

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

	Aug-24	Sep-23	Sep-24	Oct-23	Oct-24	Nov-23	Nov-24	Dec-23	Dec-24
	Adj 1/31/25	Adj 1/31/24	Adj 1/31/25	Adj 1/31/24	Adj 1/31/25	Adj 1/31/24	Adj 1/31/25	Adj 1/31/24	Adj 1/31/25
Baileys Harbor									
Revenue	\$ 2,670,955	\$ 1,732,363	\$ 1,701,580	\$ 1,469,941	\$ 1,474,144	\$ 205,478	\$ 219,992	\$ 151,365	\$ 133,983
Units Available	10,287	10,110	9,824	9,607	9,711	5,157	5,054	4,206	4,285
Occupancy	73%	60%	60%	56%	56%	18%	21%	16%	14%
Avg Daily Rate	\$ 356	\$ 287	\$ 287	\$ 272	\$ 272	\$ 217	\$ 208	\$ 228	\$ 219
Brussels									
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks									
Revenue	\$ 111,851	\$ 68,838	\$ 65,002	\$ 46,315	\$ 62,888	\$ 24,083	\$ 18,167	\$ 25,821	\$ 12,353
Units Available	344	332	285	310	279	270	187	237	155
Occupancy	61%	48%	52%	51%	52%	33%	25%	46%	17%
Avg Daily Rate	\$ 530	\$ 428	\$ 439	\$ 293	\$ 431	\$ 268	\$ 395	\$ 237	\$ 458
Egg Harbor-Town									
Revenue	\$ 2,959,578	\$ 1,790,767	\$ 1,699,477	\$ 1,526,576	\$ 1,714,511	\$ 245,015	\$ 306,074	\$ 219,799	\$ 239,754
Units Available	12,324	12,802	13,169	13,068	12,248	9,926	10,602	8,600	10,759
Occupancy	80%	53%	46%	47%	49%	25%	16%	12%	12%
Avg Daily Rate	\$ 301	\$ 255	\$ 280	\$ 247	\$ 289	\$ 85	\$ 209	\$ 159	\$ 190
Egg Harbor - Village									
Revenue	\$ 2,604,202	\$ 1,636,736	\$ 1,796,034	\$ 1,453,049	\$ 1,556,298	\$ 273,325	\$ 280,256	\$ 156,710	\$ 210,065
Units Available	9,838	8,772	9,647	8,079	9,504	5,119	6,315	5,025	5,694
Occupancy	75%	68%	64%	67%	59%	28%	26%	19%	21%
Avg Daily Rate	\$ 352	\$ 274	\$ 291	\$ 268	\$ 276	\$ 189	\$ 171	\$ 168	\$ 178
Ephraim									
Revenue	\$ 3,681,324	\$ 2,628,822	\$ 2,476,765	\$ 2,177,520	\$ 2,355,070	\$ 205,174	\$ 226,429	\$ 148,958	\$ 103,395
Units Available	15,536	15,387	15,099	14,098	14,373	6,417	6,232	5,882	4,784
Occupancy	86%	75%	69%	67%	69%	18%	20%	15%	12%
Avg Daily Rate	\$ 276	\$ 229	\$ 237	\$ 232	\$ 237	\$ 176	\$ 183	\$ 165	\$ 179
Forestville - Town									
Revenue	\$ 23,786	\$ 4,934	\$ 12,555	\$ 7,982	\$ 14,569	\$ -	\$ 8,881	\$ -	\$ 8,432
Units Available	62	60	61	61	62	30	30	31	31
Occupancy	79%	23%	44%	43%	48%	0%	87%	0%	61%
Avg Daily Rate	\$ 485	\$ 352	\$ 465	\$ 307	\$ 486	\$ -	\$ 342	\$ -	\$ 444
Forestville - Village									
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner									
Revenue	\$ 365,345	\$ 192,279	\$ 197,207	\$ 177,657	\$ 182,633	\$ 26,902	\$ 49,362	\$ 25,275	\$ 13,951
Units Available	2,545	2,508	2,546	2,562	2,618	1,969	1,559	1,941	1,388
Occupancy	48%	28%	33%	27%	29%	9%	13%	8%	8%
Avg Daily Rate	\$ 302	\$ 275	\$ 236	\$ 254	\$ 241	\$ 154	\$ 240	\$ 171	\$ 129
Gibraltar									
Revenue	\$ 4,106,833	\$ 2,670,006	\$ 2,820,797	\$ 2,434,906	\$ 2,782,519	\$ 377,570	\$ 459,113	\$ 319,439	\$ 374,280
Units Available	17,922	16,347	17,095	15,695	16,668	8,576	8,280	7,199	7,860
Occupancy	81%	69%	67%	66%	66%	25%	28%	24%	21%
Avg Daily Rate	\$ 282	\$ 238	\$ 245	\$ 236	\$ 252	\$ 178	\$ 196	\$ 187	\$ 226
Jacksonport									
Revenue	\$ 914,996	\$ 439,276	\$ 460,512	\$ 338,048	\$ 426,972	\$ 47,760	\$ 53,690	\$ 35,934	\$ 28,724
Units Available	4,930	4,680	4,800	4,343	4,491	2,908	2,524	2,163	2,498
