

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

	Jan-24	Jan-25	Feb-24	Feb-25	Mar-24	Mar-25	Apr-24	Apr-25	May-24	May-25	Jun-24	Jun-25	Jul-24	Jul-25
	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	
Baileys Harbor														
Revenue	\$ 73,637	\$105,153.64	\$ 114,248	\$114,711.06	\$ 135,885	\$122,226.64	\$ 118,391	\$124,342.54	\$684,176.00	\$712,715.16	\$ 1,863,042	\$1,768,417.17	\$ 2,935,953	\$2,975,072.08
Units Available	4,344	4,469	4,228	3,855	4,637	4,600	5,198	4,967	8,608	8,307	9,922	9,368	10,430	9,651
Occupancy	10%	13%	13%	17%	15%	14%	13%	13%	39%	32%	59%	54%	79%	78%
Avg Daily Rate	\$ 164	\$187.77	\$ 202	\$179.24	\$ 199	\$184.91	\$ 169	\$190.71	\$203.00	\$266.54	\$ 320	\$347.02	\$ 356	\$395.04
Brussels														
Revenue	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$1,889.09		\$2,867.00	\$ -	\$3,934.90	\$ -	\$0.00
Units Available	-	-	-	-	-	-	-	30	-	31	-	30	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	30%	0%	42%	0%	50%	0%	0%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$209.90		\$220.54	\$ -	\$262.33	\$ -	\$0.00
Clay Banks														
Revenue	\$ 15,712	\$13,633.30	\$ 19,385	\$12,999.19	\$ 30,503	\$21,953.58	\$ 14,585	\$10,587.98	\$39,278.00	\$40,676.39	\$ 91,665	\$95,958.37	\$ 146,147	\$138,538.16
Units Available	187	153	204	140	215	155	188	172	257	241	311	273	346	273
Occupancy	43%	24%	41%	30%	54%	38%	23%	18%	40%	49%	58%	66%	78%	81%
Avg Daily Rate	\$ 194	\$368.47	\$ 234	\$309.50	\$ 261	\$372.09	\$ 331	\$341.55	\$378.00	\$347.66	\$ 506	\$533.10	\$ 539	\$626.87
Egg Harbor-Town														
Revenue	\$ 120,876	\$165,989.64	\$ 176,818	\$173,225.65	\$ 237,119	\$221,349.98	\$ 170,382	\$215,938.61	\$681,317.00	\$792,161.74	\$ 1,937,298	\$2,106,765.16	\$ 3,315,520	\$3,498,598.56
Units Available	9,172	10,929	8,671	9,955	9,211	11,049	9,177	10,832	11,205	13,292	12,694	13,656	13,371	12,886
Occupancy	12%	8%	13%	10%	16%	11%	12%	10%	31%	25%	50%	49%	78%	75%
Avg Daily Rate	\$ 114	\$191.90	\$ 156	\$179.51	\$ 163	\$186.32	\$ 151	\$191.27	\$197.00	\$234.92	\$ 301	\$314.02	\$ 317	\$359.79
Egg Harbor - Village														
Revenue	\$ 173,775	\$167,320.21	\$ 196,125	\$194,045.38	\$ 246,166	\$210,958.38	\$ 188,844	\$210,664.32	\$694,447.00	\$693,065.44	\$ 1,815,797	\$1,780,798.39	\$ 2,767,435	\$2,768,000.26
Units Available	5,136	6,383	4,910	5,564	5,429	6,200	5,094	6,481	9,174	8,583	10,184	9,308	10,248	9,664
Occupancy	22%	17%	30%	25%	28%	26%	26%	23%	37%	41%	61%	62%	77%	75%
