

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 2/1/23	Feb-23 Adj 7/31/23	Mar-22 Adj 3/1/23	Mar-23 Adj 7/31/23	Apr-22 Adj 4/1/23	Apr-23 Adj 7/31/23	May-22 Adj 5/1/23	May-23 Adj 7/31/23	Jun-22 Adj 6/1/23	Jun-23 Adj 7/31/23	Jul-22 Adj 7/1/23	Jul-23
<b>Baileys Harbor</b>														
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	\$2,444,329	\$2,232,207
Units Available	4,430	4,684	3,934	3,969	4,395	4,428	5,013	4,620	7,717	8,345	9,449	8,914	10,224	7,622
Occupancy	14%	9%	18%	14%	15%	13%	13%	15%	42%	36%	63%	59%	82%	84%
Avg Daily Rate	\$ 177	\$ 224	\$ 189	\$ 168	\$ 189	\$ 187	\$ 201	\$ 201	\$ 208	\$ 225	\$ 266	\$ 289	\$ 292	\$ 349
<b>Brussels</b>														
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	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%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Clay Banks</b>														
Revenue	\$ 3,141	\$ 5,554	\$ 1,193	\$ 4,612	\$ -	\$ 5,798	\$ -	\$ 4,758	\$ 9,886	\$ 28,752	\$ 46,905	\$ 70,961	\$ 93,773	\$ 125,864
Units Available	122	218	111	90	75	93	60	120	205	206	203	288	266	376
Occupancy	9%	11%	5%	17%	0%	25%	0%	18%	20%	45%	57%	61%	68%	62%
Avg Daily Rate	\$ 286	\$ 231	\$ 239	\$ 307	\$ -	\$ 252	\$ -	\$ 216	\$ 235	\$ 309	\$ 409	\$ 405	\$ 518	\$ 543
<b>Egg Harbor-Town</b>														
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	\$ 2,734,817	\$ 2,856,579
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	11,666	12,892
Occupancy	13%	12%	19%	18%	22%	33%	21%	23%	38%	44%	63%	55%	76%	72%
Avg Daily Rate	\$ 151	\$ 150	\$ 163	\$ 146	\$ 145	\$ 78	\$ 135	\$ 105	\$ 165	\$ 129	\$ 258	\$ 258	\$ 518	\$ 306
<b>Egg Harbor - Village</b>														
Revenue	\$ 179,701	\$ 200,759	\$ 181,072	\$ 192,853	\$ 188,530	\$ 206,811	\$ 219,837	\$ 216,523	\$ 648,569	\$ 559,311	\$ 1,424,046	\$ 1,437,347	\$ 2,393,376	\$ 2,481,542
Units Available	4,502	5,287	3,765	4,892	4,671	5,016	4,902	4,660	7,320	8,783	11,833	11,833	9,629	8,875
Occupancy	27%	28%	34%	27%	28%	31%	31%	34%	44%	41%	66%	50%	85%	86%
Avg Daily Rate	\$ 134	\$ 134	\$ 142	\$ 152	\$ 145	\$ 131	\$ 144	\$ 138	\$ 188	\$ 182	\$ 245	\$ 241	\$ 294	\$ 327
<b>Ephraim</b>														
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	\$ 3,697,881	\$ 3,533,996
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	15,753	15,215
Occupancy	14%	12%	20%	16%	16%	12%	10%	15%	40%	36%	69%	68%	89%	87%
Avg Daily Rate	\$ 129	\$ 149	\$ 145	\$ 148	\$ 117	\$ 161	\$ 130	\$ 129	\$ 162	\$ 168	\$ 226	\$ 228	\$ 263	\$ 266
<b>Forestville - Town</b>														
Revenue	\$ -	\$ -	\$ 1,819	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,653	\$ 630	\$ 4,055	\$ -	\$ 9,265	\$ 7,149
Units Available	31	31	28	28	31	31	30	30	31	31	30	31	31	31
Occupancy	0%	0%	18%	0%	0%	0%	0%	0%	29%	6%	40%	0%	100%	74%
Avg Daily Rate	\$ -	\$ -	\$ 364	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 295	\$ 315	\$ 338	\$ -	\$ 299	\$ 311
<b>Forestville - Village</b>														
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	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%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Gardner</b>														
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	\$ 375,718	\$ 369,706
Units Available	1,638	1,886	1,153	1,703	1,700	1,425	2,003	2,256	2,433	2,445	2,289	2,316	2,414	1,828
Occupancy	12%	9%	29%	15%	14%	10%	13%	10%	23%	23%	40%	33%	54%	62%
Avg Daily Rate	\$ 123	\$ 215	\$ 137	\$ 132	\$ 127	\$ 141	\$ 136	\$ 152	\$ 177	\$ 189	\$ 242	\$ 294	\$ 271	\$ 327
<b>Gibraltar</b>														
Revenue	\$ 280,444	\$ 253,732	\$ 317,063	\$ 261,408	\$ 219,860	\$ 167,464	\$ 307,496	\$ 288,841	\$ 1,097,553	\$ 1,033,273	\$ 2,572,582	\$ 2,502,711	\$ 3,941,496	\$ 3,734,292
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	17,337	14,688
