

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

	Jan-22 Adj 1/31/23	Jan-23 Adj 7/31/23	Feb-22 Adj 1/31/23	Feb-23 Adj 7/31/23	Mar-22 Adj 1/31/23	Mar-23 Adj 7/31/23	Apr-22 Adj 1/31/23	Apr-23 Adj 7/31/23	May-22 Adj 1/31/23	May-23 Adj 7/31/23	Jun-22 Adj 1/31/23	Jun-23 Adj 7/31/23
Baileys Harbor												
Revenue	\$110,181	\$97,661	\$134,659	\$94,566	\$126,581	\$110,738	\$127,015	\$124,130	\$673,641	\$670,616	\$1,581,349	\$1,533,175
Units Available	4,430	4,664	3,934	3,969	4,395	4,428	5,013	4,620	7,717	8,345	9,449	8,914
Occupancy	14%	9%	18%	14%	15%	13%	13%	15%	42%	36%	63%	59%
Avg Daily Rate	\$ 177	\$ 224	\$ 189	\$ 169	\$ 189	\$ 187	\$ 201	\$ 201	\$ 208	\$ 225	\$ 266	\$ 289
Brussels												
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	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%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks												
Revenue	\$ 3,141	\$ 5,554	\$ 1,193	\$ 4,612	\$ -	\$ 5,798	\$ -	\$ 4,758	\$ 9,886	\$ 28,752	\$ 46,995	\$ 70,961
Units Available	122	218	111	90	75	93	60	120	205	206	203	288
Occupancy	9%	11%	5%	17%	0%	25%	0%	18%	20%	45%	57%	61%
Avg Daily Rate	\$ 286	\$ 231	\$ 239	\$ 307	\$ -	\$ 252	\$ -	\$ 216	\$ 235	\$ 309	\$ 409	\$ 405
Egg Harbor-Town												
Revenue	\$ 178,149	\$ 165,919	\$ 255,290	\$ 207,824	\$ 290,631	\$ 223,669	\$ 254,242	\$ 214,246	\$ 706,120	\$ 712,720	\$ 1,826,557	\$ 1,780,662
Units Available	8,884	9,242	8,122	7,902	9,045	8,750	8,915	8,729	11,180	12,396	11,171	12,519
Occupancy	13%	12%	19%	18%	22%	33%	21%	23%	38%	44%	63%	55%
Avg Daily Rate	\$ 151	\$ 150	\$ 163	\$ 146	\$ 145	\$ 78	\$ 135	\$ 105	\$ 165	\$ 129	\$ 258	\$ 258
Eqg Harbor - Village												
Revenue	\$ 179,701	\$ 200,759	\$ 181,072	\$ 192,853	\$ 188,530	\$ 206,811	\$ 219,837	\$ 216,523	\$ 648,509	\$ 559,311	\$ 1,424,046	\$ 1,437,347
Units Available	4,902	5,267	3,755	4,822	4,671	5,016	4,905	4,660	7,920	7,562	8,783	11,833
Occupancy	27%	28%	34%	27%	28%	31%	31%	34%	44%	41%	66%	50%
Avg Daily Rate	\$ 134	\$ 134	\$ 142	\$ 152	\$ 145	\$ 141	\$ 144	\$ 138	\$ 188	\$ 182	\$ 245	\$ 241
Ephraim												
Revenue	\$ 112,405	\$ 115,422	\$ 152,433	\$ 129,254	\$ 115,700	\$ 103,207	\$ 147,100	\$ 112,870	\$ 841,120	\$ 807,217	\$ 2,321,781	\$ 2,307,618
Units Available	6,070	6,378	5,337	5,324	6,264	5,255	5,711	5,989	12,807	13,439	14,804	14,811
Occupancy	14%	12%	20%	16%	16%	12%	20%	15%	40%	36%	69%	68%
Avg Daily Rate	\$ 129	\$ 149	\$ 145	\$ 148	\$ 117	\$ 161	\$ 130	\$ 129	\$ 162	\$ 168	\$ 226	\$ 228
Forestville - Town												
Revenue	\$ -	\$ -	\$ 1,819	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,653	\$ 630	\$ 4,055	\$ -
Units Available	31	31	28	28	31	31	30	30	31	31	30	-
