

**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	May-23 Adj 1/31/24	May-24
<b>Baileys Harbor</b>										
Revenue	\$97,661	\$49,111	\$94,566	\$107,487.48	\$110,738	\$135,885.02	\$124,130	\$113,333.45	\$674,744	\$672,470.80
Units Available	4,664	2,484	3,969	4,112	4,428	4,606	4,650	5,108	8,625	8,341
Occupancy	9%	11%	14%	14%	13%	15%	15%	13%	35%	40%
Avg Daily Rate	\$ 224	\$187.45	\$ 169	\$192.98	\$ 187	\$198.66	\$ 180	\$165.93	\$ 223	\$200.92
<b>Brussels</b>										
Revenue	\$ -	\$ -	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Units Available	0	0	0	0	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
<b>Clay Banks</b>										
Revenue	\$ 5,554	\$15,711.98	\$ 4,612	\$19,384.60	\$ 5,798	\$30,503.00	\$ 4,758	\$14,585.18	\$ 28,752	\$33,906.53
Units Available	218	186	90	204	93	215	120	158	206	195
Occupancy	11%	44%	17%	41%	25%	54%	18%	28%	45%	49%
Avg Daily Rate	\$ 231	\$193.98	\$ 307	\$233.55	\$ 252	\$260.71	\$ 216	\$331.48	\$ 309	\$356.91
<b>Egg Harbor-Town</b>										
Revenue	\$ 165,919	\$120,376.76	\$ 207,824	\$175,837.80	\$ 223,663	\$234,438.30	\$ 214,246	\$166,891.83	\$ 721,050	\$669,061.16
Units Available	9,273	9,049	7,930	8,556	8,812	9,087	8,759	8,966	12,581	10,988
Occupancy	12%	12%	18%	13%	33%	16%	23%	12%	44%	31%
Avg Daily Rate	\$ 150	\$114.54	\$ 146	\$157.28	\$ 78	\$163.49	\$ 105	\$156.56	\$ 130	\$195.57
<b>Egg Harbor - Village</b>										
Revenue	\$ 200,759	\$173,012.87	\$ 192,853	\$195,383.07	\$ 206,811	\$246,165.85	\$ 216,523	\$188,843.78	\$ 559,311	\$691,965.70
Units Available	5,267	4,954	4,692	4,824	5,016	5,367	4,660	5,034	7,623	12,181
Occupancy	28%	22%	27%	30%	31%	29%	34%	26%	40%	28%
Avg Daily Rate	\$ 134	\$157.28	\$ 152	\$135.21	\$ 131	\$159.23	\$ 138	\$144.71	\$ 182	\$204.78
<b>Ephraim</b>										
Revenue	\$ 115,422	\$85,520.26	\$ 129,254	\$112,480.56	\$ 103,207	\$116,383.92	\$ 112,870	\$113,408.26	\$ 813,188	\$886,356.99
Units Available	6,378	5,652	5,324	5,449	5,255	5,318	5,989	5,087	13,501	13,687
Occupancy	12%	10%	16%	14%	12%	16%	15%	16%	36%	36%
Avg Daily Rate	\$ 149	\$146.69	\$ 148	\$142.92	\$ 161	\$139.22	\$ 129	\$135.98	\$ 168	\$181.00
<b>Forestville - Town</b>										
Revenue	\$ -	\$0.00	\$ -	\$842.65	\$ -	\$2,882.27	\$ -	\$728.07	\$ 1,229	\$8,479.18
Units Available	31	31	28	29	31	30	30	60	36	62
Occupancy	0%	0%	0%	7%	0%	23%	0%	3%	14%	31%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$421.33	\$ -	\$411.75	\$ -	\$364.04	\$ 246	\$446.27
<b>Forestville - Village</b>										
Revenue	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Units Available	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$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	\$ 24,713	\$30,360.67	\$ 104,422	\$114,264.77
Units Available	1,886	1,387	1,703	1,972	1,425	1,328	2,256	1,676	2,445	2,255
Occupancy	8%	8%	15%	14%	10%	7%	7%	11%	23%	27%
Avg Daily Rate	\$ 215	\$115.94	\$ 132	\$120.73	\$ 141	\$152.27	\$ 152	\$158.13	\$ 189	\$187.01
<b>Gibraltar</b>										
Revenue	\$ 253,732	\$224,528.09	\$ 261,408	\$276,395.78	\$ 167,464	\$209,104.40	\$ 289,321	\$261,919.83	\$ 1,052,805	\$1,100,656.55
Units Available	6,999	7,184	6,640	6,786	7,078	6,169	7,963	7,803	15,125	15,083
Occupancy	17%	15%	21%	22%	16%	21%	22%	29%	37%	37%
Avg Daily Rate	\$ 214	\$209.06	\$ 188	\$187.13	\$ 147	\$158.77	\$ 168	\$116.98	\$ 188	\$198.53
<b>Jacksonport</b>										
Revenue	\$ 28,907	\$31,785	\$ 35,288	\$38,604.92	\$ 19,267	\$51,776.13	\$ 22,559	\$52,334.76	\$ 135,800	\$181,890.86
