

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 1/31/25	Mar-25	Apr-24 Adj 1/31/25	Apr-25	May-24 Adj 1/31/25	May-25
Baileys Harbor										
Revenue	\$ 73,637	\$ 99,070	\$ 114,248	\$ 114,711	\$ 135,885	\$ 121,258	\$ 118,391	\$ 123,373	\$ 684,176	\$ 696,618
Units Available	4,344	4,315	4,228	3,855	4,637	4,445	5,198	4,937	8,608	8,153
Occupancy	10%	13%	13%	17%	15%	15%	13%	13%	39%	32%
Avg Daily Rate	\$ 164	\$ 182	\$ 202	\$ 179	\$ 199	\$ 184	\$ 169	\$ 190	\$ 203	\$ 264
Brussels										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,867
Units Available	-	-	-	-	-	-	-	-	-	31
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	42%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	221
Clay Banks										
Revenue	\$ 15,712	\$ 13,633	\$ 19,385	\$ 12,999	\$ 30,503	\$ 21,954	\$ 14,585	\$ 10,588	\$ 39,278	\$ 40,676
Units Available	187	153	204	140	215	155	188	172	257	241
Occupancy	43%	24%	41%	30%	54%	38%	23%	18%	40%	49%
Avg Daily Rate	\$ 194	\$ 368	\$ 234	\$ 310	\$ 261	\$ 372	\$ 331	\$ 342	\$ 378	\$ 348
Egg Harbor-Town										
Revenue	\$ 120,876	\$ 158,377	\$ 176,818	\$ 167,910	\$ 237,119	\$ 221,350	\$ 170,382	\$ 210,293	\$ 681,317	\$ 778,971
Units Available	9,172	10,681	8,671	9,871	9,211	10,956	9,177	10,622	11,205	13,009
Occupancy	12%	8%	13%	10%	16%	11%	12%	10%	31%	25%
Avg Daily Rate	\$ 114	\$ 189	\$ 156	\$ 176	\$ 163	\$ 186	\$ 151	\$ 191	\$ 197	\$ 236
Egg Harbor - Village										
Revenue	\$ 173,775	\$ 167,320	\$ 196,125	\$ 194,045	\$ 246,166	\$ 205,372	\$ 188,844	\$ 210,664	\$ 694,447	\$ 688,967
Units Available	5,136	6,321	4,910	5,536	5,429	6,139	5,094	6,421	9,174	8,552
Occupancy	22%	18%	30%	25%	28%	26%	26%	24%	37%	40%
Avg Daily Rate	\$ 157	\$ 151	\$ 135	\$ 140	\$ 162	\$ 130	\$ 145	\$ 139	\$ 205	\$ 199
Ephraim										
Revenue	\$ 85,520	\$ 105,825	\$ 112,951	\$ 112,776	\$ 116,384	\$ 118,022	\$ 119,977	\$ 158,850	\$ 888,710	\$ 940,799
Units Available	5,652	5,641	5,481	4,980	5,318	5,403	5,117	5,761	13,769	12,871
Occupancy	10%	12%	14%	15%	16%	16%	16%	30%	36%	39%
Avg Daily Rate	\$ 147	\$ 161	\$ 143	\$ 146	\$ 139	\$ 137	\$ 143	\$ 92	\$ 181	\$ 188
Forestville - Town										
Revenue	\$ -	\$ 7,451	\$ 843	\$ 4,087	\$ 2,882	\$ 5,389	\$ 728	\$ 5,534	\$ 8,479	\$ 9,303
Units Available	31	31	29	28	30	31	60	30	62	62
Occupancy	0%	68%	7%	32%	23%	39%	3%	33%	31%	32%
Avg Daily Rate	\$ -	\$ 355	\$ 421	\$ 454	\$ 142	\$ 449	\$ 364	\$ 553	\$ 446	\$ 465
Forestville - Village										
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner										
Revenue	\$ 12,986	\$ 24,799	\$ 19,526	\$ 38,562	\$ 16,526	\$ 27,336	\$ 30,361	\$ 49,369	\$ 117,062	\$ 130,771
Units Available	1,387	1,353	1,276	1,178	1,390	1,238	1,676	1,658	2,286	2,435
Occupancy	8%	14%	12%	24%	7%	16%	11%	14%	27%	26%
Avg Daily Rate	\$ 116	\$ 135	\$ 130	\$ 135	\$ 172	\$ 139	\$ 158	\$ 214	\$ 189	\$ 209

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	Jan-24	Jan-25	Feb-24	Feb-25	Mar-24	Mar-25	Apr-24	Apr-25	May-24	May-25
	Adj 1/31/25		Adj 1/31/25		Adj 1/31/25		Adj 1/31/25		Adj 1/31/25	
Gibraltar										
Revenue	\$ 228,967	\$ 255,987	\$ 280,896	\$ 251,230	\$ 209,104	\$ 229,202	\$ 261,920	\$ 294,191	\$ 1,125,275	\$ 1,418,599
Units Available	7,401	6,046	6,928	6,713	6,292	6,567	7,863	8,997	15,539	15,653
Occupancy	15%	20%	22%	21%	21%	22%	28%	19%	36%	38%
Avg Daily Rate	\$ 211	\$ 210	\$ 188	\$ 181	\$ 159	\$ 157	\$ 117	\$ 170	\$ 199	\$ 236
Jacksonport										
