

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

	Jul-22 Adj 1/31/23	Jul-23	Aug-22 Adj 1/31/23	Aug-23	Sep-22 Adj 1/31/23	Sep-23	Oct-22 Adj 1/31/23	Oct-23
Baileys Harbor								
Revenue	\$2,444,329	\$2,232,297	\$2,315,964	\$2,330,846	\$1,649,952	\$1,665,435	\$1,407,429	\$1,439,278
Units Available	10,224	7,822	10,147	9,273	9,872	9,545	9,590	9,376
Occupancy	82%	84%	77%	76%	62%	61%	58%	57%
Avg Daily Rate	\$ 292	\$ 349	\$ 295	\$ 329	\$ 268	\$ 286	\$ 255	\$ 270
Brussels								
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	0	0	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks								
Revenue	\$ 93,773	\$ 125,864	\$ 72,168	\$ 110,179	\$ 39,782	\$ 64,117	\$ 28,351	\$ 36,148
Units Available	266	376	268	344	291	302	223	186
Occupancy	68%	62%	59%	59%	38%	49%	39%	55%
Avg Daily Rate	\$ 518	\$ 543	\$ 454	\$ 543	\$ 355	\$ 430	\$ 332	\$ 351
Egg Harbor-Town								
Revenue	\$ 2,734,817	\$ 2,856,579	\$ 2,461,277	\$ 1,087,520	\$ 1,650,805	\$ 1,743,538	\$ 1,508,583	\$ 1,510,079
Units Available	11,666	12,892	11,670	4,819	11,401	12,502	11,593	12,890
Occupancy	76%	72%	75%	62%	56%	55%	55%	47%
Avg Daily Rate	\$ 309	\$ 306	\$ 281	\$ 362	\$ 258	\$ 253	\$ 235	\$ 247
Egg Harbor - Village								
Revenue	\$ 2,393,376	\$ 2,481,542	\$ 2,023,471	\$ 2,109,218	\$ 1,621,281	\$ 1,525,707	\$ 1,530,257	\$ 1,440,998
Units Available	9,629	8,875	8,547	8,254	8,880	7,821	8,746	7,997
Occupancy	85%	86%	82%	81%	75%	70%	71%	67%
Avg Daily Rate	\$ 294	\$ 327	\$ 287	\$ 317	\$ 243	\$ 279	\$ 246	\$ 268
Ephraim								
Revenue	\$ 3,697,881	\$ 3,533,996	\$ 3,312,580	\$ 3,460,766	\$ 2,459,869	\$ 2,312,029	\$ 2,204,159	\$ 2,156,781
Units Available	15,753	15,215	15,816	16,868	15,156	13,882	13,934	13,881
Occupancy	89%	87%	83%	77%	73%	75%	69%	67%
Avg Daily Rate	\$ 263	\$ 266	\$ 251	\$ 266	\$ 221	\$ 223	\$ 230	\$ 233
Forestville - Town								
Revenue	\$ 9,265	\$ 7,149	\$ 6,180	\$ -	\$ 4,420	\$ 2,580	\$ 2,115	\$ 5,505
Units Available	31	31	31	-	30	30	31	30
Occupancy	100%	74%	61%	0%	43%	23%	19%	63%
Avg Daily Rate	\$ 299	\$ 311	\$ 325	\$ -	\$ 340	\$ 369	\$ 353	\$ 290
Forestville - Village								
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner								
Revenue	\$ 375,718	\$ 369,706	\$ 310,659	\$ 336,467	\$ 200,490	\$ 171,186	\$ 148,631	\$ 166,846
Units Available	2,414	1,829	2,527	2,470	2,450	2,365	2,567	2,398
Occupancy	57%	62%	45%	44%	34%	27%	47%	28%
Avg Daily Rate	\$ 271	\$ 327	\$ 273	\$ 309	\$ 240	\$ 267	\$ 125	\$ 252
Gibraltar								
Revenue	\$ 3,941,496	\$ 3,734,292	\$ 3,502,494	\$ 3,299,357	\$ 2,777,140	\$ 2,568,186	\$ 2,565,108	\$ 2,194,071
Units Available	17,337	14,688	17,171	15,734	16,487	15,312	16,050	13,767
Occupancy	86%	86%	83%	78%	74%	70%	71%	66%
Avg Daily Rate	\$ 263	\$ 297	\$ 253	\$ 270	\$ 229	\$ 240	\$ 225	\$ 240
Jacksonport								
Revenue	\$ 862,736	\$ 641,750	\$ 739,275	\$ 637,790	\$ 440,887	\$ 402,944	\$ 359,699	\$ 304,654
Units Available	4,740	3,459	4,659	3,969	4,469	4,452	4,230	3,891
Occupancy	54%	43%	50%	41%	40%	35%	34%	31%