Units Available	2,822	2,687	2,278	2,400	2,341	2,634	2,388	2,618	3,646	3,849
Occupancy	5%	7%	8%	7%	5%	8%	4%	9%	17%	21%
Avg Daily Rate	\$ 224	\$165.55	\$ 199	\$228.43	\$ 177	\$241.94	\$ 228	\$233.64	\$ 224	\$228.51
<b>Liberty Grove</b>										
Revenue	\$ 85,712	\$96,484.80	\$ 91,895	\$107,652.82	\$ 100,322	\$131,478.93	\$ 112,559	\$122,802.32	\$ 548,107	\$529,074.43
Units Available	5,862	3,045	5,069	3,255	5,730	3,088	5,832	3,466	10,116	10,325
Occupancy	6%	11%	8%	16%	7%	8%	8%	14%	25%	21%
Avg Daily Rate	\$ 251	\$280.48	\$ 233	\$209.85	\$ 265	\$257.30	\$ 248	\$247.59	\$ 214	\$242.58
<b>Nasewaupee</b>										
Revenue	\$ 100,569	\$80,352.43	\$ 135,109	\$105,667.73	\$ 122,451	\$114,023.21	\$ 120,407	\$128,905.47	\$ 305,512	\$321,708.36
Units Available	3,356	2,930	2,992	3,387	3,253	2,935	3,318	3,746	4,335	4,507
Occupancy	20%	14%	34%	23%	29%	25%	28%	23%	40%	39%
Avg Daily Rate	\$ 152	\$199.39	\$ 134	\$132.92	\$ 128	\$156.63	\$ 129	\$151.65	\$ 178	\$182.17
<b>Sevastopol</b>										
Revenue	\$ 214,109	\$184,236.04	\$ 194,741	\$193,110.78	\$ 202,121	\$226,037.64	\$ 231,215	\$212,609.80	\$ 510,213	\$514,855.23
Units Available	5,046	4,703	4,247	4,823	4,627	5,107	5,103	5,340	6,329	9,198
Occupancy	27%	24%	32%	25%	29%	28%	31%	27%	39%	26%
Avg Daily Rate	\$ 156	\$165.53	\$ 145	\$158.55	\$ 150	\$160.88	\$ 145	\$145.92	\$ 205	\$211.70
<b>Sister Bay</b>										
Revenue	\$ 434,711	\$358,982.69	\$ 413,958	\$380,575.32	\$ 400,919	\$437,093.30	\$ 488,138	\$441,556.62	\$ 1,385,696	\$1,480,835.71
Units Available	12,925	14,206	12,296	12,458	13,991	14,117	13,533	14,914	16,770	17,114
Occupancy	22%	15%	24%	20%	21%	20%	25%	20%	41%	40%
Avg Daily Rate	\$ 152	\$174.09	\$ 139	\$155.46	\$ 136	\$156.33	\$ 146	\$150.75	\$ 199	\$215.77
<b>Sturgeon Bay - City</b>										
Revenue	\$ 478,556	\$485,514.60	\$ 643,113	\$642,007.61	\$ 644,434	\$695,558.54	\$ 581,537	\$688,794.00	\$ 1,193,158	\$1,080,311.84
Units Available	21,662	20,990	19,902	19,777	23,487	21,212	21,685	21,669	23,298	21,628
Occupancy	21%	22%	31%	30%	26%	30%	25%	30%	40%	37%
Avg Daily Rate	\$ 105	\$105.27	\$ 106	\$108.67	\$ 104	\$108.38	\$ 108	\$106.59	\$ 129	\$134.32
<b>Sturgeon Bay - Town</b>										
Revenue	\$ 9,871	\$15,220.92	\$ 10,229	\$14,741.98	\$ 20,264	\$29,986.14	\$ 30,742	\$19,000.86	\$ 77,901	\$85,917.12
Units Available	756	830	559	897	703	1,249	704	908	1,081	1,060
Occupancy	4%	7%	6%	7%	8%	7%	15%	6%	22%	23%
Avg Daily Rate	\$ 353	\$257.98	\$ 320	\$237.77	\$ 349	\$356.98	\$ 298	\$327.60	\$ 323	\$357.99
<b>Union</b>										
Revenue	\$ 3,484	\$0.00	\$ 540	\$0.00	\$ 1,335	\$1,375.00	\$ 3,620	\$3,071.44	\$ 13,435	\$9,589.08
Units Available	147	120	84	87	124	124	120	150	156	239
Occupancy	4%	0%	2%	0%	4%	4%	12%	5%	24%	13%
Avg Daily Rate	\$ 581	\$0.00	\$ 270	\$0.00	\$ 267	\$275.00	\$ 259	\$383.93	\$ 363	\$299.66
<b>Washington Island</b>										
Revenue	\$ 12,372	\$6,633.59	\$ 11,173	\$23,598.87	\$ 10,243	\$21,611.52	\$ 18,977	\$21,758.06	\$ 115,643	\$125,696.87
Units Available	1,198	1,017	1,157	991	1,195	1,164	1,207	1,405	3,755	3,600
Occupancy	8%	8%	9%	7%	7%	15%	12%	10%	25%	25%
Avg Daily Rate	\$ 122	\$79.92	\$ 110	\$114.00	\$ 121	\$120.06	\$ 136	\$162.37	\$ 124	\$137.98
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	\$8,240,966	\$8,507,041
Available	88,490	81,455	78,960	80,007	87,589	83,750	88,317	88,108	129,628	134,312
Rented	15,245	13,131	17,899	17,062	19,053	18,376	19,161	18,983	47,490	44,577
%	17%	16%	23%	21%	22%	22%	22%	22%	37%	33%
Average	\$ 147	\$ 148	\$ 137	\$ 142	\$ 124	\$ 147	\$ 135	\$ 136	\$ 174	\$ 191