

**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	Jun-23 Adj 1/31/24	Jun-24	Jul-23 Adj 1/31/24	Jul-24
<b>Baileys Harbor</b>														
Revenue	\$97,661	\$73,637	\$94,566	\$114,247.97	\$110,738	\$135,885.02	\$124,130	\$118,390.89	\$674,744	\$684,176.21	\$1,605,430	\$1,838,501.83	\$2,740,286	\$2,923,048.17
Units Available	4,664	4,344	3,969	4,228	4,428	4,637	4,650	5,198	8,625	8,608	9,661	12,889	10,282	10,400
Occupancy	9%	10%	14%	13%	13%	15%	15%	13%	35%	39%	58%	45%	80%	79%
Avg Daily Rate	\$ 224	\$164.37	\$ 169	\$201.50	\$ 187	\$198.66	\$ 180	\$169.37	\$ 223	\$202.90	\$ 287	\$317.64	\$ 335	\$355.52
<b>Brussels</b>														
Revenue	\$ -	\$ -	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Units Available	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$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	\$39,277.53	\$ 70,961	\$91,665.46	\$ 141,139	\$129,975.41
Units Available	218	187	90	204	93	215	120	188	206	257	311	311	407	315
Occupancy	11%	43%	17%	41%	25%	54%	18%	23%	45%	40%	61%	58%	63%	77%
Avg Daily Rate	\$ 231	\$193.98	\$ 307	\$233.55	\$ 252	\$260.71	\$ 216	\$331.48	\$ 309	\$377.67	\$ 405	\$506.44	\$ 547	\$537.09
<b>Egg Harbor-Town</b>														
Revenue	\$ 165,919	\$120,376.76	\$ 207,824	\$176,817.80	\$ 223,663	\$234,988.05	\$ 214,246	\$168,291.83	\$ 721,505	\$677,553.16	\$ 1,851,517	\$1,912,737.25	\$ 2,997,548	\$3,277,535.45
Units Available	9,273	9,141	7,930	8,643	8,812	9,180	8,759	9,147	12,581	11,112	12,692	12,714	13,381	13,154
Occupancy	12%	12%	18%	13%	33%	16%	23%	12%	44%	31%	55%	50%	72%	79%
Avg Daily Rate	\$ 150	\$114.54	\$ 146	\$156.34	\$ 78	\$163.53	\$ 105	\$150.66	\$ 130	\$196.73	\$ 261	\$301.69	\$ 310	\$315.82
<b>Egg Harbor - Village</b>														
Revenue	\$ 200,759	\$173,774.75	\$ 192,853	\$196,124.83	\$ 206,811	\$246,165.85	\$ 216,523	\$188,843.78	\$ 559,311	\$691,965.70	\$ 1,527,245	\$1,569,941.89	\$ 2,587,873	\$2,468,578.76
Units Available	5,267	5,136	4,692	4,882	5,016	5,398	4,660	5,064	6,660	12,212	12,193	12,193	9,215	9,255
Occupancy	28%	22%	27%	30%	31%	28%	34%	26%	40%	28%	50%	63%	85%	77%
Avg Daily Rate	\$ 134	\$156.55	\$ 152	\$135.35	\$ 131	\$162.49	\$ 138	\$144.71	\$ 182	\$204.78	\$ 249	\$278.95	\$ 329	\$348.57
<b>Ephraim</b>														
Revenue	\$ 115,422	\$85,520.26	\$ 129,254	\$112,951.01	\$ 103,207	\$116,383.92	\$ 112,870	\$119,977.38	\$ 813,188	\$888,710.17	\$ 2,350,237	\$2,476,849.77	\$ 3,717,776	\$3,680,774.43
Units Available	6,378	5,652	5,324	5,481	5,255	5,318	5,989	5,117	13,501	13,749	15,191	14,943	15,889	15,296
