

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	Mar-22 Adj 1/31/23	Mar-23
Baileys Harbor						
Revenue	\$110,181	\$95,527	\$134,659	\$86,632	\$126,581	\$108,153
Units Available	4,430	4,540	3,934	3,770	4,395	4,304
Occupancy	14%	10%	18%	14%	15%	14%
Avg Daily Rate	\$ 177	\$ 221	\$ 189	\$ 162	\$ 189	\$ 185
Brussels						
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks						
Revenue	\$ 3,141	\$ 4,310	\$ 1,193	\$ 4,612	\$ -	\$ 5,798
Units Available	122	182	111	90	75	93
Occupancy	9%	10%	5%	17%	0%	25%
Avg Daily Rate	\$ 286	\$ 227	\$ 239	\$ 307	\$ -	\$ 252
Egg Harbor-Town						
Revenue	\$ 178,149	\$ 162,922	\$ 255,290	\$ 199,061	\$ 290,631	\$ 222,269
Units Available	8,884	8,690	8,122	7,558	9,045	8,688
Occupancy	13%	12%	19%	19%	22%	33%
Avg Daily Rate	\$ 151	\$ 151	\$ 163	\$ 142	\$ 145	\$ 78
Egg Harbor - Village						
Revenue	\$ 179,701	\$ 195,788	\$ 181,072	\$ 184,814	\$ 188,530	\$ 195,864
Units Available	4,902	4,591	3,765	4,578	4,671	4,819
Occupancy	27%	29%	34%	27%	28%	31%
Avg Daily Rate	\$ 134	\$ 135	\$ 142	\$ 149	\$ 145	\$ 131
Ephraim						
Revenue	\$ 112,405	\$ 114,861	\$ 152,433	\$ 129,254	\$ 115,700	\$ 103,207
Units Available	6,070	6,316	5,337	5,323	6,264	5,224
Occupancy	14%	12%	20%	16%	16%	12%
Avg Daily Rate	\$ 129	\$ 149	\$ 145	\$ 148	\$ 117	\$ 161
Forestville - Town						
Revenue	\$ -	\$ -	\$ 1,819	\$ -	\$ -	\$ -
Units Available	31	31	28	28	31	31
Occupancy	0%	0%	18%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ 364	\$ -	\$ -	\$ -
Forestville - Village						
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner						
Revenue	\$ 23,428	\$ 32,423	\$ 46,626	\$ 33,071	\$ 29,802	\$ 20,445
Units Available	1,638	1,855	1,153	1,591	1,700	1,394
Occupancy	12%	8%	29%	16%	14%	10%
Avg Daily Rate	\$ 123	\$ 215	\$ 137	\$ 131	\$ 127	\$ 141
Gibraltar						
Revenue	\$ 260,944	\$ 242,091	\$ 317,063	\$ 253,652	\$ 219,860	\$ 167,464
Units Available	8,346	6,287	7,638	6,357	8,070	6,923
Occupancy	18%	18%	26%	21%	20%	17%
Avg Daily Rate	\$ 170	\$ 218	\$ 160	\$ 186	\$ 140	\$ 147
Jacksonport						
Revenue	\$ 43,934	\$ 28,101	\$ 44,735	\$ 34,725	\$ 40,004	\$ 19,267
Units Available	2,802	2,729	2,446	2,166	2,560	2,279
Occupancy	7%	5%	7%	8%	8%	5%
Avg Daily Rate	\$ 235	\$ 225	\$ 226	\$ 201	\$ 198	\$ 177
Liberty Grove						
Revenue	\$ 99,052	\$ 80,817	\$ 87,951	\$ 80,366	\$ 100,256	\$ 97,842
Units Available	5,863	5,503	5,429	4,643	5,949	5,544
Occupancy	8%	6%	7%	8%	6%	7%
Avg Daily Rate	\$ 201	\$ 257	\$ 226	\$ 231	\$ 282	\$ 262
Nasewaupee						
Revenue	\$ 107,492	\$ 98,845	\$ 180,866	\$ 127,394	\$ 107,397	\$ 122,451
Units Available	3,050	3,232	2,991	2,712	3,169	3,191
Occupancy	36%	20%	50%	35%	31%	30%
Avg Daily Rate	\$ 97	\$ 150	\$ 122	\$ 133	\$ 109	\$ 128
Sevastopol						
Revenue	\$ 232,754	\$ 212,559	\$ 233,858	\$ 192,010	\$ 251,887	\$ 202,121
Units Available	4,715	4,631	4,231	4,074	4,783	4,627
Occupancy	32%	29%	38%	33%	37%	29%
Avg Daily Rate	\$ 156	\$ 160	\$ 147	\$ 144	\$ 142	\$ 150
Sister Bay						
Revenue	\$ 385,595	\$ 429,439	\$ 382,610	\$ 397,269	\$ 396,870	\$ 389,307
Units Available	13,358	12,403	11,629	12,024	11,563	13,542
Occupancy	19%	23%	24%	24%	24%	21%
Avg Daily Rate	\$ 155	\$ 153	\$ 139	\$ 135	\$ 142	\$ 135
Sturgeon Bay - City						
Revenue	\$ 557,340	\$ 465,358	\$ 767,293	\$ 628,877	\$ 716,762	\$ 623,799
Units Available	21,146	19,892	20,738	19,411	23,262	21,878
Occupancy	27%	22%	37%	31%	35%	28%
Avg Daily Rate	\$ 96	\$ 105	\$ 99	\$ 105	\$ 88	\$ 103
Sturgeon Bay - Town						
Revenue	\$ 26,643	\$ 9,871	\$ 19,151	\$ 10,229	\$ 23,455	\$ 20,264
Units Available	704	694	624	559	630	641
Occupancy	11%	4%	9%	6%	10%	9%
Avg Daily Rate	\$ 333	\$ 353	\$ 336	\$ 320	\$ 391	\$ 349
Union						
Revenue	\$ 7,508	\$ 3,484	\$ 3,483	\$ 540	\$ 777	\$ 1,335
Units Available	124	116	112	56	124	124
Occupancy	10%	5%	5%	4%	2%	4%
Avg Daily Rate	\$ 578	\$ 581	\$ 581	\$ 270	\$ 389	\$ 267
Washington Island						
Revenue	\$ 12,798	\$ 7,223	\$ 12,226	\$ 9,055	\$ 13,809	\$ 9,943
Units Available	1,235	702	1,109	985	1,204	979
Occupancy	10%	8%	10%	9%	8%	8%
Avg Daily Rate	\$ 108	\$ 136	\$ 110	\$ 108	\$ 135	\$ 120
Revenue	\$2,341,063	\$ 2,183,619	\$ 2,822,329	\$ 2,371,560	\$ 2,622,318	\$ 2,309,529
Available	87,420	82,794	79,397	75,925	87,495	84,281
Rented	17,511	14,770	21,270	17,539	21,175	18,759
%	20%	18%	27%	23%	24%	22%
Average	\$ 134	\$ 148	\$ 133	\$ 135	\$ 124	\$ 123