

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

	Jan-23	Jan-24	Feb-23	Feb-24	Mar-23	Mar-24	Apr-23	Apr-24	May-23	May-24
	Adj 1/31/24		Adj 1/31/24		Adj 1/31/24		Adj 1/31/24		Adj 1/31/24	
Baileys Harbor										
Revenue	\$ 97,661	\$ 73,637	\$ 94,566	\$ 114,248	\$ 110,738	\$ 135,885	\$ 124,130	\$ 118,391	\$ 674,744	\$ 684,176
Units Available	4,664	4,344	3,969	4,228	4,428	4,637	4,650	5,198	8,625	8,608
Occupancy	9%	10%	14%	13%	13%	15%	15%	13%	35%	39%
Avg Daily Rate	\$ 224	\$ 164	\$ 169	\$ 202	\$ 187	\$ 199	\$ 180	\$ 169	\$ 223	\$ 203
Brussels										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
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	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks										
Revenue	\$ 5,554	\$ 15,712	\$ 4,612	\$ 19,385	\$ 5,798	\$ 30,503	\$ 4,758	\$ 14,585	\$ 28,752	\$ 39,278
Units Available	218	187	90	204	93	215	120	188	206	257
Occupancy	11%	43%	17%	41%	25%	54%	18%	23%	45%	40%
Avg Daily Rate	\$ 231	\$ 194	\$ 307	\$ 234	\$ 252	\$ 261	\$ 216	\$ 331	\$ 309	\$ 378
Egg Harbor-Town										
Revenue	\$ 165,919	\$ 120,377	\$ 207,824	\$ 176,818	\$ 223,663	\$ 234,988	\$ 214,246	\$ 168,292	\$ 721,050	\$ 677,553
Units Available	9,273	9,141	7,930	8,643	8,812	9,180	8,759	9,147	12,581	11,112
Occupancy	12%	12%	18%	13%	33%	16%	23%	12%	44%	31%
Avg Daily Rate	\$ 150	\$ 115	\$ 146	\$ 156	\$ 78	\$ 164	\$ 105	\$ 151	\$ 130	\$ 197
Egg Harbor - Village										
Revenue	\$ 200,759	\$ 173,775	\$ 192,853	\$ 196,125	\$ 206,811	\$ 246,166	\$ 216,523	\$ 188,844	\$ 559,311	\$ 691,966
Units Available	5,267	5,136	4,692	4,882	5,016	5,398	4,660	5,064	7,623	12,212
Occupancy	28%	22%	27%	30%	31%	28%	34%	26%	40%	28%
Avg Daily Rate	\$ 134	\$ 157	\$ 152	\$ 135	\$ 131	\$ 162	\$ 138	\$ 145	\$ 182	\$ 205
Ephraim										
Revenue	\$ 115,422	\$ 85,520	\$ 129,254	\$ 112,951	\$ 103,207	\$ 116,384	\$ 112,870	\$ 119,977	\$ 813,188	\$ 888,710
Units Available	6,378	5,652	5,324	5,481	5,225	5,318	5,989	5,117	13,501	13,749
Occupancy	12%	10%	16%	14%	12%	16%	15%	16%	36%	36%
Avg Daily Rate	\$ 149	\$ 147	\$ 148	\$ 143	\$ 161	\$ 139	\$ 129	\$ 143	\$ 168	\$ 181
Forestville - Town										
Revenue	\$ -	\$ -	\$ -	\$ 843	\$ -	\$ 2,882	\$ -	\$ 728	\$ 1,229	\$ 8,479
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	\$ -	\$ -	\$ -	\$ 421	\$ -	\$ 412	\$ -	\$ 364	\$ 246	\$ 446
Forestville - Village										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner										
Revenue	\$ 32,423	\$ 12,986	\$ 34,165	\$ 19,526	\$ 20,445	\$ 16,526	\$ 24,713	\$ 30,361	\$ 104,422	\$ 117,062
Units Available	1,886	1,387	1,703	1,276	1,425	1,390	2,256	1,676	2,445	2,286
Occupancy	8%	8%	15%	12%	10%	7%	11%	23%	27%	27%
Avg Daily Rate	\$ 215	\$ 116	\$ 132	\$ 130	\$ 141	\$ 172	\$ 152	\$ 158	\$ 189	\$ 189
