

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

	Jan-22	Jan-23	Feb-22	Feb-23	Mar-22	Mar-23	Apr-22	Apr-23	May-22	May-23
	Adj 1/31/23		Adj 1/31/23		Adj 1/31/23		Adj 1/31/23		Adj 1/31/23	
Baileys Harbor										
Revenue	\$110,181	\$95,527	\$134,659	\$86,632	\$126,581	\$108,153	\$127,015	\$118,854	\$673,641	\$656,566
Units Available	4,430	4,540	3,934	3,770	4,395	4,304	5,013	4,422	7,717	8,059
Occupancy	14%	10%	18%	14%	15%	14%	13%	15%	42%	37%
Avg Daily Rate	\$ 177	\$ 221	\$ 189	\$ 162	\$ 189	\$ 185	\$ 201	\$ 201	\$ 208	\$ 222
Brussels										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	0	0	0	0	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks										
Revenue	\$ 3,141	\$ 4,310	\$ 1,193	\$ 4,612	\$ -	\$ 5,798	\$ -	\$ 4,758	\$ 9,886	\$ 26,661
Units Available	122	182	111	90	75	93	60	90	205	163
Occupancy	9%	10%	5%	17%	0%	25%	0%	24%	20%	53%
Avg Daily Rate	\$ 286	\$ 227	\$ 239	\$ 307	\$ -	\$ 252	\$ -	\$ 216	\$ 235	\$ 310
Egg Harbor-Town										
Revenue	\$ 178,149	\$ 162,922	\$ 255,290	\$ 199,061	\$ 290,631	\$ 222,269	\$ 254,242	\$ 203,506	\$ 706,120	\$ 689,679
Units Available	8,884	8,690	8,122	7,558	9,045	8,688	8,915	8,313	11,180	11,028
Occupancy	13%	12%	19%	19%	22%	33%	21%	24%	38%	49%
Avg Daily Rate	\$ 151	\$ 151	\$ 163	\$ 142	\$ 145	\$ 78	\$ 135	\$ 101	\$ 165	\$ 127
Egg Harbor - Village										
Revenue	\$ 179,701	\$ 195,788	\$ 181,072	\$ 184,814	\$ 188,530	\$ 195,864	\$ 219,837	\$ 211,407	\$ 648,569	\$ 538,994
Units Available	4,902	4,991	3,765	4,578	4,671	4,819	4,905	4,480	7,920	7,324
Occupancy	27%	29%	34%	27%	28%	31%	31%	35%	44%	41%
Avg Daily Rate	\$ 134	\$ 135	\$ 142	\$ 149	\$ 145	\$ 131	\$ 144	\$ 136	\$ 188	\$ 178
Ephraim										
Revenue	\$ 112,405	\$ 114,861	\$ 152,433	\$ 129,254	\$ 115,700	\$ 103,207	\$ 147,100	\$ 107,202	\$ 841,120	\$ 807,217
Units Available	6,070	6,316	5,337	5,323	6,264	5,224	5,711	5,929	12,807	13,384
Occupancy	14%	12%	20%	16%	16%	12%	20%	15%	40%	36%
Avg Daily Rate	\$ 129	\$ 149	\$ 145	\$ 148	\$ 117	\$ 161	\$ 130	\$ 124	\$ 162	\$ 168
Forestville - Town										
Revenue	\$ -	\$ -	\$ 1,819	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,653	\$ 630
Units Available	31	31	28	28	31	31	30	-	31	31
Occupancy	0%	0%	18%	0%	0%	0%	0%	0%	29%	6%
Avg Daily Rate	\$ -	\$ -	\$ 364	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 295	\$ 315
Forestville - Village										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner										
Revenue	\$ 23,428	\$ 32,423	\$ 46,626	\$ 33,071	\$ 29,802	\$ 20,445	\$ 25,662	\$ 20,185	\$ 90,691	\$ 101,691
Units Available	1,638	1,855	1,153	1,591	1,700	1,394	2,003	2,166	2,233	2,352
Occupancy	12%	8%	29%	16%	14%	10%	9%	7%	23%	23%
Avg Daily Rate	\$ 123	\$ 215	\$ 137	\$ 131	\$ 127	\$ 141	\$ 136	\$ 136	\$ 177	\$ 190
Gibraltar										
Revenue	\$ 260,944	\$ 242,091	\$ 317,063	\$ 253,652	\$ 219,860	\$ 167,464	\$ 307,486	\$ 284,712	\$ 1,097,553	\$ 1,028,670
Units Available	8,346	6,287	7,638	6,357	8,070	6,923	8,858	7,551	14,519	14,331
Occupancy	18%	18%	26%	21%	20%	17%	23%	22%	42%	39%
Avg Daily Rate	\$ 170	\$ 218	\$ 160	\$ 186	\$ 140	\$ 147	\$ 150	\$ 168	\$ 181	\$ 186
Jacksonport										
Revenue	\$ 43,934	\$ 28,101	\$ 44,735	\$ 34,725	\$ 40,004	\$ 19,267	\$ 39,465	\$ 17,002	\$ 161,315	\$ 130,457
Units Available	2,802	2,729	2,446	2,166	2,560	2,279	2,295	1,847	3,547	3,484
Occupancy	7%	5%	7%	8%	8%	5%	9%	3%	17%	17%
Avg Daily Rate	\$ 235	\$ 225	\$ 226	\$ 201	\$ 198	\$ 177	\$ 182	\$ 298	\$ 270	\$ 224
Liberty Grove										
Revenue	\$ 99,052	\$ 80,817	\$ 87,951	\$ 80,366	\$ 100,256	\$ 97,842	\$ 112,059	\$ 103,703	\$ 491,271	\$ 502,173
Units Available	5,863	5,503	5,429	4,643	5,949	5,544	4,859	5,603	8,742	9,321
Occupancy	8%	6%	7%	8%	6%	7%	10%	7%	27%	26%
Avg Daily Rate	\$ 201	\$ 257	\$ 226	\$ 231	\$ 282	\$ 262	\$ 253	\$ 257	\$ 208	\$ 210
Nasewaupée										
Revenue	\$ 107,492	\$ 98,845	\$ 180,866	\$ 127,394	\$ 107,397	\$ 122,451	\$ 103,186	\$ 120,407	\$ 313,185	\$ 266,657
Units Available	3,050	3,232	2,991	2,712	3,169	3,191	3,183	3,258	4,188	3,424
Occupancy	36%	20%	50%	35%	31%	30%	29%	29%	46%	41%
Avg Daily Rate	\$ 97	\$ 150	\$ 122	\$ 133	\$ 109	\$ 128	\$ 111	\$ 129	\$ 164	\$ 190
Sevastopol										
Revenue	\$ 232,754	\$ 212,559	\$ 233,858	\$ 192,010	\$ 251,887	\$ 202,121	\$ 277,173	\$ 231,215	\$ 531,641	\$ 504,508
Units Available	4,715	4,631	4,231	4,074	4,783	4,627	4,399	4,954	6,477	6,218
Occupancy	32%	29%	38%	33%	37%	29%	38%	32%	42%	40%
Avg Daily Rate	\$ 156	\$ 160	\$ 147	\$ 144	\$ 142	\$ 150	\$ 168	\$ 145	\$ 197	\$ 203
Sister Bay										
Revenue	\$ 385,595	\$ 429,439	\$ 382,610	\$ 397,269	\$ 396,870	\$ 389,307	\$ 402,158	\$ 469,687	\$ 1,206,785	\$ 1,365,649
Units Available	13,358	12,403	11,629	12,024	11,563	13,542	12,149	12,963	15,003	16,555
Occupancy	19%	23%	24%	24%	24%	21%	23%	25%	46%	42%
Avg Daily Rate	\$ 155	\$ 153	\$ 139	\$ 135	\$ 142	\$ 135	\$ 146	\$ 144	\$ 173	\$ 198