Avg Daily Rate	\$ 157	\$150.60	\$ 135	\$139.70	\$ 162	\$132.18	\$ 145	\$138.50	\$ 205	\$199.04	\$ 291	\$310.68	\$ 353	\$384.34
Ephraim														
Revenue	\$ 85,520	\$106,083.83	\$ 112,951	\$112,776.19	\$ 116,384	\$120,260.77	\$ 119,977	\$158,849.76	\$ 888,710	\$949,362.92	\$ 2,486,765	\$2,255,946.68	\$ 3,775,658	\$3,829,860.96
Units Available	5,652	5,579	5,481	5,008	5,318	5,449	5,117	5,791	13,769	13,361	14,960	13,117	15,513	14,809
Occupancy	10%	12%	14%	15%	16%	16%	16%	30%	36%	38%	67%	71%	86%	87%
Avg Daily Rate	\$ 147	\$160.25	\$ 143	\$146.46	\$ 139	\$136.50	\$ 143	\$92.19	\$ 181	\$187.88	\$ 248	\$242.21	\$ 284	\$298.04
Forestville - Town														
Revenue	\$ -	\$7,450.59	\$ 843	\$4,087.08	\$ 2,882	\$5,388.58	\$ 728	\$5,534.26	\$ 8,479	\$9,303.43	\$ 12,781	\$17,389.77	\$ 20,389	\$31,345.83
Units Available	31	31	29	28	30	31	60	60	62	62	60	60	62	93
Occupancy	0%	68%	7%	32%	23%	39%	3%	17%	31%	32%	45%	65%	68%	72%
Avg Daily Rate	\$ -	\$354.79	\$ 421	\$454.12	\$ 142	\$449.05	\$ 364	\$553.43	\$ 446	\$465.17	\$ 473	\$445.89	\$ 485	\$467.85
Forestville - Village														
Revenue	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Units Available	-	-	-	\$0.00	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Gardner														
Revenue	\$ 12,986	\$24,799.26	\$ 19,526	\$38,562.32	\$ 16,526	\$27,336.40	\$ 30,361	\$49,369.12	\$117,062.00	\$130,771.18	\$ 239,995	\$249,658.45	\$ 422,109	\$329,113.40
Units Available	1,387	1,383	1,276	1,206	1,390	1,331	1,676	1,688	2,286	2,435	2,327	2,455	2,399	1,708
Occupancy	8%	13%	12%	24%	7%	15%	11%	14%	27%	26%	35%	43%	58%	63%
Avg Daily Rate	\$ 116	\$134.78	\$ 130	\$135.31	\$ 172	\$139.47	\$ 158	\$213.72	\$ 189	\$208.90	\$ 297	\$234.86	\$ 304	\$306.44
Gibraltar														
Revenue	\$ 228,967	\$258,520.50	\$ 280,896	\$255,829.81	\$ 209,104	\$232,141.76	\$ 261,920	\$306,598.30	\$ 1,125,275	\$1,431,535.31	\$ 2,753,291	\$2,963,452.01	\$ 4,281,159	\$4,509,213.41
Units Available	7,401	6,355	6,928	6,881	6,292	6,846	7,863	9,238	15,539	15,932	17,055	16,782	17,771	16,771
Occupancy	15%	19%	22%	20%	21%	21%	28%	19.20%	36%	38%	61%	64%	81%	85%
Avg Daily Rate	\$ 211	\$210.01	\$ 188	\$183.79	\$ 159	\$158.24	\$ 117	\$172.83	\$ 199	\$236.73	\$ 266	\$274.93	\$ 296	\$316.66
Jacksonport														
Revenue	\$ 31,785	\$26,654.69	\$ 39,286	\$36,567.17	\$ 53,766	\$56,680.83	\$ 52,335	\$40,480.59	\$ 181,891	\$206,670.00	\$ 608,769	\$577,399.20	\$ 975,635	\$940,222.78