Occupancy	0%	0%	18%	0%	0%	0%	0%	0%	29%	6%	40%	0%
Avg Daily Rate	\$ -	\$ -	\$ 364	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 295	\$ 315	\$ 338	\$ -
Forestville - Village												
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner												
Revenue	\$ 23,428	\$ 32,423	\$ 46,626	\$ 34,165	\$ 29,802	\$ 20,445	\$ 25,662	\$ 24,713	\$ 90,691	\$ 104,559	\$ 222,971	\$ 222,078
Units Available	1,638	1,886	1,153	1,703	1,700	1,425	2,003	2,256	2,233	2,445	2,289	2,316
Occupancy	12%	8%	29%	15%	14%	10%	9%	7%	23%	23%	40%	33%
Avg Daily Rate	\$ 123	\$ 215	\$ 137	\$ 132	\$ 127	\$ 141	\$ 136	\$ 152	\$ 177	\$ 189	\$ 242	\$ 294
Gibraltar												
Revenue	\$ 260,944	\$ 253,732	\$ 317,063	\$ 261,408	\$ 219,860	\$ 167,644	\$ 307,486	\$ 288,841	\$ 1,097,553	\$ 1,033,273	\$ 2,572,582	\$ 2,502,711
Units Available	8,346	6,999	7,638	6,584	8,070	7,016	8,858	7,874	14,519	14,633	15,824	15,738
Occupancy	18%	17%	26%	21%	20%	16%	23%	22%	42%	38%	70%	68%
Avg Daily Rate	\$ 170	\$ 214	\$ 160	\$ 188	\$ 140	\$ 147	\$ 150	\$ 168	\$ 181	\$ 187	\$ 231	\$ 235
Jacksonport												
Revenue	\$ 43,934	\$ 28,601	\$ 44,735	\$ 34,725	\$ 40,004	\$ 19,267	\$ 39,465	\$ 22,559	\$ 161,315	\$ 134,820	\$ 433,642	\$ 436,279
Units Available	2,802	2,791	2,446	2,222	2,560	2,279	2,295	2,328	3,547	3,553	4,344	4,235
Occupancy	7%	5%	7%	8%	8%	5%	9%	4%	17%	17%	40%	35%
Avg Daily Rate	\$ 235	\$ 225	\$ 226	\$ 201	\$ 198	\$ 177	\$ 182	\$ 228	\$ 270	\$ 224	\$ 253	\$ 295
Liberty Grove												
Revenue	\$ 99,052	\$ 85,712	\$ 87,951	\$ 87,506	\$ 100,256	\$ 100,322	\$ 112,059	\$ 108,913	\$ 491,271	\$ 530,137	\$ 1,483,147	\$ 1,504,788
Units Available	5,863	5,862	5,429	5,007	5,949	5,730	4,659	5,802	8,742	9,923	12,209	11,478
Occupancy	8%	6%	7%	7%	6%	7%	10%	7%	27%	25%	52%	55%
Avg Daily Rate	\$ 201	\$ 251	\$ 226	\$ 233	\$ 282	\$ 265	\$ 253	\$ 252	\$ 208	\$ 211	\$ 232	\$ 239
Nasawaupee												
Revenue	\$ 107,492	\$ 100,569	\$ 180,866	\$ 135,109	\$ 107,397	\$ 122,451	\$ 103,186	\$ 120,407	\$ 313,185	\$ 296,212	\$ 606,604	\$ 594,413
Units Available	3,050	3,356	2,991	2,992	3,169	3,253	3,183	3,318	4,188	4,115	4,640	4,426
Occupancy	36%	20%	50%	34%	31%	29%	29%	28%	46%	40%	61%	60%
Avg Daily Rate	\$ 97	\$ 152	\$ 122	\$ 134	\$ 109	\$ 128	\$ 111	\$ 129	\$ 164	\$ 178	\$ 215	\$ 223
Sevastopol												
Revenue	\$ 232,754	\$ 214,109	\$ 233,858	\$ 194,741	\$ 251,887	\$ 202,121	\$ 277,173	\$ 231,215	\$ 531,641	\$ 510,213	\$ 1,144,368	\$ 1,090,135
Units Available	4,715	5,046	4,231	4,247	4,783	4,627	4,399	5,103	6,477	6,329	6,658	6,592
Occupancy	32%	27%	38%	32%	37%	29%	38%	31%	42%	39%	64%	58%
