

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

|                              | Jan-23<br>Adj 1/31/24 | Jan-24       | Feb-23<br>Adj 1/31/24 | Feb-24       | Mar-23<br>Adj 1/31/24 | Mar-24       |
|------------------------------|-----------------------|--------------|-----------------------|--------------|-----------------------|--------------|
| <b>Baileys Harbor</b>        |                       |              |                       |              |                       |              |
| Revenue                      | \$97,661              | \$49,111     | \$94,566              | \$107,487.48 | \$110,738             | \$135,885.02 |
| Units Available              | 4,664                 | 2,484        | 3,969                 | 4,112        | 4,428                 | 4,606        |
| Occupancy                    | 9%                    | 11%          | 14%                   | 14%          | 13%                   | 15%          |
| Avg Daily Rate               | \$ 224                | \$167.45     | \$ 169                | \$192.98     | \$ 187                | \$198.66     |
| <b>Brussels</b>              |                       |              |                       |              |                       |              |
| Revenue                      | \$ -                  | \$ -         | \$ -                  | \$0.00       | \$ -                  | \$0.00       |
| Units Available              | 0                     | 0            | 0                     | 0            | 0                     | 0            |
| Occupancy                    | 0%                    | 0%           | 0%                    | 0%           | 0%                    | 0%           |
| Avg Daily Rate               | \$ -                  | \$ -         | \$ -                  | \$0.00       | \$ -                  | \$0.00       |
| <b>Clay Banks</b>            |                       |              |                       |              |                       |              |
| Revenue                      | \$ 5,554              | \$15,711.98  | \$ 4,612              | \$19,384.60  | \$ 5,798              | \$30,503.00  |
| Units Available              | 218                   | 186          | 90                    | 204          | 93                    | 215          |
| Occupancy                    | 11%                   | 44%          | 17%                   | 41%          | 25%                   | 54%          |
| Avg Daily Rate               | \$ 231                | \$193.98     | \$ 307                | \$233.55     | \$ 252                | \$260.71     |
| <b>Egg Harbor-Town</b>       |                       |              |                       |              |                       |              |
| Revenue                      | \$ 165,919            | \$120,376.76 | \$ 207,824            | \$175,837.80 | \$ 223,663            | \$234,438.30 |
| Units Available              | 9,273                 | 9,049        | 7,930                 | 8,556        | 8,812                 | 9,087        |
| Occupancy                    | 12%                   | 12%          | 18%                   | 13%          | 33%                   | 16%          |
| Avg Daily Rate               | \$ 150                | \$114.54     | \$ 146                | \$157.28     | \$ 78                 | \$163.49     |
| <b>Egg Harbor - Village</b>  |                       |              |                       |              |                       |              |
| Revenue                      | \$ 200,759            | \$173,012.87 | \$ 192,853            | \$195,383.07 | \$ 206,811            | \$246,165.85 |
| Units Available              | 5,267                 | 4,954        | 4,692                 | 4,824        | 5,016                 | 5,367        |
| Occupancy                    | 28%                   | 22%          | 27%                   | 30%          | 31%                   | 29%          |
| Avg Daily Rate               | \$ 134                | \$157.28     | \$ 152                | \$135.21     | \$ 131                | \$159.23     |
| <b>Ephraim</b>               |                       |              |                       |              |                       |              |
| Revenue                      | \$ 115,422            | \$85,520.26  | \$ 129,254            | \$112,480.56 | \$ 103,207            | \$116,383.92 |
| Units Available              | 6,378                 | 5,652        | 5,324                 | 5,449        | 5,255                 | 5,318        |
| Occupancy                    | 12%                   | 10%          | 16%                   | 14%          | 12%                   | 16%          |
| Avg Daily Rate               | \$ 149                | \$146.69     | \$ 148                | \$142.92     | \$ 161                | \$139.22     |
| <b>Forestville - Town</b>    |                       |              |                       |              |                       |              |
| Revenue                      | \$ -                  | \$0.00       | \$ -                  | \$842.65     | \$ -                  | \$2,882.27   |
| Units Available              | 31                    | 29           | 28                    | 29           | 31                    | 30           |
| Occupancy                    | 0%                    | 0%           | 0%                    | 7%           | 0%                    | 23%          |
| Avg Daily Rate               | \$ -                  | \$0.00       | \$ -                  | \$421.33     | \$ -                  | \$411.75     |
