

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

	Jan-24 Adj 1/31/25	Jan-25 Adj 6/30/25	Feb-24 Adj 1/31/25	Feb-25 Adj 6/30/25	Mar-24 Adj 1/31/25	Mar-25 Adj 6/30/25	Apr-24 Adj 1/31/25	Apr-25 Adj 6/30/25	May-24 Adj 1/31/25	May-25 Adj 6/30/25	Jun-24 Adj 1/31/25	Jun-25 Adj 6/30/25	Jul-24 Adj 1/31/25	Jul-25	Aug-24 Adj 1/31/25	Aug-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	\$ 2,670,955	\$2,725,406.12
Units Available	4,344	4,469	4,228	4,637	4,637	4,600	5,198	4,967	8,608	8,307	9,922	9,368	10,430	9,651	10,287	9,551
Occupancy	10%	13%	13%	17%	15%	14%	13%	13%	39%	32%	59%	54%	79%	78%	73%	71%
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	\$ 356	\$399.68
Brussels																
Revenue	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$1,889.09		\$2,867.00	\$ -	\$3,934.90	\$ -	\$0.00	\$ -	\$5,342.00
Units Available	-	-	-	-	-	-	-	30	-	31	-	30	-	-	-	31
Occupancy	0%	0%	0%	0%	0%	0%	0%	30%	0%	42%	0%	50%	0%	0%	0%	65%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$209.90		\$220.54	\$ -	\$262.33	\$ -	\$0.00	\$ -	\$267.10
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	\$ 111,851	\$118,161.93
Units Available	187	153	204	140	215	155	188	172	257	241	311	273	346	273	344	270
Occupancy	43%	24%	41%	30%	54%	38%	23%	18%	40%	49%	58%	66%	78%	81%	61%	61%
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	\$ 530	\$605.96
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	\$ 2,959,578	\$3,157,776.65
Units Available	9,172	10,929	8,671	9,955	9,211	11,049	9,177	10,832	11,205	13,292	12,894	13,656	13,371	12,886	12,324	13,963
Occupancy	12%	8%	10%	16%	10%	16%	11%	12%	31%	75%	49%	75%	80%	75%	60%	60%
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	\$ 301	\$374.81
Eqg 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	\$ 2,604,202	\$2,596,478.42
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	9,838	10,115
Occupancy	22%	17%	30%	26%	26%	26%	23%	23%	37%	41%	61%	62%	77%	75%	75%	76%
Avg Daily Rate	\$ 157	\$150.60	\$ 135	\$139.70	\$ 162	\$132.18	\$ 145	\$138.50	\$ 205	\$199.04	\$ 291	\$310.68	\$ 353	\$384.34	\$ 352	\$338.79
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	\$ 3,681,324	\$3,625,375.00
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	15,536	15,041
Occupancy	10%	12%	14%	15%	16%	16%	16%	30%	36%	38%	67%	71%	86%	87%	86%	83%
Avg Daily Rate	\$ 147	\$160.25	\$ 143	\$146.46	\$ 139	\$136.50	\$ 143	\$92.19	\$ 181	\$187.88	\$ 248	\$242.21	\$ 284	\$298.04	\$ 276	\$290.45
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	\$ 23,786	\$20,737.30
Units Available	31	31	29	28	30	31	60	60	62	62	60	60	62	93	62	62
Occupancy	0%	68%	7%	32%	23%	39%	3%	17%	31%	32%	45%	65%	68%	72%	79%	69%
Avg Daily Rate	\$ -	\$354.79	\$ 421	\$454.12	\$ 142	\$449.05	\$ 364	\$553.43	\$ 446	\$465.17	\$ 473	\$445.89	\$ 485	\$467.85	\$ 485	\$482.26
Forestville - Village																
Revenue	\$ -	\$0.00	\$ -	\$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%	0%	0%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$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	\$ 365,345	\$348,016.62
Units Available	1,387	1,276	1,276	1,206	1,390	1,331	1,676	1,688	2,286	2,435	2,327	2,455	2,399	1,708	2,545	2,410
Occupancy	8%	13%	12%	24%	7%	15%	11%	14%	27%	26%	35%	43%	58%	63%	48%	56%
Avg Daily Rate	\$ 116	\$134.78	\$ 130	\$135.31	\$ 172	\$139.47	\$ 158	\$213.72	\$ 189	\$208.90	\$ 297	\$234.86	\$ 304	\$306.44	\$ 302	\$259.33
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	\$ 4,106,833	\$4,162,289.10
Units Available	7,401	6,365	6,928	6,881	6,292	6,846	7,863	9,238	15,539	15,932	17,055	16,782	17,771	16,771	17,922	16,045
Occupancy	15%	19%	22%	20%	21%	21%	28%	19.20%	36%	38%	61%	64%	81%	85%	81%	82%
Avg Daily Rate	\$ 211	\$210.01	\$ 188	\$183.79	\$ 159	\$158.24	\$ 117	\$172.83	\$ 199	\$236.73	\$ 266	\$274.93	\$ 296	\$316.66	\$ 282	\$319.02
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	\$ 914,996	\$938,847.18
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	4,930	4,881
Occupancy	7%	4%	6%	5%	2%	6%	9%	6%	20%	21%	40%	37%	54%	52%	52%	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	\$ 359	\$366.88
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	\$ 2,594,009	\$ 2,771,449
Units Available	3,260	4,351	3,198	3,656	3,274	4,354	3,556	4,951	9,088	9,510	11,204	11,138	11,620	11,140	11,627	11,439
Occupancy	11%	9%	13%	10%	14%	14%	9%	9%	24%	50%	53%	70%	70%	76%	74%	74%
Avg Daily Rate	\$ 280	\$291.89	\$ 257	\$261.86	\$ 265	\$290.29	\$ 248	\$267.36	\$ 245	\$264.41	\$ 296	\$319.28	\$ 339	\$355.01	\$ 313	\$329.42
Nasewaupee																
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	\$ 974,048	\$923,803.86
Units Available	3,609	3,344	3,387	3,347	3,387	3,436	3,746	3,681	4,507	4,452	5,066	4,701	5,390	4,865	5,374	4,651
Occupancy	11%	24%	23%	37%	24%	29%	23%	25%	39%	41%	56%	55%	74%	74%	65%	62%
Avg Daily Rate	\$ 199	\$201.47	\$ 133	\$139.18	\$ 141	\$150.22	\$ 152	\$151.65	\$ 182	\$199.15	\$ 251	\$272.68	\$ 289	\$329.85	\$ 278	\$ 321
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	\$ 1,902,737	\$1,911,178.30
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	7,375	7,298
Occupancy	23%	23%	25%	28%	28%	30%	27%	28%	36%	42%	57%	57%	74%	75%	75%	73%
Avg Daily Rate	\$ 162	\$162.70	\$ 159	\$145.26	\$ 161	\$148.18	\$ 146	\$154.76	\$ 212	\$193.57	\$ 293	\$308.78	\$ 342	\$376.22	\$ 345	\$356.50
Sister Bay																