Units Available	2,717	2,909	2,801	2,669	2,696	2,696	2,618	2,779	3,911	3,885	4,647	4,531	4,989	4,727
Occupancy	7%	4%	6%	5%	8%	6%	9%	6%	20%	21%	40%	37%	54%	52%
Avg Daily Rate	\$ 166	\$222.12	\$ 223	\$274.94	\$ 239	\$345.61	\$ 234	\$242.40	\$ 229	\$248.10	\$ 328	\$341.86	\$ 362	\$380.20
Liberty Grove														
Revenue	\$ 99,843	\$103,912.74	\$ 106,775	\$90,865.92	\$ 152,477	\$131,791.76	\$ 122,802	\$118,707.05	\$ 551,367	\$600,208.86	\$ 1,739,731	\$1,762,421.15	\$ 2,793,478	\$3,005,192.10
Units Available	3,260	4,351	3,198	3,856	3,274	4,354	3,556	4,951	9,088	9,510	11,204	11,138	11,820	11,140
Occupancy	11%	8%	13%	9%	18%	10%	14%	9%	25%	24%	53%	50%	70%	76%
Avg Daily Rate	\$ 280	\$291.89	\$ 257	\$261.86	\$ 265	\$290.29	\$ 248	\$267.36	\$ 245	\$264.41	\$ 296	\$319.28	\$ 339	\$355.01

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	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25	Adj 1/31/25	
Nasawaupee														
Revenue	\$ 81,010	\$160,770.56	\$ 105,668	\$ 173,971	\$ 115,985	\$147,967.02	\$ 128,522	\$140,277.67	\$ 322,613	\$366,043.08	\$ 713,720	\$706,249.96	\$ 1,146,394	\$1,193,414.35
Units Available	3,609	3,344	3,387	3,347	3,489	3,436	3,746	3,681	4,507	4,452	5,066	4,701	5,390	4,865
Occupancy	11%	24%	23%	37%	24%	29%	23%	25%	39%	41%	56%	55%	74%	74%
Avg Daily Rate	\$ 199	\$201.47	\$ 133	\$139.18	\$ 141	\$150.22	\$ 152	\$151.65	\$ 182	\$199.15	\$ 251	\$272.68	\$ 289	\$329.85
Sevastopol														
Revenue	\$ 178,539	\$187,587.89	\$ 195,933	\$186,374.44	\$ 226,038	\$227,751.42	\$ 212,610	\$224,096.73	\$ 517,029	\$557,103.32	\$ 1,187,088	\$1,201,467.23	\$ 1,882,585	\$1,976,279.78
Units Available	4,734	4,974	4,852	4,530	5,107	5,091	5,340	5,203	6,795	6,889	7,116	6,797	7,470	6,676
Occupancy	23%	23%	25%	28%	28%	30%	27%	28%	36%	42%	57%	57%	74%	79%
Avg Daily Rate	\$ 162	\$162.70	\$ 159	\$145.26	\$ 161	\$148.18	\$ 146	\$154.76	\$ 212	\$193.57	\$ 293	\$308.78	\$ 342	\$376.22
Sister Bay														
Revenue	\$ 359,638	\$422,682.89	\$ 411,944	\$348,430.03	\$ 450,007	\$414,864.61	\$ 441,989	\$419,510.58	\$ 1,486,549	\$1,495,280.35	\$ 3,221,956	\$3,323,352.55	\$ 4,926,180	\$5,005,270.54
Units Available	14,376	14,031	13,413	12,500	14,395	13,698	14,944	13,979	17,145	17,406	17,294	17,669	18,050	17,703
Occupancy	14%	17%	20%	17%	20%	19%	20%	19%	40%	40%	67%	62%	82%	82%
Avg Daily Rate	\$ 177	\$174.73	\$ 156	\$160.57	\$ 158	\$162.18	\$ 151	\$158.55	\$ 216	\$214.75	\$ 279	\$304.89	\$ 333	\$344.74
Sturgeon Bay - City														