Gibraltar										
Revenue	\$ 253,732	\$ 228,967	\$ 261,408	\$ 280,896	\$ 167,464	\$ 209,104	\$ 289,321	\$ 261,920	\$ 1,052,805	\$ 1,118,779
Units Available	6,999	7,401	6,640	6,928	7,078	6,292	7,963	7,863	15,125	15,451
Occupancy	17%	15%	21%	22%	16%	21%	22%	28%	37%	36%
Avg Daily Rate	\$ 214	\$ 211	\$ 188	\$ 188	\$ 147	\$ 159	\$ 168	\$ 117	\$ 188	\$ 199
Jacksonport										
Revenue	\$ 28,907	\$ 31,785	\$ 35,288	\$ 39,286	\$ 19,267	\$ 53,766	\$ 22,559	\$ 52,335	\$ 135,800	\$ 181,891
Units Available	2,822	2,717	2,278	2,801	2,341	2,696	2,388	2,618	3,646	3,911
Occupancy	5%	7%	8%	6%	5%	8%	4%	9%	17%	20%
Avg Daily Rate	\$ 224	\$ 166	\$ 199	\$ 223	\$ 177	\$ 239	\$ 228	\$ 234	\$ 224	\$ 229
Liberty Grove										
Revenue	\$ 85,712	\$ 99,843	\$ 91,895	\$ 106,775	\$ 100,322	\$ 152,477	\$ 112,559	\$ 122,802	\$ 548,107	\$ 549,631
Units Available	5,862	3,260	5,069	3,198	5,730	3,274	5,832	3,556	10,116	10,532
Occupancy	6%	11%	8%	13%	7%	18%	8%	14%	25%	21%
Avg Daily Rate	\$ 251	\$ 280	\$ 233	\$ 257	\$ 265	\$ 265	\$ 248	\$ 248	\$ 214	\$ 245
Nasewaupee										
Revenue	\$ 100,569	\$ 81,010	\$ 135,109	\$ 105,668	\$ 122,451	\$ 116,205	\$ 120,407	\$ 128,905	\$ 305,512	\$ 321,708
Units Available	3,356	3,609	2,992	3,387	3,253	3,489	3,318	3,746	4,335	4,507
Occupancy	20%	11%	34%	23%	29%	24%	28%	23%	40%	39%
Avg Daily Rate	\$ 152	\$ 199	\$ 134	\$ 133	\$ 128	\$ 141	\$ 129	\$ 152	\$ 178	\$ 182
Sevastopol										
Revenue	\$ 214,109	\$ 178,539	\$ 194,741	\$ 195,933	\$ 202,121	\$ 226,038	\$ 231,215	\$ 212,610	\$ 510,213	\$ 517,029
Units Available	5,046	4,734	4,247	4,852	4,627	5,107	5,103	5,340	6,329	9,229
Occupancy	27%	23%	32%	25%	29%	28%	31%	27%	39%	26%
Avg Daily Rate	\$ 156	\$ 162	\$ 145	\$ 159	\$ 150	\$ 161	\$ 145	\$ 146	\$ 205	\$ 212
Sister Bay										
Revenue	\$ 434,711	\$ 358,983	\$ 413,958	\$ 411,944	\$ 400,919	\$ 450,007	\$ 488,138	\$ 441,557	\$ 1,385,696	\$ 1,483,705
Units Available	12,925	14,345	12,296	13,385	13,991	14,334	13,533	14,914	16,770	17,114
Occupancy	22%	14%	24%	20%	21%	20%	25%	20%	41%	40%
Avg Daily Rate	\$ 152	\$ 177	\$ 139	\$ 156	\$ 136	\$ 158	\$ 146	\$ 151	\$ 199	\$ 216
Sturgeon Bay - City										
Revenue	\$ 478,556	\$ 504,766	\$ 643,113	\$ 668,512	\$ 644,434	\$ 710,853	\$ 581,537	\$ 690,304	\$ 1,193,158	\$ 1,314,781
Units Available	21,662	22,673	19,902	21,590	23,467	22,912	21,685	21,879	23,298	26,805
Occupancy	21%	21%	31%	29%	26%	29%	25%	30%	40%	36%
Avg Daily Rate	\$ 105	\$ 106	\$ 106	\$ 107	\$ 104	\$ 108	\$ 108	\$ 107	\$ 129	\$ 136
Sturgeon Bay - Town										
Revenue	\$ 9,871	\$ 15,221	\$ 10,229	\$ 13,352	\$ 20,264	\$ 29,986	\$ 30,742	\$ 19,001	\$ 77,901	\$ 86,828
Units Available	756	923	559	897	703	968	704	908	1,081	1,122
Occupancy	4%	6%	6%	6%	8%	9%	15%	6%	22%	22%
