

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

	Jan-23 Adj 1/31/24	Jan-24	Feb-23 Adj 1/31/24	Feb-24
Baileys Harbor				
Revenue	\$97,661	\$49,111	\$94,566	\$107,487.48
Units Available	4,664	2,484	3,969	4,112
Occupancy	9%	11%	14%	14%
Avg Daily Rate	\$ 224	\$187.45	\$ 169	\$192.98
Brussels				
Revenue	\$ -	\$ -	\$ -	\$0.00
Units Available	0	0	0	0
Occupancy	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$0.00
Clay Banks				
Revenue	\$ 5,554	\$15,711.98	\$ 4,612	\$19,384.60
Units Available	218	186	90	204
Occupancy	11%	44%	17%	41%
Avg Daily Rate	\$ 231	\$193.98	\$ 307	\$233.55
Egg Harbor-Town				
Revenue	\$ 165,919	\$120,376.76	\$ 207,824	\$175,837.80
Units Available	9,273	9,049	7,930	8,556
Occupancy	12%	12%	18%	13%
Avg Daily Rate	\$ 150	\$114.54	\$ 146	\$157.28
Egg Harbor - Village				
Revenue	\$ 200,759	\$173,012.87	\$ 192,853	\$195,383.07
Units Available	5,267	4,954	4,692	4,824
Occupancy	28%	22%	27%	30%
Avg Daily Rate	\$ 134	\$157.28	\$ 152	\$135.21
Ephraim				
Revenue	\$ 115,422	\$85,520.26	\$ 129,254	\$112,480.56
Units Available	6,378	5,652	5,324	5,449
Occupancy	12%	10%	16%	14%
Avg Daily Rate	\$ 149	\$146.69	\$ 148	\$142.92
Forestville - Town				
Revenue	\$ -	\$0.00	\$ -	\$842.65
Units Available	31	31	28	29
Occupancy	0%	0%	0%	7%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$421.33
Forestville - Village				
Revenue	\$ -	\$0.00	\$ -	\$0.00
Units Available	-	-	-	-
Occupancy	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00
Gardner				
Revenue	\$ 32,423	\$12,985.78	\$ 34,165	\$32,959.23
Units Available	1,886	1,387	1,703	1,972
Occupancy	8%	8%	15%	14%
Avg Daily Rate	\$ 215	\$115.94	\$ 132	\$120.73
Gibraltar				
Revenue	\$ 253,732	\$224,528.09	\$ 261,408	\$276,395.78
Units Available	6,999	7,184	6,640	6,786
Occupancy	17%	15%	21%	22%
Avg Daily Rate	\$ 214	\$209.06	\$ 188	\$187.13
Jacksonport				
Revenue	\$ 28,907	\$31,785	\$ 35,288	\$38,604.92
Units Available	2,822	2,667	2,278	2,400
Occupancy	5%	7%	8%	7%
Avg Daily Rate	\$ 224	\$165.55	\$ 199	\$228.43
Liberty Grove				
Revenue	\$ 85,712	\$96,484.80	\$ 91,895	\$107,652.82
Units Available	5,862	3,045	5,069	3,255
Occupancy	6%	11%	8%	16%
Avg Daily Rate	\$ 251	\$280.48	\$ 233	\$209.85
Nasewaupsee				
Revenue	\$ 100,569	\$80,352.43	\$ 135,109	\$105,667.73
Units Available	3,356	2,930	2,992	3,387
Occupancy	20%	14%	34%	23%
Avg Daily Rate	\$ 152	\$199.39	\$ 134	\$132.92
Sevastopol				
Revenue	\$ 214,109	\$184,236.04	\$ 194,741	\$193,110.78
Units Available	5,046	4,703	4,247	4,823
Occupancy	27%	24%	32%	25%
Avg Daily Rate	\$ 156	\$165.53	\$ 145	\$158.55
Sister Bay				
Revenue	\$ 434,711	\$358,982.69	\$ 413,958	\$380,575.32
Units Available	12,925	14,206	12,296	12,458
Occupancy	22%	15%	24%	20%
Avg Daily Rate	\$ 152	\$174.09	\$ 139	\$155.46
Sturgeon Bay - City				
Revenue	\$ 478,556	\$485,514.60	\$ 643,113	\$642,007.61
Units Available	21,662	20,990	19,902	19,777
Occupancy	21%	22%	31%	30%
Avg Daily Rate	\$ 105	\$105.27	\$ 106	\$108.67
Sturgeon Bay - Town				
Revenue	\$ 9,871	\$15,220.92	\$ 10,229	\$14,741.98
Units Available	756	830	559	897
Occupancy	4%	7%	6%	7%
Avg Daily Rate	\$ 353	\$257.98	\$ 320	\$237.77
Union				
Revenue	\$ 3,484	\$0.00	\$ 540	\$0.00
Units Available	147	120	84	87
Occupancy	4%	0%	2%	0%
Avg Daily Rate	\$ 581	\$0.00	\$ 270	\$0.00
Washington Island				
Revenue	\$ 12,372	\$6,633.59	\$ 11,173	\$23,598.87
Units Available	1,198	1,017	1,157	991
Occupancy	8%	8%	7%	7%
Avg Daily Rate	\$ 122	\$79.92	\$ 110	\$114.00
Revenue	\$2,239,760	\$ 1,940,457	\$ 2,460,728	\$2,426,731
Available	88,490	81,455	78,960	80,007
Rented	15,245	13,131	17,899	17,062
%	17%	16%	23%	21%
Average	\$ 147	\$ 148	\$ 137	\$ 142

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Occupancy
Avg Daily Rate

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Egg Harbor - Village

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Ephraim

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Forestville - Town

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Forestville - Village

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Gibraltar

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Jacksonport

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Liberty Grove

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Occupancy
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Nasewaupee

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Sevastopol

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Sister Bay

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Sturgeon Bay - City

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