

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

	Jan-23 Adj 1/31/24	Jan-24
Baileys Harbor		
Revenue	\$97,661	\$49,111
Units Available	4,664	2,484
Occupancy	9%	11%
Avg Daily Rate	\$ 224	\$187.45
Brussels		
Revenue	\$ -	\$ -
Units Available	0	0
Occupancy	0%	0%
Avg Daily Rate	\$ -	\$ -
Clay Banks		
Revenue	\$ 5,554	\$15,711.98
Units Available	218	186
Occupancy	11%	44%
Avg Daily Rate	\$ 231	\$193.98
Egg Harbor-Town		
Revenue	\$ 165,919	\$120,376.76
Units Available	9,273	9,049
Occupancy	12%	12%
Avg Daily Rate	\$ 150	\$114.54
Egg Harbor - Village		
Revenue	\$ 200,759	\$173,012.87
Units Available	5,267	4,954
Occupancy	28%	22%
Avg Daily Rate	\$ 134	\$157.28
Ephraim		
Revenue	\$ 115,422	\$85,520.26
Units Available	6,378	5,652
Occupancy	12%	10%
Avg Daily Rate	\$ 149	\$146.69
Forestville - Town		
Revenue	\$ -	\$0.00
Units Available	31	31
Occupancy	0%	0%
Avg Daily Rate	\$ -	\$0.00
Forestville - Village		
Revenue	\$ -	\$0.00
Units Available	-	-
Occupancy	0%	0%
Avg Daily Rate	\$ -	\$0.00
Gardner		
Revenue	\$ 32,423	\$12,985.78
Units Available	1,886	1,387
Occupancy	8%	8%
Avg Daily Rate	\$ 215	\$115.94
Gibraltar		
Revenue	\$ 253,732	\$224,528.09
Units Available	6,999	7,184
Occupancy	17%	15%
Avg Daily Rate	\$ 214	\$209.06
Jacksonport		
Revenue	\$ 28,907	\$31,785
Units Available	2,822	2,687
Occupancy	5%	5%
Avg Daily Rate	\$ 224	\$ 224
Liberty Grove		
Revenue	\$ 85,712	\$96,484.80
Units Available	5,862	3,045
Occupancy	6%	11%
Avg Daily Rate	\$ 251	\$280.48
Nasewaupee		
Revenue	\$ 100,569	\$80,352.43
Units Available	3,356	2,930
Occupancy	20%	14%
Avg Daily Rate	\$ 152	\$199.39
Sevastopol		
Revenue	\$ 214,109	\$184,236.04
Units Available	5,046	4,703
Occupancy	27%	24%
Avg Daily Rate	\$ 156	\$165.53
Sister Bay		
Revenue	\$ 434,711	\$358,982.69
Units Available	12,925	14,206
Occupancy	22%	15%
Avg Daily Rate	\$ 152	\$174.09
Sturgeon Bay - City		
Revenue	\$ 478,556	\$485,514.60
Units Available	21,662	20,990
Occupancy	21%	22%
Avg Daily Rate	\$ 105	\$105.27
Sturgeon Bay - Town		
Revenue	\$ 9,871	\$15,220.92
Units Available	756	830
Occupancy	4%	7%
Avg Daily Rate	\$ 353	\$257.98
Union		
Revenue	\$ 3,484	\$0.00
Units Available	147	120
Occupancy	4%	0%
Avg Daily Rate	\$ 581	\$0.00
Washington Island		
Revenue	\$ 12,372	\$6,633.59
Units Available	1,198	1,017
Occupancy	8%	8%
Avg Daily Rate	\$ 122	\$79.92
Revenue	\$2,239,760	\$ 1,940,457
Available	88,490	81,455
Rented	15,245	13,131
%	17%	16%
Average	\$ 147	\$ 148

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