Avg Daily Rate	\$ 353	\$ 258	\$ 320	\$ 243	\$ 349	\$ 357	\$ 298	\$ 328	\$ 323	\$ 359
Union										
Revenue	\$ 3,484	\$ -	\$ 540	\$ -	\$ 1,335	\$ 1,375	\$ 3,620	\$ 3,071	\$ 13,435	\$ 10,778
Units Available	147	151	84	87	124	124	120	150	156	270
Occupancy	4%	0%	2%	0%	4%	4%	12%	5%	24%	12%
Avg Daily Rate	\$ 581	\$ -	\$ 270	\$ -	\$ 267	\$ 275	\$ 259	\$ 384	\$ 363	\$ 327
Washington Island										
Revenue	\$ 12,372	\$ 6,634	\$ 11,173	\$ 24,675	\$ 10,243	\$ 21,612	\$ 18,977	\$ 22,376	\$ 115,643	\$ 137,420
Units Available	1,198	1,203	1,157	1,136	1,195	1,164	1,207	1,535	3,755	3,896
Occupancy	8%	7%	9%	19%	7%	15%	12%	9%	25%	25%
Avg Daily Rate	\$ 122	\$ 80	\$ 110	\$ 115	\$ 121	\$ 120	\$ 136	\$ 162	\$ 124	\$ 144
Revenue Available	\$ 2,239,760	\$ 1,987,756	\$ 2,460,727	\$ 2,486,934	\$ 2,359,498	\$ 2,754,757	\$ 2,596,315	\$ 2,596,059	\$ 8,240,966	\$ 8,829,773
Available	88,490	86,894	78,960	83,004	87,589	85,528	88,317	88,959	129,628	141,123
Rented	15,245	13,450	17,899	17,430	19,053	18,737	19,161	19,070	47,490	46,502
%	17%	15%	23%	21%	22%	22%	22%	21%	37%	33%
Average	\$ 147	\$ 148	\$ 137	\$ 143	\$ 124	\$ 147	\$ 135	\$ 136	\$ 174	\$ 190

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

	Jun-23	Jun-24	Jul-23	Jul-24	Aug-23	Aug-24	Sep-23	Sep-24	Oct-23	Oct-24
	Adj 1/31/24		Adj 1/31/24		Adj 1/31/24		Adj 1/31/24		Adj 1/31/24	
Baileys Harbor										
Revenue	\$ 1,605,430	\$ 1,838,502	\$ 2,740,286	\$ 2,923,048	\$ 2,528,767	\$ 2,634,567	\$ 1,732,363	\$ 1,701,580	\$ 1,469,941	\$ 1,445,614
Units Available	9,661	12,889	10,282	10,400	10,425	10,045	10,110	9,794	9,607	9,495
Occupancy	58%	45%	80%	79%	76%	73%	60%	60%	56%	56%
Avg Daily Rate	\$ 287	\$ 318	\$ 335	\$ 356	\$ 318	\$ 359	\$ 287	\$ 287	\$ 272	\$ 270
Brussels										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50.00	\$ -	\$ -
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	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks										
Revenue	\$ 70,961	\$ 91,665	\$ 141,139	\$ 129,975	\$ 115,752	\$ 99,791	\$ 68,838	\$ 65,002	\$ 46,315	\$ 62,888
Units Available	288	311	407	315	375	313	332	285	310	279
Occupancy	61%	58%	63%	77%	57%	62%	48%	52%	51%	52%
Avg Daily Rate	\$ 405	\$ 506	\$ 547	\$ 537	\$ 543	\$ 517	\$ 428	\$ 439	\$ 293	\$ 431
Egg Harbor-Town										
Revenue	\$ 1,851,517	\$ 1,912,737	\$ 2,997,548	\$ 3,277,535	\$ 2,575,881	\$ 2,922,590	\$ 1,790,767	\$ 1,680,117	\$ 1,526,576	\$ 1,698,151
Units Available	12,892	12,714	13,381	13,154	13,234	12,188	12,802	13,052	13,068	12,093
Occupancy	55%	50%	72%	79%	70%	81%	55%	46%	47%	49%
Avg Daily Rate	\$ 261	\$ 302	\$ 310	\$ 316	\$ 279	\$ 298	\$ 255	\$ 279	\$ 247	\$ 289
Egg Harbor - Village										
Revenue	\$ 1,527,245	\$ 1,569,942	\$ 2,587,873	\$ 2,468,579	\$ 2,184,203	\$ 2,547,295	\$ 1,636,736	\$ 1,783,255	\$ 1,453,049	\$ 1,553,815
