



**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	Aug-23 Adj 1/31/24	Aug-24
<b>Sister Bay</b>																
Revenue	\$ 434,711	\$ 358,983	\$ 413,958	\$ 411,944	\$ 400,919	\$ 450,007	\$ 488,138	\$ 441,557	\$ 1,385,696	\$ 1,483,705	\$ 3,106,421	\$ 3,181,688	\$ 4,803,495	\$ 4,874,186	\$ 4,227,754	\$ 4,671,529
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	17,376	17,914
Occupancy	22%	14%	24%	20%	21%	20%	25%	20%	41%	40%	68%	67%	85%	82%	81%	82%
Avg Daily Rate	\$ 152	\$ 177	\$ 139	\$ 156	\$ 136	\$ 158	\$ 146	\$ 151	\$ 199	\$ 216	\$ 266	\$ 278	\$ 311	\$ 330	\$ 299	\$ 318
<b>Sturgeon Bay - City</b>																
Revenue	\$ 478,556	\$ 504,766	\$ 643,113	\$ 668,512	\$ 644,434	\$ 710,853	\$ 581,537	\$ 690,304	\$ 1,193,158	\$ 1,314,781	\$ 2,049,092	\$ 1,886,436	\$ 3,324,059	\$ 3,327,907	\$ 4,227,754	\$ 3,114,185
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	17,376	24,259
Occupancy	21%	21%	31%	29%	26%	29%	25%	30%	40%	36%	50%	30%	78%	70%	81%	65%
Avg Daily Rate	\$ 105	\$ 106	\$ 106	\$ 107	\$ 104	\$ 108	\$ 108	\$ 107	\$ 129	\$ 136	\$ 172	\$ 184	\$ 180	\$ 204	\$ 299	\$ 196
<b>Sturgeon Bay - Town</b>																
Revenue	\$ 9,871	\$ 15,221	\$ 10,229	\$ 13,352	\$ 20,264	\$ 29,986	\$ 30,742	\$ 19,001	\$ 77,901	\$ 86,828	\$ 206,353	\$ 250,961	\$ 392,461	\$ 370,885	\$ 304,374	\$ 330,995
Units Available	756	923	559	897	703	968	704	908	1,081	1,122	1,220	1,181	1,251	1,344	1,382	1,439
Occupancy	4%	6%	6%	6%	8%	9%	15%	6%	22%	22%	41%	47%	72%	66%	57%	56%
Avg Daily Rate	\$ 353	\$ 258	\$ 320	\$ 243	\$ 349	\$ 357	\$ 298	\$ 328	\$ 323	\$ 359	\$ 408	\$ 456	\$ 438	\$ 418	\$ 390	\$ 408
<b>Union</b>																
Revenue	\$ 3,484	\$ -	\$ 540	\$ -	\$ 1,335	\$ 1,375	\$ 3,620	\$ 3,071	\$ 13,435	\$ 10,778	\$ 66,348	\$ 66,733	\$ 116,316	\$ 111,008	\$ 90,991	\$ 95,473
Units Available	147	151	84	87	124	124	120	150	156	270	313	390	346	400	340	340
Occupancy	4%	0%	2%	0%	4%	4%	12%	5%	24%	12%	51%	46%	60%	67%	61%	59%
Avg Daily Rate	\$ 581	\$ -	\$ 270	\$ -	\$ 267	\$ 275	\$ 259	\$ 384	\$ 363	\$ 327	\$ 412	\$ 373	\$ 557	\$ 414	\$ 435	\$ 475
<b>Washington Island</b>																
Revenue	\$ 12,372	\$ 6,634	\$ 11,173	\$ 24,675	\$ 10,243	\$ 21,612	\$ 18,977	\$ 22,376	\$ 115,643	\$ 137,420	\$ 359,941	\$ 357,173	\$ 631,882	\$ 660,730	\$ 559,473	\$ 571,647
Units Available	1,198	1,203	1,157	1,136	1,195	1,164	1,207	1,535	3,755	3,896	5,261	4,995	5,636	5,203	5,786	5,236
Occupancy	8%	7%	9%	19%	7%	15%	12%	9%	25%	25%	44%	45%	68%	71%	60%	63%
Avg Daily Rate	\$ 122	\$ 80	\$ 110	\$ 115	\$ 121	\$ 120	\$ 136	\$ 162	\$ 124	\$ 144	\$ 156	\$ 161	\$ 166	\$ 180	\$ 160	\$ 175
Revenue Available	\$ 2,239,760	\$ 1,987,756	\$ 2,460,728	\$ 2,486,934	\$ 2,359,488	\$ 2,754,757	\$ 2,596,315	\$ 2,596,059	\$ 8,240,966	\$ 8,829,773	\$ 20,040,257	\$ 20,709,179	\$ 32,890,504	\$ 33,085,173	\$ 29,935,959	\$ 31,091,339
Available	88,490	86,894	78,960	83,004	87,589	86,528	88,317	88,959	129,628	141,123	145,721	154,012	148,191	145,331	141,202	144,790
Rented	15,245	\$ 13,450	17,899	17,430	19,053	18,737	19,161	19,070	47,490	46,502	83,001	77,959	115,560	110,490	103,668	106,617
%	17%	15%	23%	21%	22%	22%	22%	21%	33%	33%	57%	51%	78%	76%	73%	74%
Average	\$ 147	\$ 148	\$ 137	\$ 143	\$ 124	\$ 147	\$ 135	\$ 136	\$ 174	\$ 190	\$ 241	\$ 266	\$ 284	\$ 299	\$ 274	\$ 292