Revenue	\$ 504,766	\$526,350.67	\$ 668,512	\$738,703.60	\$ 710,853	\$769,777.95	\$ 690,304	\$672,483.81	\$ 1,314,716	\$1,280,603.77	\$ 2,192,750	\$2,154,080.84	\$ 3,568,281	\$3,198,148.65
Units Available	22,673	21,621	21,590	20,527	22,912	23,290	21,879	27,906	26,804	23,092	23,951	\$21,314.00	25,006	\$21,372.00
Occupancy	21%	23%	29%	33%	29%	34%	30%	25%	36%	42%	52%	54%	70%	70%
Avg Daily Rate	\$ 106	\$107.05	\$ 107	\$108.86	\$ 108	\$97.13	\$ 106	\$98.13	\$ 135	\$130.86	\$ 177	\$188.66	\$ 203	\$213.28
Sturgeon Bay - Town														
Revenue	\$ 15,221	\$15,012.72	\$ 13,352	\$19,845.73	\$ 29,986	\$19,454.24	\$ 19,001	\$38,479.70	\$ 86,828	\$94,065.35	\$ 266,765	\$269,614.15	\$ 412,045	\$392,678.77
Units Available	923	807	897	756	968	862	908	988	1,138	1,109	1,241	1,187	1,406	1311
Occupancy	6%	4%	6%	8%	9%	10%	6%	10%	21%	25%	46%	50%	67%	68%
Avg Daily Rate	\$ 258	\$484.28	\$ 243	\$315.01	\$ 357	\$221.07	\$ 328	\$366.47	\$ 359	\$338.36	\$ 470	\$450.86	\$ 439	\$441.71
Union														
Revenue	\$ -	\$1,394.52	\$ -	\$3,535.34	\$ 1,375	\$5,619.66	\$ 3,071	\$21,762.05	\$ 10,778	\$25,377.66	\$ 66,733	\$69,330.58	\$ 111,008	\$124,801.32
Units Available	151	155	87	168	124	246	150	297	270	370	390	723	400	450
Occupancy	0%	2%	0%	5%	4%	6%	5%	11%	12%	19%	46%	27%	67%	57%
Avg Daily Rate	\$ -	\$464.84	\$ -	\$392.82	\$ 275	\$374.64	\$ 384	\$640.06	\$ 327	\$367.79	\$ 373	\$361.10	\$ 414	\$489.42
Washington Island														
Revenue	\$ 6,634	\$6,463.32	\$ 24,675	\$11,958.45	\$ 21,612	\$8,372.18	\$ 22,376	\$15,251.17	\$ 137,420	\$97,864.74	\$ 395,334	\$345,765.20	\$ 680,080	\$559,131.53
Units Available	1,203	1,173	1,136	1,116	1,164	1,167	1,535	1,362	3,926	3,166	5,681	4,798	5,589	4,534
Occupancy	7%	4%	19%	10%	15%	5%	9%	8%	24%	21%	43%	41%	68%	64%
Avg Daily Rate	\$ 80	\$153.89	\$ 115	\$111.76	\$ 120	\$146.88	\$ 162	\$134.97	\$ 144	\$144.77	\$ 162	\$175.60	\$ 179	\$193.47
Revenue Available	\$ 1,988,910	\$2,299,781	\$ 2,486,934	\$ 2,516,489	\$ 2,756,668	\$ 2,743,896	\$ 2,598,198	\$ 2,774,823	\$ 8,847,933	\$ 9,485,676	\$ 21,593,479	\$ 21,652,002	\$ 34,160,057	\$34,474,882.48
Rented	86,956	88,647	83,088	82,106	86,651	90,501	89,049	100,405	134,484	132,123	144,303	137,907	150,260	138,633
%	13,460	14,510	17,433	17,640	18,757	19,843	19,114	19,815	46,606	46,995	81,589	77,694	113,801	106,280
Average	15%	16%	21%	21%	22%	22%	21%	20%	35%	36%	57%	56%	76%	77%
Average	\$ 148	\$ 159	\$ 143	\$ 143	\$ 147	\$ 138	\$ 136	\$ 140	\$ 190	\$ 202	\$ 265	\$ 279	\$ 300	\$ 324