Units Available	12,193	8,975	9,215	9,255	8,578	9,672	8,772	9,497	8,079	9,473
Occupancy	50%	63%	85%	77%	80%	75%	68%	69%	67%	60%
Avg Daily Rate	\$ 249	\$ 279	\$ 329	\$ 349	\$ 318	\$ 350	\$ 274	\$ 293	\$ 268	\$ 276
Ephraim										
Revenue	\$ 2,350,237	\$ 2,476,850	\$ 3,717,776	\$ 3,680,774	\$ 3,492,220	\$ 3,670,555	\$ 2,628,822	\$ 2,472,635	\$ 2,177,520	\$ 2,343,684
Units Available	15,191	14,943	15,889	15,296	17,044	15,412	15,387	15,069	14,098	14,191
Occupancy	68%	67%	87%	86%	77%	86%	75%	69%	67%	70%
Avg Daily Rate	\$ 228	\$ 248	\$ 270	\$ 280	\$ 266	\$ 276	\$ 229	\$ 236	\$ 232	\$ 236
Forestville - Town										
Revenue	\$ 6,302	\$ 12,781	\$ 12,618	\$ 20,389	\$ 11,533	\$ 23,786	\$ 4,934	\$ 12,555	\$ 7,982	\$ 14,569
Units Available	60	60	62	62	62	62	60	61	61	62
Occupancy	33%	45%	69%	68%	60%	79%	23%	44%	43%	48%
Avg Daily Rate	\$ 315	\$ 473	\$ 293	\$ 485	\$ 312	\$ 485	\$ 352	\$ 465	\$ 307	\$ 486
Forestville - Village										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50.00	\$ -	\$ -
Gardner										
Revenue	\$ 230,933	\$ 240,049	\$ 409,840	\$ 421,135	\$ 342,269	\$ 364,721	\$ 192,279	\$ 197,090	\$ 177,657	\$ 173,870
Units Available	2,466	2,327	2,510	2,368	2,509	2,545	2,508	2,546	2,562	2,525
Occupancy	32%	35%	55%	59%	44%	48%	28%	33%	27%	29%
Avg Daily Rate	\$ 293	\$ 297	\$ 297	\$ 304	\$ 308	\$ 302	\$ 275	\$ 236	\$ 254	\$ 234
Gibraltar										
Revenue	\$ 2,631,424	\$ 2,699,129	\$ 4,139,505	\$ 4,183,364	\$ 3,656,963	\$ 3,756,679	\$ 2,670,006	\$ 2,774,866	\$ 2,434,906	\$ 2,692,619
Units Available	16,575	16,816	16,528	17,323	17,303	16,265	16,347	16,691	15,695	15,680
Occupancy	66%	61%	85%	82%	78%	80%	69%	68%	66%	68%
Avg Daily Rate	\$ 240	\$ 264	\$ 294	\$ 294	\$ 272	\$ 289	\$ 238	\$ 244	\$ 236	\$ 252
Jacksonport										
Revenue	\$ 469,466	\$ 566,790	\$ 892,387	\$ 942,352	\$ 782,850	\$ 894,089	\$ 439,276	\$ 455,266	\$ 338,048	\$ 414,801
Units Available	4,397	4,497	4,750	4,892	4,726	4,869	4,680	4,710	4,343	4,445
Occupancy	36%	39%	55%	54%	48%	51%	36%	37%	30%	34%
Avg Daily Rate	\$ 297	\$ 326	\$ 340	\$ 358	\$ 348	\$ 357	\$ 262	\$ 258	\$ 257	\$ 278
Liberty Grove										
Revenue	\$ 1,742,321	\$ 1,661,004	\$ 2,992,987	\$ 2,719,742	\$ 2,558,391	\$ 2,531,533	\$ 1,541,179	\$ 1,515,829	\$ 1,342,499	\$ 1,431,150
Units Available	12,880	10,774	13,722	11,603	13,661	11,569	11,313	11,169	10,635	10,479
Occupancy	54%	53%	75%	70%	68%	70%	55%	50%	50%	51%
Avg Daily Rate	\$ 250	\$ 293	\$ 289	\$ 337	\$ 276	\$ 312	\$ 247	\$ 269	\$ 253	\$ 270
Nasewaupee										
Revenue	\$ 644,234	\$ 714,045	\$ 1,084,404	\$ 1,090,977	\$ 701,866	\$ 959,168	\$ 539,789	\$ 500,975	\$ 453,479	\$ 505,914
Units Available	4,718	5,036	5,022	5,082	3,985	5,287	4,723	4,785	4,668	4,502