Occupancy	18%	17%	26%	21%	20%	16%	23%	22%	42%	38%	70%	68%	86%	86%
Avg Daily Rate	\$ 170	\$ 214	\$ 160	\$ 168	\$ 140	\$ 147	\$ 150	\$ 168	\$ 181	\$ 187	\$ 231	\$ 235	\$ 263	\$ 297
<b>Jacksonport</b>														
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	\$ 862,736	\$ 641,750
Units Available	2,602	2,791	2,446	2,222	2,550	2,279	2,295	2,328	3,547	3,553	4,344	4,235	4,740	3,459
Occupancy	7%	5%	7%	8%	8%	8%	8%	8%	17%	17%	40%	35%	54%	43%
Avg Daily Rate	\$ 235	\$ 225	\$ 226	\$ 201	\$ 198	\$ 177	\$ 182	\$ 228	\$ 270	\$ 224	\$ 253	\$ 295	\$ 334	\$ 433
<b>Liberty Grove</b>														
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	\$ 2,587,635	\$ 2,681,043
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	13,145	11,949
Occupancy	8%	6%	7%	7%	8%	7%	7%	7%	27%	29%	52%	55%	77%	76%
Avg Daily Rate	\$ 201	\$ 251	\$ 226	\$ 233	\$ 282	\$ 265	\$ 253	\$ 252	\$ 208	\$ 211	\$ 232	\$ 239	\$ 255	\$ 294
<b>Nasauwaupe</b>														
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	\$ 991,497	\$ 747,159
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	5,002	2,911
Occupancy	36%	20%	31%	34%	31%	31%	29%	28%	46%	40%	61%	60%	81%	69%
Avg Daily Rate	\$ 97	\$ 152	\$ 122	\$ 134	\$ 109	\$ 128	\$ 111	\$ 129	\$ 164	\$ 178	\$ 215	\$ 223	\$ 245	\$ 371
<b>Sevastopol</b>														
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	\$ 1,867,129	\$ 1,794,017
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	7,068	6,441
Occupancy	32%	27%	38%	32%	37%	29%	38%	31%	42%	39%	64%	58%	84%	84%
Avg Daily Rate	\$ 156	\$ 156	\$ 147	\$ 145	\$ 142	\$ 150	\$ 168	\$ 145	\$ 197	\$ 205	\$ 268	\$ 284	\$ 315	\$ 332
<b>Sister Bay</b>														
Revenue	\$ 385,595	\$ 434,711	\$ 382,610	\$ 413,958	\$ 396,870	\$ 398,026	\$ 402,158	\$ 486,488	\$ 1,206,785	\$ 1,375,314	\$ 2,677,035	\$ 2,972,320	\$ 4,235,508	\$ 4,594,704
Units Available	13,350	12,925	11,629	12,296	11,563	13,976	12,149	13,533	15,003	16,741	16,437	16,221	17,458	17,230
Occupancy	19%	22%	24%	24%	24%	21%	23%	25%	46%	41%	70%	69%	89%	86%
Avg Daily Rate	\$ 155	\$ 152	\$ 139	\$ 139	\$ 142	\$ 136	\$ 146	\$ 146	\$ 173	\$ 199	\$ 234	\$ 264	\$ 276	\$ 312
<b>Sturgeon Bay - City</b>														
Revenue	\$ 557,340	\$ 478,556	\$ 767,293	\$ 643,113	\$ 716,762	\$ 644,434	\$ 655,057	\$ 557,363	\$ 1,194,099	\$ 1,148,660	\$ 2,058,772	\$ 1,933,535	\$ 4,405,806	\$ 2,959,451
Units Available	21,146	21,662	20,738	19,902	23,262	23,487	22,308	20,190	23,785	21,585	22,532	21,710	23,596	21,017
Occupancy	27%	21%	37%	31%	35%	26%	29%	26%	42%	42%	70%	52%	78%	73%
Avg Daily Rate	\$ 96	\$ 105	\$ 99	\$ 106	\$ 88	\$ 104	\$ 102	\$ 106	\$ 121	\$ 128	\$ 234	\$ 170	\$ 239	\$ 192
<b>Sturgeon Bay - Town</b>														
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	\$ 312,332	\$ 332,856
Units Available	704	756	624	559	630	703	592	704	820	960	1,060	1,039	1,023	1,048
Occupancy	11%	4%	9%	6%	10%	8%	13%	15%	24%	24%	55%	40%	75%	71%
Avg Daily Rate	\$ 333	\$ 353	\$ 336	\$ 320	\$ 391	\$ 349	\$ 352	\$ 298	\$ 306	\$ 337	\$ 346	\$ 398	\$ 406	\$ 446
<b>Union</b>														
Revenue	\$ 7,508	\$ 3,484	\$ 3,483	\$ 540	\$ 777	\$ 1,335	\$ 3,130	\$ 3,620	\$ 22,942	\$ 13,435	\$ 82,978	\$ 66,348	\$ 114,403	\$ 69,197
Units Available	124	147	112	84	124	124	150	120	223	126	339	313	328	284
Occupancy	10%	4%	5%	2%	2%	4%	4%	12%	28%	29%	58%	51%	76%	56%
Avg Daily Rate	\$ 97	\$ 581	\$ 581	\$ 270	\$ 389	\$ 287	\$ 522	\$ 259	\$ 364	\$ 363	\$ 419	\$ 412	\$ 459	\$ 432
<b>Washington Island</b>														
Revenue	\$ 12,798	\$ 12,372	\$ 12,226	\$ 11,173	\$ 13,809	\$ 10,243	\$ 16,995	\$ 18,005	\$ 112,406	\$ 106,761	\$ 300,869	\$ 322,237	\$ 623,325	\$ 488,081
Units Available	1,235	1,167	1,109	1,129	1,204									