

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

	Jan-24 Adj 1/31/25	Jan-25	Feb-24 Adj 1/31/25	Feb-25	Mar-24 Adj 1/31/24	Mar-25 Adj 1/31/25
Baileys Harbor						
Revenue	\$ 73,637	\$ 99,070	\$ 114,248	\$ 114,711	\$ 110,738	\$ 121,258
Units Available	4,344	4,315	4,228	3,855	4,428	4,445
Occupancy	10%	13%	13%	17%	13%	15%
Avg Daily Rate	\$ 164	\$ 182	\$ 202	\$ 179	\$ 187	\$ 184
Brussels						
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Clay Banks						
Revenue	\$ 15,712	\$ 13,633	\$ 19,385	\$ 12,999	\$ 5,798	\$ 21,954
Units Available	187	153	204	140	93	155
Occupancy	43%	24%	41%	30%	25%	38%
Avg Daily Rate	\$ 194	\$ 368	\$ 234	\$ 310	\$ 252	\$ 372
Egg Harbor-Town						
Revenue	\$ 120,876	\$ 158,377	\$ 176,818	\$ 167,910	\$ 223,663	\$ 221,350
Units Available	9,172	10,681	8,671	9,871	8,812	10,956
Occupancy	12%	8%	13%	10%	33%	11%
Avg Daily Rate	\$ 114	\$ 189	\$ 156	\$ 176	\$ 78	\$ 186
Egg Harbor - Village						
Revenue	\$ 173,775	\$ 167,320	\$ 196,125	\$ 194,045	\$ 206,811	\$ 205,372
Units Available	5,136	6,321	4,910	5,536	5,016	6,139
Occupancy	22%	18%	30%	25%	31%	26%
Avg Daily Rate	\$ 157	\$ 151	\$ 135	\$ 140	\$ 131	\$ 130
Ephraim						
Revenue	\$ 85,520	\$ 105,825	\$ 112,951	\$ 112,776	\$ 103,207	\$ 118,022
Units Available	5,652	5,641	5,481	4,980	5,255	5,403
Occupancy	10%	12%	14%	15%	12%	16%
Avg Daily Rate	\$ 147	\$ 161	\$ 143	\$ 146	\$ 161	\$ 137
Forestville - Town						
Revenue	\$ -	\$ 7,451	\$ 843	\$ 4,087	\$ -	\$ 5,389
Units Available	31	31	29	28	31	31
Occupancy	0%	68%	7%	32%	0%	39%
Avg Daily Rate	\$ -	\$ 355	\$ 421	\$ 454	\$ -	\$ 449
Forestville - Village						
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner						
Revenue	\$ 12,986	\$ 24,799	\$ 19,526	\$ 38,562	\$ 20,445	\$ 27,336
Units Available	1,387	1,353	1,276	1,178	1,425	1,238
Occupancy	8%	14%	12%	24%	10%	16%
Avg Daily Rate	\$ 116	\$ 135	\$ 130	\$ 135	\$ 141	\$ 139