| <b>Forestville - Village</b> |                       |              |                       |              |                       |              |
| Revenue                      | \$ -                  | \$0.00       | \$ -                  | \$0.00       | \$ -                  | \$0.00       |
| Units Available              | -                     | -            | -                     | -            | -                     | -            |
| Occupancy                    | 0%                    | 0%           | 0%                    | 0%           | 0%                    | 0%           |
| Avg Daily Rate               | \$ -                  | \$0.00       | \$ -                  | \$0.00       | \$ -                  | \$0.00       |
| <b>Gardner</b>               |                       |              |                       |              |                       |              |
| Revenue                      | \$ 32,423             | \$12,985.78  | \$ 34,165             | \$32,959.23  | \$ 20,445             | \$14,313.62  |
| Units Available              | 1,886                 | 1,387        | 1,703                 | 1,972        | 1,425                 | 1,328        |
| Occupancy                    | 8%                    | 8%           | 15%                   | 14%          | 10%                   | 7%           |
| Avg Daily Rate               | \$ 215                | \$115.94     | \$ 132                | \$120.73     | \$ 141                | \$152.27     |
| <b>Gibraltar</b>             |                       |              |                       |              |                       |              |
| Revenue                      | \$ 253,732            | \$224,528.09 | \$ 261,408            | \$276,395.78 | \$ 167,464            | \$209,104.40 |
| Units Available              | 6,999                 | 7,184        | 6,640                 | 6,786        | 7,078                 | 6,169        |
| Occupancy                    | 17%                   | 15%          | 21%                   | 22%          | 16%                   | 21%          |
| Avg Daily Rate               | \$ 214                | \$209.06     | \$ 188                | \$187.13     | \$ 147                | \$158.77     |
| <b>Jacksonport</b>           |                       |              |                       |              |                       |              |
| Revenue                      | \$ 28,907             | \$31,785     | \$ 35,288             | \$38,604.92  | \$ 19,267             | \$51,776.13  |
| Units Available              | 2,822                 | 2,687        | 2,278                 | 2,400        | 2,341                 | 2,634        |
| Occupancy                    | 5%                    | 7%           | 8%                    | 7%           | 5%                    | 8%           |
| Avg Daily Rate               | \$ 224                | \$165.55     | \$ 199                | \$228.43     | \$ 177                | \$241.94     |
| <b>Liberty Grove</b>         |                       |              |                       |              |                       |              |
| Revenue                      | \$ 85,712             | \$96,484.80  | \$ 91,895             | \$107,652.82 | \$ 100,322            | \$131,478.93 |
| Units Available              | 5,862                 | 3,045        | 5,069                 | 3,255        | 5,730                 | 3,088        |
| Occupancy                    | 6%                    | 11%          | 8%                    | 16%          | 7%                    | 17%          |
| Avg Daily Rate               | \$ 251                | \$280.48     | \$ 233                | \$209.85     | \$ 265                | \$257.30     |
| <b>Nasewaupee</b>            |                       |              |                       |              |                       |              |
| Revenue                      | \$ 100,569            | \$80,352.43  | \$ 135,109            | \$105,667.73 | \$ 122,451            | \$114,023.21 |
| Units Available              | 3,356                 | 2,930        | 2,992                 | 3,387        | 3,253                 | 2,935        |
| Occupancy                    | 20%                   | 14%          | 34%                   | 23%          | 29%                   | 25%          |
| Avg Daily Rate               | \$ 152                | \$199.39     | \$ 134                | \$132.92     | \$ 128                | \$156.63     |
| <b>Sevastopol</b>            |                       |              |                       |              |                       |              |
| Revenue                      | \$ 214,109            | \$184,236.04 | \$ 194,741            | \$193,110.78 | \$ 202,121            | \$226,037.64 |
| Units Available              | 5,046                 | 4,703        | 4,247                 | 4,823        | 4,627                 | 5,107        |
| Occupancy                    | 27%                   | 24%          | 32%                   | 25%          | 29%                   | 28%          |
| Avg Daily Rate               | \$ 156                | \$165.53     | \$ 145                | \$158.55     | \$ 150                | \$160.88     |
| <b>Sister Bay</b>            |                       |              |                       |              |                       |              |
| Revenue                      | \$ 434,711            | \$358,982.69 | \$ 413,958            | \$380,575.32 | \$ 400,919            | \$437,083.30 |
