

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	Mar-23 Adj 1/31/24	Mar-24	Apr-23 Adj 1/31/24	Apr-24
Baileys Harbor								
Revenue	\$97,661	\$49,111	\$94,566	\$107,487.48	\$110,738	\$135,885.02	\$124,130	\$113,333.45
Units Available	4,664	2,484	3,969	4,112	4,428	4,606	4,650	5,108
Occupancy	9%	11%	14%	14%	13%	15%	15%	13%
Avg Daily Rate	\$ 224	\$167.45	\$ 169	\$192.98	\$ 187	\$198.66	\$ 180	\$165.93
Brussels								
Revenue	\$ -	\$ -	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Units Available	0	0	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Clay Banks								
Revenue	\$ 5,554	\$15,711.98	\$ 4,612	\$19,384.60	\$ 5,798	\$30,503.00	\$ 4,758	\$14,585.18
Units Available	218	186	90	204	93	215	120	158
Occupancy	11%	44%	17%	41%	25%	54%	18%	28%
Avg Daily Rate	\$ 231	\$193.98	\$ 307	\$233.55	\$ 252	\$260.71	\$ 216	\$331.48
Egg Harbor-Town								
Revenue	\$ 165,919	\$120,376.76	\$ 207,824	\$175,837.80	\$ 223,663	\$234,438.30	\$ 214,246	\$166,891.83
Units Available	9,273	9,049	7,930	8,556	8,812	9,087	8,759	8,966
Occupancy	12%	12%	18%	13%	33%	16%	23%	12%
Avg Daily Rate	\$ 150	\$114.54	\$ 146	\$157.28	\$ 78	\$163.49	\$ 105	\$156.56
Egg Harbor - Village								
Revenue	\$ 200,759	\$173,012.87	\$ 192,853	\$195,383.07	\$ 206,811	\$246,165.85	\$ 216,523	\$188,843.78
Units Available	5,267	4,954	4,692	4,824	5,016	5,367	4,660	5,034
Occupancy	28%	22%	27%	30%	31%	29%	34%	26%
Avg Daily Rate	\$ 134	\$157.28	\$ 152	\$135.21	\$ 131	\$159.23	\$ 138	\$144.71
Ephraim								
Revenue	\$ 115,422	\$85,520.26	\$ 129,254	\$112,480.56	\$ 103,207	\$116,383.92	\$ 112,870	\$113,408.26
Units Available	6,378	5,652	5,324	5,449	5,255	5,318	5,989	5,087
Occupancy	12%	10%	16%	14%	12%	16%	15%	16%
Avg Daily Rate	\$ 149	\$146.69	\$ 148	\$142.92	\$ 161	\$139.22	\$ 129	\$135.98
Forestville - Town								
Revenue	\$ -	\$0.00	\$ -	\$842.65	\$ -	\$2,882.27	\$ -	\$728.07
Units Available	31	28	28	29	31	30	30	60
Occupancy	0%	0%	0%	7%	0%	23%	0%	3%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$421.33	\$ -	\$411.75	\$ -	\$364.04
Forestville - Village								
Revenue	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Units Available	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Gardner								
Revenue	\$ 32,423	\$12,985.78	\$ 34,165	\$32,959.23	\$ 20,445	\$14,313.62	\$ 24,713	\$30,360.67
Units Available	1,886	1,387	1,703	1,972	1,425	1,328	2,256	1,676
Occupancy	8%	8%	15%	14%	10%	7%	7%	11%
Avg Daily Rate	\$ 215	\$115.94	\$ 132	\$120.73	\$ 141	\$152.27	\$ 152	\$158.13
Gibraltar								
Revenue	\$ 253,732	\$224,528.09	\$ 261,408	\$276,395.78	\$ 167,464	\$209,104.40	\$ 289,321	\$261,919.83
Units Available	6,999	7,184	6,640	6,786	7,078	6,169	7,963	7,803
Occupancy	17%	15%	21%	22%	16%	21%	22%	29%
Avg Daily Rate	\$ 214	\$209.06	\$ 188	\$187.13	\$ 147	\$158.77	\$ 168	\$116.98
Jacksonport								
Revenue	\$ 28,907	\$31,785	\$ 35,288	\$38,604.92	\$ 19,267	\$51,776.13	\$ 22,559	\$52,334.76