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	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	Aug-24	Aug-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	Adj 6/30/25	Adj 1/31/25	Adj 6/30/25
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	\$ 4,694,451	\$4,902,805.04
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	17,976	17,961
Occupancy	14%	17%	20%	17%	20%	19%	20%	19%	40%	40%	67%	62%	82%	82%	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	\$ 318	\$332.98
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	\$ 3,171,154	\$3,055,166.40
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	24,533	\$21,105.00
Occupancy	21%	23%	29%	33%	29%	34%	30%	25%	36%	42%	52%	54%	70%	70%	65%	69%
Avg Daily Rate	\$ 106	\$107.05	\$ 107	\$108.86	\$ 108	\$97.13	\$ 106	\$98.13	\$ 135	\$130.86	\$ 177	\$188.66	\$ 203	\$213.28	\$ 198	\$209.57
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	\$ 336,899	\$354,503.92
Units Available	923	807	897	756	968	862	908	988	1,138	1,109	1,241	1,187	1,406	1311	1,470	1,314
Occupancy	6%	4%	6%	8%	9%	10%	6%	10%	21%	25%	46%	50%	67%	68%	56%	59%
Avg Daily Rate	\$ 258	\$484.28	\$ 243	\$315.01	\$ 357	\$221.07	\$ 328	\$366.47	\$ 359	\$338.36	\$ 470	\$450.86	\$ 439	\$441.71	\$ 407	\$460.99
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	\$ 106,465	\$102,565.79
Units Available	151	155	87	168	124	246	150	297	270	370	390	723	400	450	371	445
Occupancy	0%	2%	0%	5%	4%	6%	5%	11%	12%	19%	46%	27%	67%	57%	61%	51%
Avg Daily Rate	\$ -	\$464.84	\$ -	\$392.82	\$ 275	\$374.64	\$ 384	\$640.06	\$ 327	\$367.79	\$ 373	\$361.10	\$ 414	\$489.42	\$ 469	\$455.85
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	\$ 662,516	\$524,276.04
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	5,980	4,700
Occupancy	7%	4%	19%	10%	15%	5%	9%	8%	24%	21%	43%	41%	68%	64%	60%	63%
Avg Daily Rate	\$ 80	\$153.89	\$ 115	\$111.76	\$ 120	\$146.88	\$ 162	\$134.97	\$ 144	\$144.77	\$ 162	\$175.60	\$ 179	\$193.47	\$ 184	\$178.39
Revenue	\$ 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	\$ 31,881,149	\$ 32,264,179
Available	86,956	88,647	83,088	82,106	86,051	90,501	89,049	100,405	134,484	132,123	144,303	137,907	150,260	136,633	148,684	141,282
Rented	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	109,347	102,548
%	16%	16%	21%	21%	22%	22%	21%	20%	35%	36%	57%	56%	76%	77%	74%	73%
Average	\$ 148	\$ 159	\$ 143	\$ 143	\$ 147	\$ 138	\$ 136	\$ 140	\$ 190	\$ 202	\$ 265	\$ 279	\$ 300	\$ 324	\$ 292	\$ 315