

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
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
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
Occupancy	27%	28%	34%	27%	28%	31%	31%	34%	44%	41%	66%	50%
Avg Daily Rate	\$ 134	\$ 134	\$ 142	\$ 152	\$ 145	\$ 131	\$ 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%	10%	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	\$ 167,464	\$ 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
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
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	\$ 413,958	\$ 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%	22%	23%	25%	46%	41%	70%	69%
Avg Daily Rate	\$ 155	\$ 152	\$ 139	\$ 139	\$ 142	\$ 136	\$ 146	\$ 146	\$ 173	\$ 199	\$ 234	\$ 264
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	19,902	23,262	23,487	22,308	20,190	23,785	21,585	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	\$ 22,942	\$ 13,435	\$ 82,978	\$ 66,348
Units Available	124	147	112	84	124	124	150	120	223	126	339	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
Rented	87,420	88,397	79,397	78,730	87,495	87,357	86,586	86,513	123,537	125,866	136,273	137,136
%	17,511	15,243	21,270	17,875	21,175	19,038	20,047	18,971	48,385	46,862	84,412	79,549
Average	\$ 134	\$ 147	\$ 133	\$ 137	\$ 124	\$ 124	\$ 136	\$ 135	\$ 169	\$ 173	\$ 226	\$ 238

Door County Tourism Zone Commission
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	Jul-22 Adj 1/31/23	Jul-23	Aug-22 Adj 1/31/23	Aug-23	Sep-22 Adj 1/31/23	Sep-23
Baileys Harbor						
Revenue	\$2,444,329	\$2,232,297	\$2,315,964	\$2,330,846	\$1,649,952	\$1,665,435
Units Available	10,224	7,622	10,147	9,273	9,872	9,545
Occupancy	82%	84%	77%	76%	62%	61%
Avg Daily Rate	\$ 292	\$ 349	\$ 295	\$ 329	\$ 268	\$ 286
Brussels						
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks						
Revenue	\$ 93,773	\$ 125,864	\$ 72,168	\$ 110,179	\$ 39,782	\$ 64,117
Units Available	266	376	268	344	291	302
Occupancy	68%	62%	59%	59%	38%	49%
Avg Daily Rate	\$ 518	\$ 543	\$ 454	\$ 543	\$ 355	\$ 430
Egg Harbor-Town						
Revenue	\$ 2,734,817	\$ 2,856,579	\$ 2,461,277	\$ 1,087,520	\$ 1,650,805	\$ 1,743,538
Units Available	11,666	12,892	11,670	4,819	11,401	12,502
Occupancy	76%	72%	75%	62%	56%	55%
Avg Daily Rate	\$ 309	\$ 306	\$ 281	\$ 362	\$ 258	\$ 253
Egg Harbor - Village						
Revenue	\$ 2,393,376	\$ 2,481,542	\$ 2,023,471	\$ 2,109,218	\$ 1,621,281	\$ 1,525,707
Units Available	9,629	8,875	8,547	8,254	8,880	7,821
Occupancy	85%	86%	82%	81%	75%	70%
Avg Daily Rate	\$ 294	\$ 327	\$ 287	\$ 317	\$ 243	\$ 279
Ephraim						
Revenue	\$ 3,697,881	\$ 3,533,996	\$ 3,312,580	\$ 3,460,766	\$ 2,459,869	\$ 2,312,029
Units Available	15,753	15,215	15,816	16,868	15,156	13,882
Occupancy	89%	87%	83%	77%	73%	75%
Avg Daily Rate	\$ 263	\$ 266	\$ 251	\$ 266	\$ 221	\$ 223
Forestville - Town						
Revenue	\$ 9,265	\$ 7,149	\$ 6,180	\$ -	\$ 4,420	\$ 2,580
Units Available	31	31	31	-	30	30
Occupancy	100%	74%	61%	0%	43%	23%
Avg Daily Rate	\$ 299	\$ 311	\$ 325	\$ -	\$ 340	\$ 369