Occupancy	12%	10%	16%	14%	12%	16%	15%	16%	36%	36%	68%	67%	87%	86%
Avg Daily Rate	\$ 149	\$146.69	\$ 148	\$142.98	\$ 161	\$139.22	\$ 129	\$142.83	\$ 168	\$181.41	\$ 228	\$247.56	\$ 270	\$280.10
<b>Forestville - Town</b>														
Revenue	\$ -	\$0.00	\$ -	\$842.65	\$ -	\$2,882.27	\$ -	\$728.07	\$ 1,229	\$8,479.18	\$ 6,302	\$12,780.74	\$ 12,618	\$20,389.45
Units Available	31	28	29	31	30	30	30	36	62	36	60	60	62	62
Occupancy	0%	0%	0%	7%	0%	23%	0%	3%	14%	31%	33%	45%	69%	68%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$421.33	\$ -	\$411.75	\$ -	\$364.04	\$ 246	\$446.27	\$ 315	\$473.36	\$ 293	\$485.46
<b>Forestville - Village</b>														
Revenue	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Units Available	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
<b>Gardner</b>														
Revenue	\$ 32,423	\$12,985.78	\$ 34,165	\$19,526.45	\$ 20,445	\$16,525.62	\$ 24,713	\$30,360.67	\$ 104,422	\$117,061.80	\$ 230,933	\$240,049.19	\$ 409,840	\$421,134.80
Units Available	1,886	1,387	1,703	1,276	1,425	1,390	2,256	1,676	2,445	2,286	2,466	2,327	2,510	2,368
Occupancy	8%	8%	15%	12%	10%	7%	7%	11%	23%	27%	35%	35%	55%	59%
Avg Daily Rate	\$ 215	\$115.94	\$ 132	\$130.18	\$ 141	\$172.14	\$ 152	\$158.13	\$ 189	\$189.11	\$ 293	\$296.72	\$ 297	\$303.63
<b>Gibraltar</b>														
Revenue	\$ 253,732	\$228,966.89	\$ 261,408	\$280,895.85	\$ 167,464	\$209,104.40	\$ 289,321	\$261,919.83	\$ 1,052,805	\$1,118,779.16	\$ 2,631,424	\$2,699,128.75	\$ 4,139,505	\$4,183,364.41
Units Available	6,999	7,401	6,640	6,928	7,078	6,292	7,963	7,863	15,125	15,451	16,424	16,816	16,528	17,323
Occupancy	17%	15%	21%	22%	16%	21%	22%	28%	37%	36%	66%	61%	85%	82%
Avg Daily Rate	\$ 214	\$211.42	\$ 188	\$188.14	\$ 147	\$158.77	\$ 168	\$116.98	\$ 138	\$198.61	\$ 240	\$263.74	\$ 294	\$294.09
<b>Jacksonport</b>														
Revenue	\$ 28,907	\$31,785	\$ 35,288	\$39,285.90	\$ 19,267	\$53,765.53	\$ 22,559	\$52,334.76	\$ 135,800	\$181,890.86	\$ 469,466	\$566,789.50	\$ 892,387	\$942,351.70
Units Available	2,822	2,717	2,278	2,801	2,341	2,696	2,388	2,618	3,646	3,911	4,397	4,497	4,750	4,892
Occupancy	5%	7%	8%	6%	5%	8%	4%	9%	17%	20%	39%	39%	55%	54%
Avg Daily Rate	\$ 224	\$165.55	\$ 199	\$223.22	\$ 177	\$238.96	\$ 228	\$233.64	\$ 274	\$228.79	\$ 267	\$325.74	\$ 340	\$357.63
<b>Liberty Grove</b>														
Revenue	\$ 85,712	\$99,843.33	\$ 91,895	\$106,774.82	\$ 100,322	\$152,476.56	\$ 112,559	\$122,802.32	\$ 548,107	\$549,630.89	\$ 1,742,321	\$1,661,004.11	\$ 2,992,987	\$2,719,741.78