Avg Daily Rate	\$ 156	\$ 156	\$ 147	\$ 145	\$ 142	\$ 150	\$ 168	\$ 145	\$ 197	\$ 205	\$ 268	\$ 284
Sister Bay												
Revenue	\$ 385,595	\$ 434,711	\$ 382,610	\$ 413,959	\$ 396,870	\$ 398,026	\$ 402,158	\$ 486,488	\$ 1,206,785	\$ 1,375,314	\$ 2,677,035	\$ 2,972,320
Units Available	13,358	12,925	11,629	12,296	11,563	13,976	12,149	13,533	15,003	16,741	16,437	16,221
Occupancy	19%	22%	24%	24%	24%	21%	23%	25%	46%	41%	70%	69%
Avg Daily Rate	\$ 155	\$ 152	\$ 139	\$ 139	\$ 142	\$ 136	\$ 146	\$ 146	\$ 173	\$ 199	\$ 234	\$ 264

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Sturgeon Bay - City												
Revenue	\$ 557,340	\$ 478,556	\$ 767,293	\$ 643,113	\$ 716,762	\$ 644,434	\$ 653,057	\$ 557,363	\$ 1,194,099	\$ 1,148,660	\$ 2,058,772	\$ 1,933,535
Units Available	21,146	21,662	20,738	19,302	23,262	23,467	22,308	20,190	23,785	21,595	22,532	21,710
Occupancy	27%	21%	37%	31%	35%	26%	29%	26%	42%	42%	70%	52%
Avg Daily Rate	\$ 96	\$ 105	\$ 99	\$ 106	\$ 88	\$ 104	\$ 102	\$ 106	\$ 121	\$ 128	\$ 234	\$ 170
Sturgeon Bay - Town												
Revenue	\$ 26,643	\$ 9,871	\$ 19,151	\$ 10,229	\$ 23,455	\$ 20,264	\$ 27,770	\$ 30,742	\$ 77,362	\$ 76,544	\$ 199,894	\$ 165,018
Units Available	704	756	624	559	630	703	592	704	820	960	1,060	1,039
Occupancy	11%	4%	9%	6%	10%	8%	13%	15%	31%	24%	55%	40%
Avg Daily Rate	\$ 333	\$ 353	\$ 336	\$ 320	\$ 391	\$ 349	\$ 352	\$ 298	\$ 306	\$ 337	\$ 346	\$ 398
Union												
Revenue	\$ 7,508	\$ 3,484	\$ 3,483	\$ 540	\$ 777	\$ 1,335	\$ 3,130	\$ 3,620	\$ 22,842	\$ 13,435	\$ 82,978	\$ 66,348
Units Available	124	147	112	84	124	124	150	120	223	126	338	313
Occupancy	10%	4%	5%	2%	2%	4%	4%	12%	28%	29%	58%	51%
Avg Daily Rate	\$ 578	\$ 581	\$ 581	\$ 270	\$ 389	\$ 267	\$ 522	\$ 259	\$ 364	\$ 363	\$ 419	\$ 412
Washington Island												
Revenue	\$ 12,798	\$ 12,372	\$ 12,226	\$ 11,173	\$ 13,809	\$ 10,243	\$ 16,995	\$ 18,005	\$ 112,406	\$ 106,761	\$ 390,869	\$ 322,237
Units Available	1,235	1,167	1,109	1,129	1,204	1,164	1,356	1,137	4,140	3,477	5,501	4,703
Occupancy	10%	9%	10%	9%	8%	7%	10%	12%	21%	25%	48%	46%
Avg Daily Rate	\$ 108	\$ 122	\$ 110	\$ 110	\$ 135	\$ 121	\$ 128	\$ 136	\$ 127	\$ 122	\$ 148	\$ 149
Revenue Available	\$2,341,063	\$ 2,239,454	\$ 2,822,329	\$2,455,774	\$ 2,622,318	\$ 2,356,595	\$ 2,716,335	\$ 2,565,393	\$8,181,238	\$ 8,109,175	\$ 19,077,645	\$ 18,939,627
Available	87,420	88,397	79,397	78,730	87,495	87,357	86,586	86,513	123,537	125,866	136,273	137,136
Rented	17,511	15,243	21,270	17,875	21,175	19,038	20,047	18,971	48,385	46,862	84,412	79,549
%	20%	17%	27%	23%	24%	22%	23%	22%	39%	37%	62%	58%
Average	\$ 134	\$ 147	\$ 133	\$ 137	\$ 124	\$ 124	\$ 136	\$ 135	\$ 169	\$ 173	\$ 226	\$ 238