 240	\$ 267	\$ 238	\$ 251	\$ 296	\$ 221
Brussels							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	0	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks							
Revenue	\$ 55,782	\$ 21,076	\$ 36,477	\$ 11,167	\$ 22,344	\$ 5,017	\$ 13,019
Units Available	206	191	261	124	192	130	120
Occupancy	63%	51%	40%	89%	39%	22%	40%
Avg Daily Rate	\$ 432	\$ 215	\$ 347	\$ 102	\$ 302	\$ 173	\$ 271
Egg Harbor-Town							
Revenue	\$ 2,433,145	\$ 1,579,152	\$ 1,622,230	\$ 1,555,426	\$ 1,305,493	\$ 369,249	\$ 267,224
Units Available	11,484	11,422	11,157	11,420	10,496	8,726	8,433
Occupancy	76%	60%	56%	61%	54%	27%	21%
Avg Daily Rate	\$ 280	\$ 230	\$ 258	\$ 223	\$ 232	\$ 157	\$ 152
Egg Harbor - Village							
Revenue	\$ 1,975,769	\$ 1,461,876	\$ 1,475,873	\$ 1,513,334	\$ 1,410,303	\$ 276,639	\$ 228,150
Units Available	8,392	8,272	8,312	8,679	8,165	4,988	4,940
Occupancy	83%	76%	74%	74%	71%	34%	32%
Avg Daily Rate	\$ 284	\$ 232	\$ 240	\$ 236	\$ 243	\$ 164	\$ 146
Ephraim							
Revenue	\$ 3,292,458	\$ 2,344,077	\$ 2,425,270	\$ 2,201,581	\$ 2,177,319	\$ 236,824	\$ 215,864
Units Available	15,572	15,131	15,006	14,885	13,787	6,178	6,650
Occupancy	84%	77%	74%	73%	69%	24%	19%
Avg Daily Rate	\$ 251	\$ 201	\$ 220	\$ 202	\$ 229	\$ 158	\$ 172
Forestville - Town							
Revenue	\$ 6,180	\$ 6,303	\$ -	\$ 5,130	\$ 2,115	\$ -	\$ 1,410
Units Available	31	60	-	60	31	61	30
Occupancy	61%	15%	0%	10%	19%	0%	13%
Avg Daily Rate	\$ 325	\$ 700	\$ -	\$ 855	\$ 353	\$ -	\$ 353
Forestville - Village							
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner							
Revenue	\$ 287,039	\$ 169,715	\$ 192,983	\$ 151,466	\$ 148,631	\$ 20,145	\$ 32,130
Units Available	2,434	2,120	2,390	2,110	2,557	1,663	1,881
Occupancy	45%	39%	34%	33%	47%	9%	8%
Avg Daily Rate	\$ 260	\$ 206	\$ 240	\$ 220	\$ 125	\$ 139	\$ 202
Gibraltar							
Revenue	\$ 3,444,169	\$ 2,634,016	\$ 2,728,553	\$ 2,572,358	\$ 2,527,650	\$ 463,762	\$ 397,943
Units Available	16,543	16,683	16,196	16,162	15,692	8,175	7,436
Occupancy	84%	77%	74%	76%	72%	33%	28%
Avg Daily Rate	\$ 249	\$ 205	\$ 227	\$ 210	\$ 225	\$ 174	\$ 193
Jacksonport							
Revenue	\$ 697,908	\$ 367,998	\$ 440,182	\$ 329,518	\$ 325,070	\$ 64,268	\$ 58,712
Units Available	4,381	4,170	4,401	3,971	4,062	2,675	2,657
Occupancy	50%	41%	41%	35%	33%	11%	11%
Avg Daily Rate	\$ 317	\$ 216	\$ 246	\$ 240	\$ 243	\$ 220	\$ 197
Liberty Grove							