| Units Available              | 12,925                | 14,206       | 12,296                | 12,458       | 13,991                | 14,117       |
| Occupancy                    | 22%                   | 15%          | 24%                   | 20%          | 21%                   | 20%          |
| Avg Daily Rate               | \$ 152                | \$174.09     | \$ 139                | \$155.46     | \$ 136                | \$156.33     |
| <b>Sturgeon Bay - City</b>   |                       |              |                       |              |                       |              |
| Revenue                      | \$ 478,556            | \$485,514.60 | \$ 643,113            | \$642,007.61 | \$ 644,434            | \$695,558.54 |
| Units Available              | 21,662                | 20,990       | 19,902                | 19,777       | 23,487                | 21,212       |
| Occupancy                    | 21%                   | 22%          | 31%                   | 30%          | 26%                   | 30%          |
| Avg Daily Rate               | \$ 105                | \$105.27     | \$ 106                | \$108.67     | \$ 104                | \$108.38     |
| <b>Sturgeon Bay - Town</b>   |                       |              |                       |              |                       |              |
| Revenue                      | \$ 9,871              | \$15,220.92  | \$ 10,229             | \$14,741.98  | \$ 20,264             | \$29,986.14  |
| Units Available              | 756                   | 830          | 559                   | 703          | 703                   | 1,249        |
| Occupancy                    | 4%                    | 7%           | 6%                    | 7%           | 8%                    | 7%           |
| Avg Daily Rate               | \$ 353                | \$257.98     | \$ 320                | \$237.77     | \$ 349                | \$356.98     |
| <b>Union</b>                 |                       |              |                       |              |                       |              |
| Revenue                      | \$ 3,484              | \$0.00       | \$ 540                | \$0.00       | \$ 1,335              | \$1,375.00   |
| Units Available              | 147                   | 120          | 84                    | 87           | 124                   | 124          |
| Occupancy                    | 4%                    | 0%           | 2%                    | 0%           | 4%                    | 4%           |
| Avg Daily Rate               | \$ 581                | \$0.00       | \$ 270                | \$0.00       | \$ 267                | \$275.00     |
| <b>Washington Island</b>     |                       |              |                       |              |                       |              |
| Revenue                      | \$ 12,372             | \$6,633.59   | \$ 11,173             | \$23,598.87  | \$ 10,243             | \$21,611.52  |
| Units Available              | 1,198                 | 1,017        | 1,157                 | 991          | 1,195                 | 1,164        |
| Occupancy                    | 8%                    | 8%           | 9%                    | 7%           | 7%                    | 15%          |
| Avg Daily Rate               | \$ 122                | \$79.92      | \$ 110                | \$114.00     | \$ 121                | \$120.06     |
| Revenue Available            | \$2,239,760           | \$ 1,940,457 | \$ 2,460,728          | \$2,426,731  | \$ 2,359,488          | \$2,698,617  |
| Rented                       | 86,490                | 81,455       | 78,960                | 80,007       | 87,589                | 83,750       |
| %                            | 15,245                | 13,131       | 17,899                | 17,062       | 19,053                | 18,376       |
| Average                      | 17%                   | 16%          | 23%                   | 21%          | 22%                   | 22%          |
| Average                      | \$ 147                | \$ 148       | \$ 137                | \$ 142       | \$ 124                | \$ 147       |

**Baileys Harbor**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Brussels**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Clay Banks**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Egg Harbor-Town**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Egg Harbor - Village**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Ephraim**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Forestville - Town**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Forestville - Village**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Gardner**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Gibraltar**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Jacksonport**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Liberty Grove**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Nasewaupee**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Sevastopol**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Sister Bay**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Sturgeon Bay - City**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Sturgeon Bay - Town**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Union**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

**Washington Island**  
Revenue  
Units Available  
Occupancy  
Avg Daily Rate

Revenue  
Available  
Rented  
%  
Average