Occupancy	52%	36%	37%	30%	34%	10%	7%	6%	4%
Avg Daily Rate	\$ 359	\$ 262	\$ 258	\$ 257	\$ 283	\$ 171	\$ 297	\$ 290	\$ 271
Liberty Grove									
Revenue	\$ 2,594,009	\$ 1,541,179	\$ 1,524,423	\$ 1,342,499	\$ 1,488,190	\$ 193,599	\$ 229,962	\$ 143,968	\$ 182,604
Units Available	11,827	11,313	11,257	10,635	10,873	4,516	5,929	3,451	4,975
Occupancy	70%	55%	50%	50%	50%	14%	13%	14%	13%
Avg Daily Rate	\$ 313	\$ 247	\$ 269	\$ 253	\$ 273	\$ 303	\$ 296	\$ 291	\$ 287
Nasawaupee									
Revenue	\$ 974,048	\$ 539,789	\$ 524,440	\$ 453,479	\$ 510,499	\$ 123,802	\$ 142,628	\$ 104,007	\$ 99,961
Units Available	5,374	4,723	4,892	4,666	4,528	3,554	3,469	3,016	2,859
Occupancy	65%	53%	48%	45%	48%	21%	25%	17%	16%
Avg Daily Rate	\$ 278	\$ 216	\$ 222	\$ 217	\$ 237	\$ 170	\$ 167	\$ 202	\$ 214
Sevastopol									
Revenue	\$ 1,902,737	\$ 1,107,561	\$ 1,073,435	\$ 1,022,898	\$ 1,030,835	\$ 256,901	\$ 307,424	\$ 237,669	\$ 168,490
Units Available	7,375	6,810	7,104	6,998	7,142	4,945	5,470	5,576	4,208
Occupancy	75%	65%	57%	61%	59%	36%	36%	25%	22%
Avg Daily Rate	\$ 345	\$ 249	\$ 264	\$ 241	\$ 244	\$ 145	\$ 157	\$ 168	\$ 178
Sister Bay									
Revenue	\$ 4,694,451	\$ 3,141,404	\$ 3,331,955	\$ 2,891,795	\$ 3,202,448	\$ 605,928	\$ 658,977	\$ 450,880	\$ 489,116
Units Available	17,976	16,895	17,640	17,292	17,727	13,611	14,395	12,885	13,650
Occupancy	82%	69%	68%	62%	62%	25%	20%	20%	19%
Avg Daily Rate	\$ 318	\$ 270	\$ 280	\$ 269	\$ 289	\$ 176	\$ 235	\$ 174	\$ 186
Sturgeon Bay - City									
Revenue	\$ 3,171,154	\$ 2,393,126	\$ 2,334,848	\$ 2,169,733	\$ 2,281,696	\$ 609,748	\$ 692,142	\$ 536,299	\$ 477,346
Units Available	24,533	22,564	24,091	24,371	24,566	22,294	22,637	20,311	20,629
Occupancy	65%	60%	55%	52%	52%	24%	25%	21%	19%
Avg Daily Rate	\$ 198	\$ 176	\$ 176	\$ 172	\$ 180	\$ 116	\$ 122	\$ 125	\$ 124
Sturgeon Bay - Town									
Revenue	\$ 336,899	\$ 164,420	\$ 170,452	\$ 130,504	\$ 147,885	\$ 41,532	\$ 47,472	\$ 20,031	\$ 30,000
Units Available	1,470	1,264	1,326	1,203	1,219	893	890	888	955
Occupancy	56%	35%	41%	37%	32%	13%	15%	8%	10%
Avg Daily Rate	\$ 407	\$ 375	\$ 313	\$ 291	\$ 374	\$ 352	\$ 352	\$ 286	\$ 303
Union									
Revenue	\$ 106,465	\$ 51,679	\$ 43,970	\$ 33,370	\$ 52,215	\$ 600	\$ 14,440	\$ 6,182	\$ 6,617
Units Available	371	361	380	303	355	165	210	495	186
Occupancy	61%	42%	34%	37%	39%	1%	19%	8%	10%
Avg Daily Rate	\$ 469	\$ 338	\$ 338	\$ 298	\$ 376	\$ 300	\$ 370	\$ 618	\$ 368
Washington Island									
Revenue	\$ 662,516	\$ 346,999	\$ 302,003	\$ 186,684	\$ 229,899	\$ 29,252	\$ 31,770	\$ 14,288	\$ 12,536
Units Available	5,980	5,465	5,346	4,264	4,556	1,640	1,268	994	1,140
Occupancy	60%	41%	37%	33%	32%	13%	17%	9%	8%
Avg Daily Rate	\$ 184	\$ 154	\$ 155	\$ 133	\$ 157	\$ 139	\$ 151	\$ 152	\$ 142
Revenue Available	\$ 31,881,149	\$ 20,450,176	\$ 20,535,455	\$ 17,862,956	\$ 19,513,271	\$ 3,266,669	\$ 3,746,778	\$ 2,596,622	\$ 2,591,607
Rentable	148,694	140,393	144,562	137,557	140,918	91,990	95,051	82,529	86,056
%	109,347	85,620	82,811	75,865	78,028	21,273	20,632	15,463	14,286
Average	\$ 292	\$ 239	\$ 248	\$ 221	\$ 250	\$ 154	\$ 182	\$ 168	\$ 181