

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 | Jun-22 | Jun-23 | Jul-22 | Jul-23 | Aug-22 | Aug-23 |
|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | Adj 1/31/23 | Adj 7/31/23 | Adj 1/31/23 | Adj 7/31/23 | Adj 1/31/23 | Adj 7/31/23 | Adj 1/31/23 | Adj 7/31/23 | Adj 1/31/23 | Adj 7/31/23 | Adj 1/31/23 | Adj 7/31/23 | Adj 1/31/23 | Adj 7/31/23 | Adj 1/31/23 | 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 | \$2,444,329 | \$2,232,297 | \$2,315,964 | \$2,330,846 |
| Units Available | 4,430 | 4,664 | 3,934 | 3,969 | 4,395 | 4,428 | 5,013 | 4,620 | 7,717 | 8,945 | 9,449 | 8,914 | 10,224 | 7,622 | 10,147 | 9,273 |
| Occupancy | 14% | 9% | 18% | 14% | 15% | 13% | 13% | 15% | 42% | 36% | 63% | 59% | 82% | 84% | 77% | 76% |
| Avg Daily Rate | \$ 177 | \$ 224 | \$ 189 | \$ 169 | \$ 189 | \$ 187 | \$ 201 | \$ 201 | \$ 208 | \$ 225 | \$ 266 | \$ 289 | \$ 292 | \$ 349 | \$ 295 | \$ 329 |
| Brussels | | | | | | | | | | | | | | | | |
| Revenue | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Units Available | 0 | 0 | 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% | 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 | \$ 93,773 | \$ 125,864 | \$ 72,168 | \$ 110,179 |
| Units Available | 122 | 218 | 111 | 90 | 75 | 93 | 60 | 120 | 205 | 206 | 203 | 288 | 266 | 376 | 268 | 344 |
| Occupancy | 9% | 11% | 9% | 17% | 0% | 26% | 0% | 18% | 20% | 45% | 57% | 61% | 68% | 62% | 59% | 59% |
| Avg Daily Rate | \$ 286 | \$ 231 | \$ 239 | \$ 307 | \$ - | \$ 252 | \$ - | \$ 216 | \$ 235 | \$ 309 | \$ 409 | \$ 405 | \$ 518 | \$ 543 | \$ 454 | \$ 543 |
| Egg Harbor-Town | | | | | | | | | | | | | | | | |
| Revenue | \$ 178,149 | \$ 165,919 | \$ 255,230 | \$ 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 | \$ 2,461,277 | \$ 1,087,520 |
| Units Available | 8,884 | 9,242 | 8,122 | 7,902 | 9,045 | 8,750 | 8,915 | 8,729 | 11,180 | 12,368 | 11,171 | 12,519 | 11,666 | 12,892 | 11,670 | 4,819 |
| Occupancy | 13% | 12% | 19% | 18% | 22% | 33% | 21% | 23% | 38% | 44% | 63% | 55% | 76% | 62% | 75% | 62% |
| Avg Daily Rate | \$ 151 | \$ 150 | \$ 163 | \$ 146 | \$ 145 | \$ 78 | \$ 135 | \$ 105 | \$ 165 | \$ 129 | \$ 258 | \$ 258 | \$ 309 | \$ 306 | \$ 281 | \$ 362 |
| Egg Harbor - Village | | | | | | | | | | | | | | | | |
| 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 | \$ 2,023,471 | \$ 2,109,218 |
| Units Available | 4,902 | 5,267 | 3,765 | 4,692 | 4,671 | 5,016 | 4,905 | 4,660 | 7,920 | 7,562 | 8,783 | 11,833 | 9,629 | 8,875 | 8,547 | 8,254 |
| Occupancy | 27% | 28% | 34% | 27% | 28% | 31% | 31% | 34% | 44% | 41% | 66% | 50% | 85% | 86% | 82% | 81% |
| Avg Daily Rate | \$ 134 | \$ 134 | \$ 142 | \$ 152 | \$ 145 | \$ 131 | \$ 144 | \$ 138 | \$ 188 | \$ 182 | \$ 245 | \$ 241 | \$ 294 | \$ 327 | \$ 287 | \$ 317 |
| 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 | \$ 3,697,881 | \$ 3,533,996 | \$ 3,312,580 | \$ 3,460,766 |
| 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 | 15,816 | 16,868 |
| Occupancy | 14% | 12% | 20% | 16% | 16% | 12% | 20% | 15% | 40% | 36% | 69% | 68% | 89% | 87% | 83% | 77% |
| Avg Daily Rate | \$ 129 | \$ 149 | \$ 145 | \$ 148 | \$ 117 | \$ 161 | \$ 130 | \$ 129 | \$ 162 | \$ 168 | \$ 226 | \$ 228 | \$ 263 | \$ 266 | \$ 251 | \$ 266 |
| Forestville - Town | | | | | | | | | | | | | | | | |
| Revenue | \$ - | \$ - | \$ 1,819 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,653 | \$ 630 | \$ 4,055 | \$ - | \$ 9,265 | \$ 7,149 | \$ 6,180 | \$ - |
| Units Available | 31 | 31 | 28 | 28 | 31 | 31 | 30 | 30 | 31 | 30 | 30 | 31 | 31 | 31 | 31 | - |
| Occupancy | 0% | 0% | 18% | 0% | 0% | 0% | 0% | 0% | 29% | 6% | 40% | 0% | 100% | 74% | 61% | 0% |