Revenue	\$ 31,785	\$ 24,018	\$ 39,286	\$ 33,913	\$ 53,766	\$ 56,681	\$ 52,335	\$ 37,369	\$ 181,891	\$ 200,505
Units Available	2,717	2,698	2,801	2,585	2,696	2,696	2,618	2,673	3,911	3,844
Occupancy	7%	4%	6%	5%	8%	6%	9%	6%	20%	21%
Avg Daily Rate	\$ 166	\$ 220	\$ 223	\$ 267	\$ 239	\$ 346	\$ 234	\$ 237	\$ 229	\$ 247
Liberty Grove										
Revenue	\$ 99,843	\$ 99,372	\$ 106,775	\$ 87,440	\$ 152,477	\$ 122,415	\$ 122,802	\$ 112,794	\$ 551,367	\$572,181.65
Units Available	3,260	4,016	3,198	3,660	3,274	4,044	3,556	4,801	9,088	9,094
Occupancy	11%	8%	13%	8%	18%	10%	14%	9%	25%	24%
Avg Daily Rate	\$ 280	\$ 291	\$ 257	\$ 285	\$ 265	\$ 295	\$ 248	\$ 266	\$ 245	\$ 266
Nasewauppee										
Revenue	\$ 81,010	\$ 160,771	\$ 105,668	\$ 152,509	\$ 115,985	\$ 134,779	\$ 128,522	\$ 128,089	\$ 322,613	\$ 365,158
Units Available	3,609	3,313	3,387	2,454	3,489	2,826	3,746	2,759	4,507	4,356
Occupancy	11%	24%	23%	42%	24%	32%	23%	29%	39%	42%
Avg Daily Rate	\$ 199	\$ 201	\$ 133	\$ 149	\$ 141	\$ 150	\$ 152	\$160.11	\$ 182	\$199.21
Sevastopol										
Revenue	\$ 178,539	\$ 173,591	\$ 195,933	\$ 186,374	\$ 226,038	\$ 223,962	\$ 212,610	\$ 224,097	\$ 517,029	\$ 552,946
Units Available	4,734	4,909	4,852	4,530	5,107	5,030	5,340	5,203	6,795	6,827
Occupancy	23%	23%	25%	28%	28%	30%	27%	28%	36%	42%
Avg Daily Rate	\$ 162	\$ 153	\$ 159	\$ 145	\$ 161	\$ 148	\$ 146	\$ 155	\$ 212	\$ 193
Sister Bay										
Revenue	\$ 359,638	\$ 417,814	\$ 411,944	\$ 348,430	\$ 450,007	\$ 413,905	\$ 441,989	\$ 405,023	\$ 1,486,549	\$ 1,493,663
Units Available	14,376	13,968	13,413	12,472	14,395	13,636	14,944	13,708	17,145	17,375
Occupancy	14%	17%	20%	17%	20%	19%	20%	19%	40%	40%
Avg Daily Rate	\$ 177	\$ 174	\$ 156	\$ 161	\$ 158	\$ 162	\$ 151	\$ 156	\$ 216	\$ 215
Sturgeon Bay - City										
Revenue	\$ 504,766	\$ 505,089	\$ 668,512	\$ 661,642	\$ 710,853	\$ 768,284	\$ 690,304	\$ 644,409	\$ 1,314,716	\$ 1,181,204
Units Available	22,673	19,982	21,590	17,842	22,912	23,198	21,879	20,725	26,804	20,079
Occupancy	21%	23%	29%	33%	29%	34%	30%	28%	36%	43%
Avg Daily Rate	\$ 106	\$ 110	\$ 107	\$ 113	\$ 108	\$ 97	\$ 106	\$ 111	\$ 135	\$ 137
Sturgeon Bay - Town										
Revenue	\$ 15,221	\$ 15,013	\$ 13,352	\$ 19,855	\$ 29,986	\$ 19,454	\$ 19,001	\$ 38,480	\$ 86,828	\$ 92,981.35
Units Available	923	807	897	700	968	800	908	988	1,138	1,036
Occupancy	6%	4%	6%	9%	9%	11%	6%	11%	21%	26%
Avg Daily Rate	\$ 258	\$ 484	\$ 243	\$ 315	\$ 357	\$ 221	\$ 328	\$ 366	\$ 359	\$ 343
Union										
Revenue	\$ -	\$ 1,395	\$ -	\$ 3,535	\$ 1,375	\$ 5,620	\$ 3,071	\$ 20,938	\$ 10,778	\$ 25,378
Units Available	151	155	87	140	124	216	150	293	270	369
Occupancy	0%	2%	0%	6%	4%	7%	5%	11%	12%	19%
Avg Daily Rate	\$ -	\$ 465	\$ -	\$ 393	\$ 275	\$ 375	\$ 384	\$ 654	\$ 327	\$ 368
Washington Island										
Revenue	\$ 6,634	\$ 6,365	\$ 24,675	\$ 10,120	\$ 21,612	\$ 8,372	\$ 22,376	\$ 15,251	\$ 137,420	\$ 93,829
Units Available	1,203	1,050	1,136	948	1,164	1,136	1,535	1,302	3,926	2,980
Occupancy	7%	4%	19%	10%	15%	5%	9%	9%	24%	22%
Avg Daily Rate	\$ 80	\$ 155	\$ 115	\$ 107	\$ 120	\$ 147	\$ 162	\$ 135	\$ 144	\$ 143
Revenue Available	\$ 1,988,910	\$ 2,235,887	\$ 2,486,934	\$ 2,400,140	\$ 2,756,668	\$ 2,703,352	\$ 2,598,198	\$ 2,689,311	\$ 8,847,933	\$ 9,285,418
Rented	86,956	85,439	83,088	77,632	86,651	88,516	89,049	91,050	134,484	126,967
%	13,460	14,081	17,433	16,413	18,757	19,625	19,114	18,481	46,606	45,439
Average	\$ 148	\$ 159	\$ 143	\$ 146	\$ 147	\$ 138	\$ 136	\$ 146	\$ 190	\$ 204