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Sturgeon Bay - City										
Revenue	\$ 557,340	\$ 465,358	\$ 767,293	\$ 628,877	\$ 716,762	\$ 623,799	\$ 653,057	\$ 545,172	\$ 1,194,099	\$ 977,477
Units Available	21,146	19,892	20,738	19,411	23,262	21,878	22,308	19,853	23,785	16,464
Occupancy	27%	22%	37%	31%	35%	28%	29%	26%	42%	47%
Avg Daily Rate	\$ 96	\$ 105	\$ 99	\$ 105	\$ 88	\$ 103	\$ 102	\$ 106	\$ 121	\$ 125
Sturgeon Bay - Town										
Revenue	\$ 26,643	\$ 9,871	\$ 19,151	\$ 10,229	\$ 23,455	\$ 20,264	\$ 27,770	\$ 28,892	\$ 77,362	\$ 74,879
Units Available	704	694	624	559	630	641	592	674	820	896
Occupancy	11%	4%	9%	6%	10%	9%	13%	14%	31%	24%
Avg Daily Rate	\$ 333	\$ 353	\$ 336	\$ 320	\$ 391	\$ 349	\$ 352	\$ 311	\$ 306	\$ 343
Union										
Revenue	\$ 7,508	\$ 3,484	\$ 3,483	\$ 540	\$ 777	\$ 1,335	\$ 3,130	\$ 3,620	\$ 22,942	\$ 12,065
Units Available	124	116	112	56	124	124	150	120	223	111
Occupancy	10%	5%	5%	4%	2%	4%	4%	12%	28%	27%
Avg Daily Rate	\$ 578	\$ 581	\$ 581	\$ 270	\$ 389	\$ 267	\$ 522	\$ 259	\$ 364	\$ 402
Washington Island										
Revenue	\$ 12,798	\$ 7,223	\$ 12,226	\$ 9,055	\$ 13,809	\$ 9,943	\$ 16,995	\$ 12,148	\$ 112,406	\$ 92,820
Units Available	1,235	702	1,109	985	1,204	979	1,356	807	4,140	3,074
Occupancy	10%	8%	10%	9%	8%	8%	10%	12%	21%	26%
Avg Daily Rate	\$ 108	\$ 136	\$ 110	\$ 108	\$ 135	\$ 120	\$ 128	\$ 127	\$ 127	\$ 118
Revenue Available	\$2,341,063	\$ 2,183,619	\$ 2,822,329	\$ 2,371,560	\$ 2,622,318	\$ 2,309,529	\$ 2,716,335	\$ 2,482,469	\$8,181,238	\$ 7,776,793
Available	87,420	82,794	79,397	75,925	87,495	84,281	86,586	83,030	123,537	116,219
Rented	17,511	14,770	21,270	17,539	21,175	18,759	20,047	18,565	48,385	44,936
%	20%	18%	27%	23%	24%	22%	23%	22%	39%	39%
Average	\$ 134	\$ 148	\$ 133	\$ 135	\$ 124	\$ 123	\$ 136	\$ 134	\$ 169	\$ 173