Occupancy	61%	56%	72%	72%	59%	65%	53%	48%	45%	48%
Avg Daily Rate	\$ 225	\$ 252	\$ 274	\$ 297	\$ 296	\$ 279	\$ 216	\$ 216	\$ 217	\$ 235
Sevastopol										
Revenue	\$ 1,122,032	\$ 1,182,695	\$ 1,905,928	\$ 1,882,585	\$ 1,574,916	\$ 1,902,737	\$ 1,107,561	\$ 1,069,660	\$ 1,022,898	\$ 995,997
Units Available	6,863	7,056	7,267	7,470	7,040	7,375	6,810	7,044	6,998	6,894
Occupancy	58%	57%	81%	74%	70%	75%	65%	57%	61%	59%
Avg Daily Rate	\$ 284	\$ 293	\$ 326	\$ 342	\$ 318	\$ 345	\$ 249	\$ 264	\$ 241	\$ 244
Sister Bay										
Revenue	\$ 3,106,421	\$ 3,181,688	\$ 4,803,495	\$ 4,874,186	\$ 4,227,754	\$ 4,671,529	\$ 3,141,404	\$ 3,322,682	\$ 2,891,795	\$ 3,164,205
Units Available	17,089	17,144	18,234	17,990	17,376	17,914	16,895	17,550	17,292	17,559
Occupancy	68%	67%	85%	82%	81%	82%	69%	68%	62%	63%
Avg Daily Rate	\$ 266	\$ 278	\$ 311	\$ 330	\$ 299	\$ 318	\$ 270	\$ 279	\$ 269	\$ 288
Sturgeon Bay - City										
Revenue	\$ 2,049,092	\$ 1,886,436	\$ 3,277,509	\$ 3,327,907	\$ 2,712,557	\$ 3,114,185	\$ 2,393,126	\$ 2,315,119	\$ 2,169,733	\$ 2,265,586
Units Available	23,654	33,904	23,267	23,174	21,894	24,259	22,564	23,957	24,371	24,331
Occupancy	50%	30%	74%	70%	65%	65%	60%	55%	52%	52%
Avg Daily Rate	\$ 172	\$ 184	\$ 191	\$ 204	\$ 191	\$ 196	\$ 176	\$ 176	\$ 172	\$ 180
Sturgeon Bay - Town										
Revenue	\$ 206,353	\$ 250,961	\$ 392,461	\$ 370,885	\$ 304,374	\$ 330,995	\$ 164,420	\$ 166,172	\$ 130,504	\$ 146,284
Units Available	1,220	1,181	1,251	1,344	1,382	1,439	1,264	1,265	1,203	1,157
Occupancy	41%	47%	72%	66%	57%	56%	35%	42%	37%	34%
Avg Daily Rate	\$ 408	\$ 456	\$ 438	\$ 418	\$ 390	\$ 408	\$ 375	\$ 311	\$ 291	\$ 374
Union										
Revenue	\$ 66,348	\$ 66,733	\$ 116,316	\$ 111,008	\$ 90,991	\$ 95,473	\$ 51,679	\$ 43,970	\$ 33,370	\$ 51,540
Units Available	313	390	346	400	340	340	361	380	303	352
Occupancy	51%	46%	60%	67%	61%	59%	42%	34%	37%	39%
Avg Daily Rate	\$ 412	\$ 373	\$ 557	\$ 414	\$ 435	\$ 475	\$ 338	\$ 338	\$ 298	\$ 379
Washington Island										
Revenue	\$ 359,941	\$ 357,173	\$ 631,882	\$ 660,730	\$ 559,473	\$ 571,647	\$ 346,999	\$ 287,027	\$ 186,684	\$ 219,354
Units Available	5,261	4,995	5,636	5,203	5,786	5,236	5,465	4,788	4,264	4,599
Occupancy	44%	45%	68%	71%	60%	63%	41%	39%	33%	31%
Avg Daily Rate	\$ 156	\$ 161	\$ 166	\$ 180	\$ 160	\$ 175	\$ 154	\$ 154	\$ 133	\$ 156
Revenue Available	\$ 20,040,254	\$ 20,709,179	\$ 32,843,955	\$ 33,085,173	\$ 28,420,762	\$ 31,091,339	\$ 20,450,176	\$ 20,363,799	\$ 17,862,956	\$ 19,180,041
Rented	145,721	154,012	147,769	145,331	145,720	144,790	140,393	142,643	137,557	138,116
%	83,001	77,959	115,560	110,490	103,668	106,617	85,620	82,248	80,546	76,954
Average	\$ 241	\$ 266	\$ 284	\$ 299	\$ 274	\$ 292	\$ 239	\$ 248	\$ 221	\$ 249