Units Available	2,822	2,687	2,278	2,400	2,341	2,634	2,388	2,618
Occupancy	5%	7%	8%	7%	5%	8%	4%	9%
Avg Daily Rate	\$ 224	\$165.55	\$ 199	\$228.43	\$ 177	\$241.94	\$ 228	\$233.64
Liberty Grove								
Revenue	\$ 85,712	\$96,484.80	\$ 91,895	\$107,652.82	\$ 100,323	\$131,478.93	\$ 112,559	\$122,802.32
Units Available	5,862	3,045	5,069	3,255	5,730	3,088	5,832	3,466
Occupancy	6%	11%	8%	16%	7%	17%	8%	14%
Avg Daily Rate	\$ 251	\$280.48	\$ 233	\$209.85	\$ 265	\$257.30	\$ 248	\$247.59
Nasawauppe								
Revenue	\$ 100,569	\$80,352.43	\$ 135,109	\$105,667.73	\$ 122,451	\$114,023.21	\$ 120,407	\$128,905.47
Units Available	3,356	2,930	2,992	3,387	3,253	2,935	3,318	3,746
Occupancy	20%	14%	34%	23%	29%	25%	28%	23%
Avg Daily Rate	\$ 152	\$199.39	\$ 134	\$132.92	\$ 128	\$156.63	\$ 129	\$151.65
Sevastopol								
Revenue	\$ 214,109	\$184,236.04	\$ 194,741	\$193,110.78	\$ 202,121	\$226,037.64	\$ 231,215	\$212,609.80
Units Available	5,046	4,703	4,247	4,823	4,627	5,107	5,103	5,340
Occupancy	27%	24%	32%	25%	29%	28%	31%	27%
Avg Daily Rate	\$ 156	\$165.53	\$ 145	\$158.55	\$ 150	\$160.88	\$ 145	\$145.92
Sister Bay								
Revenue	\$ 434,711	\$358,982.69	\$ 413,958	\$380,575.32	\$ 400,919	\$437,093.30	\$ 488,138	\$441,556.62
Units Available	12,925	14,206	12,296	12,458	13,991	14,117	13,533	14,914
Occupancy	22%	15%	24%	20%	21%	20%	25%	20%
Avg Daily Rate	\$ 152	\$174.09	\$ 139	\$155.46	\$ 136	\$156.33	\$ 146	\$150.75
Sturgeon Bay - City								
Revenue	\$ 478,556	\$485,514.60	\$ 643,113	\$642,007.61	\$ 644,434	\$695,558.54	\$ 581,537	\$688,794.00
Units Available	21,662	20,990	19,902	19,777	23,487	21,212	21,685	21,669
Occupancy	21%	22%	31%	30%	26%	30%	25%	30%
Avg Daily Rate	\$ 105	\$105.27	\$ 106	\$108.67	\$ 104	\$108.38	\$ 108	\$106.59
Sturgeon Bay - Town								
Revenue	\$ 9,871	\$15,220.92	\$ 10,229	\$14,741.98	\$ 20,264	\$29,986.14	\$ 30,742	\$19,000.86
Units Available	756	830	559	703	263	1,249	704	908
Occupancy	4%	7%	6%	7%	8%	7%	15%	6%
Avg Daily Rate	\$ 353	\$257.98	\$ 320	\$237.77	\$ 349	\$356.98	\$ 298	\$327.60
Union								
Revenue	\$ 3,484	\$0.00	\$ 540	\$0.00	\$ 1,335	\$1,375.00	\$ 3,620	\$3,071.44
Units Available	147	120	84	87	124	124	120	150
Occupancy	4%	0%	2%	0%	4%	4%	12%	5%
Avg Daily Rate	\$ 581	\$0.00	\$ 270	\$0.00	\$ 267	\$275.00	\$ 259	\$383.93
Washington Island								
Revenue	\$ 12,372	\$6,633.59	\$ 11,173	\$23,598.87	\$ 10,243	\$21,611.52	\$ 18,977	\$21,758.06
Units Available	1,198	1,017	1,157	991	1,195	1,164	1,207	1,405
Occupancy	8%	8%	9%	7%	7%	15%	12%	10%
Avg Daily Rate	\$ 122	\$79.92	\$ 110	\$114.00	\$ 121	\$120.06	\$ 136	\$162.37
Revenue Available	\$2,239,760	\$ 1,940,457	\$ 2,460,728	\$2,426,731	\$ 2,359,488	\$2,698,617	\$ 2,596,315	\$2,580,904
Rented	86,490	81,455	78,960	80,007	87,589	83,750	88,317	88,108
%	15,245	13,131	17,899	17,062	19,053	18,376	19,161	18,983
Average	17%	16%	23%	21%	22%	22%	22%	22%
	\$ 147	\$ 148	\$ 137	\$ 142	\$ 124	\$ 147	\$ 135	\$ 136

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