Revenue	\$ 2,106,845	\$ 1,479,737	\$ 1,458,402	\$ 1,311,325	\$ 1,305,597	\$ 196,857	\$ 149,323
Units Available	11,722	12,187	12,535	11,758	11,528	5,836	5,538
Occupancy	73%	61%	55%	55%	49%	14%	9%
Avg Daily Rate	\$ 247	\$ 200	\$ 213	\$ 201	\$ 231	\$ 247	\$ 310
Nasewaupsee							
Revenue	\$ 738,155	\$ 467,832	\$ 486,725	\$ 423,827	\$ 375,476	\$ 103,277	\$ 116,132
Units Available	4,396	4,211	4,055	3,892	3,816	2,924	2,488
Occupancy	73%	65%	56%	63%	48%	29%	26%
Avg Daily Rate	\$ 231	\$ 170	\$ 214	\$ 172	\$ 204	\$ 120	\$ 182
Sevastopol							
Revenue	\$ 1,600,769	\$ 1,068,372	\$ 1,109,512	\$ 1,039,368	\$ 981,208	\$ 264,435	\$ 269,654
Units Available	6,688	6,564	6,513	6,681	6,140	4,494	4,598
Occupancy	79%	70%	68%	70%	64%	41%	38%
Avg Daily Rate	\$ 305	\$ 232	\$ 249	\$ 221	\$ 251	\$ 143	\$ 156
Sister Bay							
Revenue	\$ 3,690,177	\$ 2,627,529	\$ 2,768,633	\$ 2,503,766	\$ 2,657,862	\$ 633,013	\$ 619,266
Units Available	16,551	16,153	16,316	16,296	16,861	13,326	13,908
Occupancy	84%	76%	72%	71%	66%	29%	27%
Avg Daily Rate	\$ 266	\$ 214	\$ 237	\$ 215	\$ 239	\$ 163	\$ 164
Sturgeon Bay - City							
Revenue	\$ 2,853,996	\$ 2,280,777	\$ 2,238,398	\$ 2,232,629	\$ 2,052,681	\$ 701,325	\$ 616,814
Units Available	23,410	22,772	22,606	21,410	23,026	21,204	19,798
Occupancy	69%	66%	58%	69%	54%	32%	28%
Avg Daily Rate	\$ 178	\$ 152	\$ 170	\$ 152	\$ 166	\$ 104	\$ 112
Sturgeon Bay - Town							
Revenue	\$ 266,464	\$ 159,363	\$ 147,390	\$ 130,778	\$ 129,828	\$ 41,810	\$ 31,239
Units Available	1,012	1,351	963	1,259	1,020	997	745
Occupancy	67%	45%	50%	34%	34%	12%	19%
Avg Daily Rate	\$ 390	\$ 264	\$ 306	\$ 306	\$ 376	\$ 357	\$ 222
Union							
Revenue	\$ 92,633	\$ 59,011	\$ 65,324	\$ 39,139	\$ 37,795	\$ 17,245	\$ 10,789
Units Available	265	274	339	219	260	134	158
Occupancy	72%	64%	48%	52%	37%	26%	11%
Avg Daily Rate	\$ 488	\$ 337	\$ 401	\$ 346	\$ 394	\$ 493	\$ 635
Washington Island							
Revenue	\$ 464,135	\$ 327,299	\$ 273,000	\$ 224,086	\$ 189,755	\$ 35,450	\$ 45,693
Units Available	4,276	5,344	4,322	4,582	3,803	1,798	1,793
Occupancy	66%	43%	44%	33%	34%	13%	19%
Avg Daily Rate	\$ 164	\$ 144	\$ 145	\$ 149	\$ 149	\$ 148	\$ 135
Revenue Available	\$ 26,236,689	\$ 18,656,561	\$ 19,101,201	\$ 17,636,500	\$ 17,014,862	\$ 3,608,635	\$ 3,276,287
Rented	137,225	136,735	135,154	133,360	130,851	87,910	86,684
%	104,382	92,113	85,215	86,622	76,869	23,785	20,711
Average	\$ 251	\$ 203	\$ 224	\$ 204	\$ 221	\$ 152	\$ 158