

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

| | Jan-22 Adj 1/31/23 | Jan-23 | Feb-22 Adj 1/31/23 | Feb-23 |
|------------------------------|-----------------------|--------------|-----------------------|--------------|
| Baileys Harbor | | | | |
| Revenue | \$110,181 | \$95,527 | \$134,659 | \$86,632 |
| Units Available | 4,430 | 4,540 | 3,934 | 3,770 |
| Occupancy | 14% | 10% | 18% | 14% |
| Avg Daily Rate | \$ 177 | \$ 221 | \$ 189 | \$ 162 |
| Brussels | | | | |
| Revenue | \$ - | \$ - | \$ - | \$ - |
| Units Available | 0 | 0 | 0 | 0 |
| Occupancy | 0% | 0% | 0% | 0% |
| Avg Daily Rate | \$ - | \$ - | \$ - | \$ - |
| Clay Banks | | | | |
| Revenue | \$ 3,141 | \$ 4,310 | \$ 1,193 | \$ 4,612 |
| Units Available | 122 | 182 | 111 | 90 |
| Occupancy | 9% | 10% | 5% | 17% |
| Avg Daily Rate | \$ 286 | \$ 227 | \$ 239 | \$ 307 |
| Egg Harbor-Town | | | | |
| Revenue | \$ 178,149 | \$ 162,922 | \$ 255,290 | \$ 199,061 |
| Units Available | 8,884 | 8,690 | 8,122 | 7,558 |
| Occupancy | 13% | 12% | 19% | 19% |
| Avg Daily Rate | \$ 151 | \$ 151 | \$ 163 | \$ 142 |
| Egg Harbor - Village | | | | |
| Revenue | \$ 179,701 | \$ 195,788 | \$ 181,072 | \$ 184,814 |
| Units Available | 4,902 | 4,991 | 3,765 | 4,578 |
| Occupancy | 27% | 29% | 34% | 27% |
| Avg Daily Rate | \$ 134 | \$ 135 | \$ 142 | \$ 149 |
| Ephraim | | | | |
| Revenue | \$ 112,405 | \$ 114,861 | \$ 152,433 | \$ 129,254 |
| Units Available | 6,070 | 6,316 | 5,337 | 5,323 |
| Occupancy | 14% | 12% | 20% | 16% |
| Avg Daily Rate | \$ 129 | \$ 149 | \$ 145 | \$ 148 |
| Forestville - Town | | | | |
| Revenue | \$ - | \$ - | \$ 1,819 | \$ - |
| Units Available | 31 | 31 | 28 | 28 |
| Occupancy | 0% | 0% | 18% | 0% |
| Avg Daily Rate | \$ - | \$ - | \$ 364 | \$ - |
| Forestville - Village | | | | |
| Revenue | \$ - | \$ - | \$ - | \$ - |
| Units Available | - | - | - | - |
| Occupancy | 0% | 0% | 0% | 0% |
| Avg Daily Rate | \$ - | \$ - | \$ - | \$ - |
| Gardner | | | | |
| Revenue | \$ 23,428 | \$ 32,423 | \$ 46,626 | \$ 33,071 |
| Units Available | 1,638 | 1,855 | 1,153 | 1,591 |
| Occupancy | 12% | 8% | 29% | 16% |
| Avg Daily Rate | \$ 123 | \$ 215 | \$ 137 | \$ 131 |
| Gibraltar | | | | |
| Revenue | \$ 260,944 | \$ 242,091 | \$ 317,063 | \$ 253,652 |
| Units Available | 8,346 | 6,287 | 7,638 | 6,357 |
| Occupancy | 18% | 18% | 26% | 21% |
| Avg Daily Rate | \$ 170 | \$ 218 | \$ 160 | \$ 186 |
| Jacksonport | | | | |
| Revenue | \$ 43,934 | \$ 28,101 | \$ 44,735 | \$ 34,725 |
| Units Available | 2,802 | 2,729 | 2,446 | 2,166 |
| Occupancy | 7% | 5% | 7% | 8% |
| Avg Daily Rate | \$ 235 | \$ 225 | \$ 226 | \$ 201 |
| Liberty Grove | | | | |
| Revenue | \$ 99,052 | \$ 80,817 | \$ 87,951 | \$ 80,366 |
| Units Available | 5,863 | 5,503 | 5,429 | 4,643 |
| Occupancy | 8% | 6% | 7% | 8% |
| Avg Daily Rate | \$ 201 | \$ 257 | \$ 226 | \$ 231 |
| Nasewaupée | | | | |
| Revenue | \$ 107,492 | \$ 98,845 | \$ 180,866 | \$ 127,394 |
| Units Available | 3,050 | 3,232 | 2,991 | 2,712 |
| Occupancy | 36% | 20% | 50% | 35% |
| Avg Daily Rate | \$ 97 | \$ 150 | \$ 122 | \$ 133 |
| Sevastopol | | | | |
| Revenue | \$ 232,754 | \$ 212,559 | \$ 233,858 | \$ 192,010 |
| Units Available | 4,715 | 4,631 | 4,231 | 4,074 |
| Occupancy | 32% | 29% | 38% | 33% |
| Avg Daily Rate | \$ 156 | \$ 160 | \$ 147 | \$ 144 |
| Sister Bay | | | | |
| Revenue | \$ 385,595 | \$ 429,439 | \$ 382,610 | \$ 397,269 |
| Units Available | 13,358 | 12,403 | 11,629 | 12,024 |
| Occupancy | 19% | 23% | 24% | 24% |
| Avg Daily Rate | \$ 155 | \$ 153 | \$ 139 | \$ 135 |
| Sturgeon Bay - City | | | | |
| Revenue | \$ 557,340 | \$ 465,358 | \$ 767,293 | \$ 628,877 |
| Units Available | 21,146 | 19,892 | 20,738 | 19,411 |
| Occupancy | 27% | 22% | 37% | 31% |
| Avg Daily Rate | \$ 96 | \$ 105 | \$ 99 | \$ 105 |
| Sturgeon Bay - Town | | | | |
| Revenue | \$ 26,643 | \$ 9,871 | \$ 19,151 | \$ 10,229 |
| Units Available | 704 | 694 | 624 | 559 |
| Occupancy | 11% | 4% | 9% | 6% |
| Avg Daily Rate | \$ 333 | \$ 353 | \$ 336 | \$ 320 |
| Union | | | | |
| Revenue | \$ 7,508 | \$ 3,484 | \$ 3,483 | \$ 540 |
| Units Available | 124 | 116 | 112 | 56 |
| Occupancy | 10% | 5% | 5% | 4% |
| Avg Daily Rate | \$ 578 | \$ 581 | \$ 581 | \$ 270 |
| Washington Island | | | | |
| Revenue | \$ 12,798 | \$ 7,223 | \$ 12,226 | \$ 9,055 |
| Units Available | 1,235 | 702 | 1,109 | 985 |
| Occupancy | 10% | 8% | 10% | 9% |
| Avg Daily Rate | \$ 108 | \$ 136 | \$ 110 | \$ 108 |
| Revenue | \$2,341,063 | \$ 2,183,619 | \$ 2,822,329 | \$ 2,371,560 |
| Available | 87,420 | 82,794 | 79,397 | 75,925 |
| Rented | 17,511 | 14,770 | 21,270 | 17,539 |
| % | 20% | 18% | 27% | 23% |
| Average | \$ 134 | \$ 148 | \$ 133 | \$ 135 |