Forestville - Village						
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner						
Revenue	\$ 375,718	\$ 369,706	\$ 310,659	\$ 336,467	\$ 200,490	\$ 171,186
Units Available	2,414	1,828	2,527	2,470	2,450	2,365
Occupancy	57%	62%	45%	44%	34%	27%
Avg Daily Rate	\$ 271	\$ 327	\$ 273	\$ 309	\$ 240	\$ 267
Gibraltar						
Revenue	\$ 3,941,496	\$ 3,734,292	\$ 3,592,494	\$ 3,299,357	\$ 2,777,140	\$ 2,568,186
Units Available	17,337	14,688	17,171	15,734	16,487	15,312
Occupancy	86%	86%	83%	78%	74%	70%
Avg Daily Rate	\$ 263	\$ 297	\$ 253	\$ 270	\$ 229	\$ 240
Jacksonport						
Revenue	\$ 862,736	\$ 641,750	\$ 739,275	\$ 637,790	\$ 440,887	\$ 402,944
Units Available	4,740	3,459	4,659	3,869	4,469	4,452
Occupancy	54%	43%	50%	41%	40%	35%
Avg Daily Rate	\$ 334	\$ 433	\$ 320	\$ 400	\$ 246	\$ 256
Liberty Grove						
Revenue	\$ 2,587,635	\$ 2,681,043	\$ 2,354,464	\$ 2,336,697	\$ 1,525,077	\$ 1,336,312
Units Available	13,145	11,949	13,217	12,144	13,223	9,449
Occupancy	77%	76%	70%	69%	53%	56%
Avg Daily Rate	\$ 255	\$ 294	\$ 254	\$ 279	\$ 216	\$ 251
Nasewaupee						
Revenue	\$ 991,497	\$ 747,159	\$ 879,283	\$ 640,438	\$ 505,780	\$ 331,512
Units Available	5,002	2,911	5,205	3,459	4,395	2,580
Occupancy	81%	69%	72%	59%	56%	43%
Avg Daily Rate	\$ 245	\$ 371	\$ 235	\$ 314	\$ 207	\$ 297
Sevastopol						
Revenue	\$ 1,867,129	\$ 1,794,017	\$ 1,650,734	\$ 1,498,407	\$ 1,119,047	\$ 1,087,507
Units Available	7,068	6,441	6,987	6,575	6,573	6,631
Occupancy	84%	84%	77%	71%	68%	66%
Avg Daily Rate	\$ 315	\$ 332	\$ 306	\$ 321	\$ 250	\$ 250
Sister Bay						
Revenue	\$ 4,235,508	\$ 4,594,704	\$ 3,831,561	\$ 4,115,854	\$ 2,828,427	\$ 3,096,485
Units Available	17,458	17,230	17,232	17,281	16,716	16,655
Occupancy	88%	86%	84%	82%	71%	69%
Avg Daily Rate	\$ 276	\$ 312	\$ 266	\$ 292	\$ 237	\$ 268
Sturgeon Bay - City						
Revenue	\$ 4,405,806	\$ 2,959,451	\$ 2,933,683	\$ 2,610,844	\$ 2,341,906	\$ 2,042,595
Units Available	23,596	21,017	24,097	21,071	24,200	19,525
Occupancy	78%	73%	67%	65%	57%	58%
Avg Daily Rate	\$ 239	\$ 192	\$ 181	\$ 191	\$ 169	\$ 181
Sturgeon Bay - Town						
Revenue	\$ 312,332	\$ 332,856	\$ 279,785	\$ 255,881	\$ 163,561	\$ 148,133
Units Available	1,023	1,048	1,074	1,206	1,053	1,052
Occupancy	75%	71%	67%	59%	50%	38%
Avg Daily Rate	\$ 406	\$ 446	\$ 389	\$ 357	\$ 309	\$ 369
Union						
Revenue	\$ 114,403	\$ 69,197	\$ 103,105	\$ 80,266	\$ 65,324	\$ 51,679
Units Available	328	284	296	309	339	361
Occupancy	76%	56%	73%	61%	48%	42%
Avg Daily Rate	\$ 459	\$ 432	\$ 477	\$ 427	\$ 401	\$ 338
Washington Island						
Revenue	\$ 623,325	\$ 488,081	\$ 603,890	\$ 486,193	\$ 329,286	\$ 284,494
Units Available	5,709	4,234	5,561	4,777	5,432	4,272
Occupancy	68%	69%	66%	63%	40%	46%
Avg Daily Rate	\$ 160	\$ 168	\$ 164	\$ 161	\$ 150	\$ 146
Revenue Available	\$ 31,691,023	\$ 29,649,683	\$ 27,470,571	\$ 25,396,723	\$ 19,723,033	\$18,834,439
Rented	145,389	130,100	144,505	128,453	140,967	126,736
%	117,356	102,522	108,339	91,681	87,950	77,797
Average	\$ 270	\$ 289	\$ 254	\$ 277	\$ 224	\$ 242