Avg Daily Rate	\$ 334	\$ 433	\$ 320	\$ 400	\$ 246	\$ 256	\$ 249	\$ 256
Liberty Grove								
Revenue	\$ 2,587,635	\$ 2,681,043	\$ 2,354,464	\$ 2,336,697	\$ 1,525,077	\$ 1,336,312	\$ 1,373,609	\$ 1,292,731
Units Available	13,145	11,949	13,217	12,144	13,223	9,449	12,199	10,311
Occupancy	77%	76%	70%	69%	53%	56%	50%	50%
Avg Daily Rate	\$ 255	\$ 294	\$ 254	\$ 279	\$ 216	\$ 251	\$ 226	\$ 251
Nasewaupee								
Revenue	\$ 991,497	\$ 747,159	\$ 879,283	\$ 640,438	\$ 505,780	\$ 331,512	\$ 396,539	\$ 314,196
Units Available	5,002	2,911	5,205	3,459	4,395	2,580	4,063	2,660
Occupancy	81%	69%	72%	59%	56%	43%	48%	39%
Avg Daily Rate	\$ 245	\$ 371	\$ 235	\$ 314	\$ 207	\$ 297	\$ 203	\$ 302
Sevastopol								
Revenue	\$ 1,867,129	\$ 1,794,017	\$ 1,650,734	\$ 1,498,407	\$ 1,119,047	\$ 1,087,507	\$ 1,016,374	\$ 982,824
Units Available	7,068	6,441	6,987	6,575	6,573	6,631	6,808	6,592
Occupancy	84%	84%	77%	71%	68%	66%	61%	61%
Avg Daily Rate	\$ 315	\$ 332	\$ 306	\$ 321	\$ 250	\$ 250	\$ 246	\$ 244
Sister Bay								
Revenue	\$ 4,235,508	\$ 4,594,704	\$ 3,831,561	\$ 4,115,854	\$ 2,828,427	\$ 3,096,485	\$ 2,719,049	\$ 2,858,801
Units Available	17,458	17,230	17,232	17,281	16,716	16,655	17,564	16,982
Occupancy	88%	86%	84%	82%	71%	69%	65%	63%
Avg Daily Rate	\$ 276	\$ 312	\$ 266	\$ 292	\$ 237	\$ 268	\$ 238	\$ 269
Sturgeon Bay - City								
Revenue	\$ 4,405,806	\$ 2,959,451	\$ 2,933,683	\$ 2,610,844	\$ 2,341,906	\$ 2,042,595	\$ 2,147,588	\$ 1,950,326
Units Available	23,596	21,017	24,097	21,071	24,200	19,525	24,751	21,286
Occupancy	78%	73%	67%	65%	57%	58%	53%	51%
Avg Daily Rate	\$ 239	\$ 192	\$ 181	\$ 191	\$ 169	\$ 181	\$ 163	\$ 178
Sturgeon Bay - Town								
Revenue	\$ 312,332	\$ 332,856	\$ 279,785	\$ 255,881	\$ 163,561	\$ 148,133	\$ 139,699	\$ 124,949
Units Available	1,023	1,048	1,074	1,206	1,053	1,052	1,109	1,017
Occupancy	75%	71%	67%	59%	50%	38%	34%	34%
Avg Daily Rate	\$ 406	\$ 446	\$ 389	\$ 357	\$ 309	\$ 369	\$ 372	\$ 361
Union								
Revenue	\$ 114,403	\$ 69,197	\$ 103,105	\$ 80,266	\$ 65,324	\$ 51,679	\$ 38,364	\$ 29,318
Units Available	328	284	296	309	339	361	275	272
Occupancy	76%	56%	73%	61%	48%	42%	36%	38%
Avg Daily Rate	\$ 459	\$ 432	\$ 477	\$ 427	\$ 401	\$ 338	\$ 391	\$ 287
Washington Island								
Revenue	\$ 623,325	\$ 488,081	\$ 603,890	\$ 486,193	\$ 329,286	\$ 284,494	\$ 218,391	\$ 159,270
Units Available	5,709	4,234	5,561	4,777	5,432	4,272	4,841	3,765
Occupancy	68%	69%	86%	63%	40%	46%	29%	34%
Avg Daily Rate	\$ 160	\$ 168	\$ 164	\$ 161	\$ 150	\$ 146	\$ 154	\$ 128
Revenue	\$ 31,691,023	\$ 29,649,683	\$ 27,470,571	\$ 25,396,723	\$ 19,723,033	\$ 18,894,439	\$ 17,803,944	\$ 16,966,775
Available	145,389	130,100	144,505	129,453	149,967	129,736	138,573	127,301
Rented	117,356	102,522	108,339	91,681	87,950	77,797	80,546	70,711
%	81%	79%	75%	71%	62%	61%	58%	56%
Average	\$ 270	\$ 289	\$ 254	\$ 277	\$ 224	\$ 242	\$ 221	\$ 240
* Revised City Of Sturgeon Bay								
* \$ 3,324,059								
* \$ 23,689								
* \$ 18,477								
* \$ 78%								
* \$ 180								