

**Door County Tourism Zone Commission**

PW: kerber

**Units Available, Occupancy ADR Summary by Municipality - Comparative**

	<b>Jan-24</b>	<b>Jan-25</b>
	Adj 1/31/25	
<b>Baileys Harbor</b>		
Revenue	\$ 73,637	\$ 99,070
Units Available	4,344	4,315
Occupancy	10%	13%
Avg Daily Rate	\$ 164	\$ 182
<b>Brussels</b>		
Revenue	\$ -	\$ -
Units Available	-	-
Occupancy	0%	0%
Avg Daily Rate	\$ -	\$ -
<b>Clay Banks</b>		
Revenue	\$ 15,712	\$ 13,633
Units Available	187	153
Occupancy	43%	24%
Avg Daily Rate	\$ 194	\$ 368
<b>Egg Harbor-Town</b>		
Revenue	\$ 120,876	\$ 158,377
Units Available	9,172	10,681
Occupancy	12%	8%
Avg Daily Rate	\$ 114	\$ 189
<b>Egg Harbor - Village</b>		
Revenue	\$ 173,775	\$ 167,320
Units Available	5,136	6,321
Occupancy	22%	18%
Avg Daily Rate	\$ 157	\$ 151
<b>Ephraim</b>		
Revenue	\$ 85,520	\$ 105,825
Units Available	5,652	5,641
Occupancy	10%	12%
Avg Daily Rate	\$ 147	\$ 161
<b>Forestville - Town</b>		
Revenue	\$ -	\$ 7,451
Units Available	31	31
Occupancy	0%	68%
Avg Daily Rate	\$ -	\$ 355
<b>Forestville - Village</b>		
Revenue	\$ -	\$ -
Units Available	-	-
Occupancy	0%	0%
Avg Daily Rate	\$ -	\$ -
<b>Gardner</b>		
Revenue	\$ 12,986	\$ 24,799
Units Available	1,387	1,353
Occupancy	8%	14%
Avg Daily Rate	\$ 116	\$ 135
<b>Gibraltar</b>		
Revenue	\$ 228,967	\$ 255,987
Units Available	7,401	6,046
Occupancy	15%	20%
Avg Daily Rate	\$ 211	\$ 210
<b>Jacksonport</b>		
Revenue	\$ 31,785	\$ 24,018
Units Available	2,717	2,698
Occupancy	7%	4%
Avg Daily Rate	\$ 166	\$ 220
<b>Liberty Grove</b>		
Revenue	\$ 99,843	\$ 99,372
Units Available	3,260	4,016
Occupancy	11%	8%

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	<b>Jan-24</b>	<b>Jan-25</b>
	Adj 1/31/25	
Avg Daily Rate	\$ 280	\$ 291
<b>Nasewaupee</b>		
Revenue	\$ 81,010	\$ 160,771
Units Available	3,609	3,313
Occupancy	11%	24%
Avg Daily Rate	\$ 199	\$ 201
<b>Sevastopol</b>		
Revenue	\$ 178,539	\$ 173,591
Units Available	4,734	4,909
Occupancy	23%	23%
Avg Daily Rate	\$ 162	\$ 153
<b>Sister Bay</b>		
Revenue	\$ 359,638	\$ 417,814
Units Available	14,376	13,968
Occupancy	14%	17%
Avg Daily Rate	\$ 177	\$ 174
<b>Sturgeon Bay - City</b>		
Revenue	\$ 504,766	\$ 505,089
Units Available	22,673	19,982
Occupancy	21%	23%
Avg Daily Rate	\$ 106	\$ 110
<b>Sturgeon Bay - Town</b>		
Revenue	\$ 15,221	\$ 15,013
Units Available	923	807
Occupancy	6%	4%
Avg Daily Rate	\$ 258	\$ 484
<b>Union</b>		
Revenue	\$ -	\$ 1,395
Units Available	151	155
Occupancy	0%	2%
Avg Daily Rate	\$ -	\$ 465
<b>Washington Island</b>		
Revenue	\$ 6,634	\$ 6,365
Units Available	1,203	1,050
Occupancy	7%	4%
Avg Daily Rate	\$ 80	\$ 155
<b>Total</b>		
Revenue	\$ 1,988,910	\$ 2,235,887
Available	86,956	85,439
Rented	13,460	14,081
%	15%	16%
Average	\$ 148	\$ 159