Units Available	5,862	5,260	5,069	3,198	5,730	3,274	5,832	3,556	10,532	10,532	12,880	10,774	13,722	11,603
Occupancy	6%	11%	8%	13%	7%	18%	8%	14%	25%	21%	54%	53%	75%	70%
Avg Daily Rate	\$ 251	\$280.46	\$ 233	\$257.29	\$ 265	\$264.72	\$ 248	\$247.59	\$ 214	\$245.37	\$ 250	\$292.89	\$ 289	\$336.52
<b>Nasawauppe</b>														
Revenue	\$ 100,569	\$81,010.43	\$ 135,109	\$105,667.73	\$ 122,451	\$116,205.21	\$ 120,407	\$128,905.47	\$ 305,512	\$321,708.36	\$ 644,234	\$714,044.84	\$ 1,084,404	\$1,090,976.92
Units Available	3,356	3,609	2,992	3,387	3,253	3,489	3,318	3,746	4,335	4,507	4,718	5,036	5,022	5,082
Occupancy	20%	11%	34%	23%	29%	24%	28%	23%	39%	39%	61%	56%	79%	72%
Avg Daily Rate	\$ 152	\$198.55	\$ 134	\$132.92	\$ 128	\$141.20	\$ 129	\$151.65	\$ 178	\$182.17	\$ 225	\$251.51	\$ 274	\$296.78
<b>Sevastopol</b>														
Revenue	\$ 214,109	\$178,539.02	\$ 194,741	\$195,932.90	\$ 202,121	\$226,037.64	\$ 231,215	\$212,609.80	\$ 510,213	\$517,029.23	\$ 1,122,032	\$1,182,694.80	\$ 1,905,928	\$1,882,585.37
Units Available	5,046	4,734	4,247	4,852	4,627	5,107	5,103	5,340	6,329	9,229	6,863	7,056	7,267	7,470
Occupancy	27%	23%	32%	25%	29%	28%	31%	27%	39%	26%	58%	57%	81%	74%
Avg Daily Rate	\$ 156	\$161.87	\$ 145	\$158.52	\$ 160	\$160.88	\$ 145	\$145.92	\$ 205	\$212.16	\$ 284	\$292.82	\$ 326	\$341.73
<b>Sister Bay</b>														
Revenue	\$ 434,711	\$358,982.69	\$ 413,958	\$411,943.51	\$ 400,919	\$450,007.39	\$ 488,138	\$441,556.62	\$ 1,385,696	\$1,483,704.50	\$ 3,106,421	\$3,181,687.73	\$ 4,803,495	\$4,874,186.19
Units Available	12,925	14,345	12,296	13,385	13,991	14,334	13,533	14,914	16,770	17,114	17,089	17,144	18,234	17,990
Occupancy	22%	14%	24%	20%	21%	20%	25%	20%	41%	40%	68%	67%	85%	82%
Avg Daily Rate	\$ 152	\$176.58	\$ 139	\$155.63	\$ 136	\$158.34	\$ 146	\$150.75	\$ 199	\$216.19	\$ 266	\$277.61	\$ 311	\$330.30
<b>Sturgeon Bay - City</b>														
Revenue	\$ 478,556	\$504,766.40	\$ 643,113	\$668,511.56	\$ 644,434	\$710,853.43	\$ 581,537	\$690,304.35	\$ 1,193,158	\$1,314,781.15	\$ 2,049,092	\$1,886,436.29	\$ 3,324,059	\$3,327,907.23
Units Available	21,662	22,673	19,902	21,590	23,487	22,912	21,685	21,879	23,298	26,805	23,654	33,904	23,689	23,174
Occupancy	21%	21%	31%	29%	26%	29%	25%	30%	40%	36%	50%	30%	78%	70%
Avg Daily Rate	\$ 105	\$106.31	\$ 106	\$107.36	\$ 104	\$107.90	\$ 108	\$106.66	\$ 129	\$135.53	\$ 172	\$184.15	\$ 180	\$204.47
<b>Sturgeon Bay - Town</b>														