| Avg Daily Rate | \$ - | \$ - | \$ 364 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 295 | \$ 315 | \$ 338 | \$ - | \$ 299 | \$ 311 | \$ 325 | \$ - |
| Forestville - Village | | | | | | | | | | | | | | | | |
| Revenue | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Units Available | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Occupancy | 0% | 0% | 0% | 0% | 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 | \$ 375,718 | \$ 369,706 | \$ 310,659 | \$ 336,467 |
| 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 | 2,414 | 1,828 | 2,527 | 2,470 |
| Occupancy | 12% | 8% | 29% | 15% | 14% | 10% | 9% | 7% | 23% | 24% | 40% | 33% | 57% | 62% | 45% | 44% |
| Avg Daily Rate | \$ 123 | \$ 215 | \$ 137 | \$ 132 | \$ 127 | \$ 141 | \$ 136 | \$ 152 | \$ 177 | \$ 189 | \$ 242 | \$ 294 | \$ 271 | \$ 327 | \$ 273 | \$ 309 |
| Gibraltar | | | | | | | | | | | | | | | | |
| Revenue | \$ 260,944 | \$ 253,732 | \$ 317,063 | \$ 261,408 | \$ 219,860 | \$ 167,464 | \$ 307,486 | \$ 288,841 | \$ 1,097,553 | \$ 1,033,273 | \$ 2,572,582 | \$ 2,502,711 | \$ 3,941,496 | \$ 3,734,292 | \$ 3,592,494 | \$ 3,299,357 |
| 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 | 17,171 | 15,734 |
| Occupancy | 18% | 17% | 26% | 21% | 20% | 16% | 23% | 22% | 42% | 38% | 70% | 68% | 86% | 86% | 83% | 78% |
| Avg Daily Rate | \$ 170 | \$ 214 | \$ 160 | \$ 188 | \$ 140 | \$ 147 | \$ 150 | \$ 168 | \$ 181 | \$ 187 | \$ 231 | \$ 235 | \$ 263 | \$ 297 | \$ 253 | \$ 270 |
| 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 | \$ 862,736 | \$ 641,750 | \$ 739,275 | \$ 637,790 |
| Units Available | 2,802 | 2,791 | 2,446 | 2,222 | 2,960 | 2,279 | 2,295 | 2,328 | 3,547 | 3,553 | 4,344 | 4,235 | 4,740 | 3,459 | 4,659 | 3,869 |
| Occupancy | 7% | 5% | 7% | 8% | 8% | 5% | 7% | 4% | 17% | 17% | 40% | 43% | 54% | 50% | 41% | 41% |
| Avg Daily Rate | \$ 235 | \$ 225 | \$ 226 | \$ 201 | \$ 198 | \$ 177 | \$ 182 | \$ 228 | \$ 270 | \$ 224 | \$ 253 | \$ 295 | \$ 334 | \$ 433 | \$ 320 | \$ 400 |
| 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 | \$ 2,587,635 | \$ 2,681,043 | \$ 2,354,464 | \$ 2,336,697 |
| 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 | 13,217 | 12,144 |
| Occupancy | 8% | 6% | 7% | 7% | 6% | 7% | 10% | 7% | 27% | 25% | 52% | 55% | 77% | 70% | 69% | 69% |
| Avg Daily Rate | \$ 201 | \$ 251 | \$ 226 | \$ 233 | \$ 282 | \$ 265 | \$ 253 | \$ 252 | \$ 208 | \$ 211 | \$ 232 | \$ 239 | \$ 255 | \$ 294 | \$ 254 | \$ 279 |
| Nasewaupee | | | | | | | | | | | | | | | | |
| 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 | \$ 879,283 | \$ 640,438 |
| 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 | 5,205 | 3,459 |
| Occupancy | 36% | 20% | 34% | 34% | 31% | 29% | 29% | 28% | 46% | 40% | 61% | 60% | 81% | 69% | 72% | 59% |
| Avg Daily Rate | \$ 97 | \$ 152 | \$ 122 | \$ 102 | \$ 109 | \$ 128 | \$ 111 | \$ 129 | \$ 164 | \$ 178 | \$ 215 | \$ 223 | \$ 245 | \$ 371 | \$ 235 | \$ 314 |
| 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 | \$ 1,867,129 | \$ 1,794,017 | \$ 1,650,734 | \$ 1,498,407 |
| 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 | 6,987 | 6,575 |
| Occupancy | 32% | 27% | 38% | 32% | 37% | 29% | 38% | 31% | 42% | 39% | 64% | 58% | 84% | 84% | 77% | 71% |
| Avg Daily Rate | \$ 156 | \$ 156 | \$ 147 | \$ 145 | \$ 142 | \$ 150 | \$ 168 | \$ 145 | \$ 197 | \$ 205 | \$ 284 | \$ 284 | \$ 315 | \$ 332 | \$ 306 | \$ 321 |
| Sister Bay | | | | | | | | | | | | | | | | |
| 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 | \$ 3,831,561 | \$ 4,115,854 |
| Units Available | 13,358 | 12,925 | 11,629 | 12,296 | 11,563 | 13,976 | 12,149 | 13,533 | 16,741 | 16,437 | 16,437 | 16,221 | 17,458 | 17,230 | 17,232 | 17,281 |
| Occupancy | 19% | 22% | 24% | 24% | 24% | 21% | 23% | 25% | 46% | 41% | | | | | | |