Door County Tourism Zone Commission							
	Jan-24	Units Available	Feb-24	ADR Summary by Municipality	Mar-24	Comparative	Mar-25
	Adj 1/31/25	Jan-25	Adj 1/31/25	Feb-25	Adj 1/31/24		Adj 1/31/25
Gibraltar							
Revenue	\$ 228,967	\$ 255,987	\$ 280,896	\$ 251,230	\$ 167,464	\$	229,202
Units Available	7,401	6,046	6,928	6,713	7,078		6,567
Occupancy	15%	20%	22%	21%	16%		22%
Avg Daily Rate	\$ 211	\$ 210	\$ 188	\$ 181	\$ 147	\$	157
Jacksonport							
Revenue	\$ 31,785	\$ 24,018	\$ 39,286	\$ 33,913	\$ 19,267	\$	56,681
Units Available	2,717	2,698	2,801	2,585	2,341		2,696
Occupancy	7%	4%	6%	5%	5%		6%
Avg Daily Rate	\$ 166	\$ 220	\$ 223	\$ 267	\$ 177	\$	346
Liberty Grove							
Revenue	\$ 99,843	\$ 99,372	\$ 106,775	\$ 87,440	\$ 100,322	\$	122,415
Units Available	3,260	4,016	3,198	3,660	5,730		4,044
Occupancy	11%	8%	13%	8%	7%		10%
Avg Daily Rate	\$ 280	\$ 291	\$ 257	\$ 285	\$ 265	\$	295
Nasewaupee							
Revenue	\$ 81,010	\$ 160,771	\$ 105,668	\$ 152,509	\$ 122,451	\$	134,779
Units Available	3,609	3,313	3,387	2,454	3,253		2,826
Occupancy	11%	24%	23%	42%	29%		32%
Avg Daily Rate	\$ 199	\$ 201	\$ 133	\$ 149	\$ 128	\$	150
Sevastopol							
Revenue	\$ 178,539	\$ 173,591	\$ 195,933	\$ 186,374	\$ 202,121	\$	223,962
Units Available	4,734	4,909	4,852	4,530	4,627		5,030
Occupancy	23%	23%	25%	28%	29%		30%
Avg Daily Rate	\$ 162	\$ 153	\$ 159	\$ 145	\$ 150	\$	148
Sister Bay							
Revenue	\$ 359,638	\$ 417,814	\$ 411,944	\$ 348,430	\$ 400,919	\$	413,905
Units Available	14,376	13,968	13,413	12,472	13,991		13,636
Occupancy	14%	17%	20%	17%	21%		19%
Avg Daily Rate	\$ 177	\$ 174	\$ 156	\$ 161	\$ 136	\$	162
Sturgeon Bay - City							
Revenue	\$ 504,766	\$ 505,089	\$ 668,512	\$ 661,642	\$ 644,434	\$	768,284
Units Available	22,673	19,982	21,590	17,842	23,487		23,198
Occupancy	21%	23%	29%	33%	26%		34%
Avg Daily Rate	\$ 106	\$ 110	\$ 107	\$ 113	\$ 104	\$	97
Sturgeon Bay - Town							
Revenue	\$ 15,221	\$ 15,013	\$ 13,352	\$ 19,855	\$ 20,264	\$	19,454
Units Available	923	807	897	700	703		800
Occupancy	6%	4%	6%	9%	8%		11%
Avg Daily Rate	\$ 258	\$ 484	\$ 243	\$ 315	\$ 349	\$	221
Union							
Revenue	\$ -	\$ 1,395	\$ -	\$ 3,535	\$ 1,335	\$	5,620
Units Available	151	155	87	140	124		216
Occupancy	0%	2%	0%	6%	4%		7%
Avg Daily Rate	\$ -	\$ 465	\$ -	\$ 393	\$ 267	\$	375

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	Jan-24 Adj 1/31/25	Units Available Jan-25	Feb-24 Adj 1/31/25	ADR Summary by Mui Feb-25	Mar-24 Adj 1/31/24	Comparative Mar-25 Adj 1/31/25
Washington Island						
Revenue	\$ 6,634	\$ 6,365	\$ 24,675	\$ 10,120	\$ 10,243	\$ 8,372
Units Available	1,203	1,050	1,136	948	1,195	1,136
Occupancy	7%	4%	19%	10%	7%	5%
Avg Daily Rate	\$ 80	\$ 155	\$ 115	\$ 107	\$ 121	\$ 147
Revenue	\$ 1,988,910	\$ 2,235,887	\$ 2,486,934	\$ 2,400,140	\$ 2,359,488	\$ 2,587,775
Available	86,956	85,439	83,088	77,632	87,589	88,516
Rented	13,460	14,081	17,433	16,413	19,053	19,625
%	15%	16%	21%	21%	22%	22%
Average	\$ 148	\$ 159	\$ 143	\$ 146	\$ 124	\$ 132