

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	Sep-24 Adj 1/31/25	Sep-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	\$ 1,701,580	\$1,670,983.35
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	10,287	9,551	9,824	9,293
Occupancy	10%	13%	13%	17%	15%	14%	13%	13%	39%	32%	59%	54%	79%	78%	73%	71%	60%	54%
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	\$ 287	\$332.20
Brussels																		
Revenue	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$1,889.09		\$2,867.00	\$ -	\$3,934.90	\$ -	\$0.00	\$ -	\$5,342.00	\$ -	\$3,088.00
Units Available	-	-	-	-	-	-	-	30	-	31	-	30	-	-	-	31	-	30
Occupancy	0%	0%	0%	0%	0%	0%	0%	30%	0%	42%	0%	50%	0%	0%	0%	65%	0%	47%
Avg Daily Rate	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$209.90		\$220.54	\$ -	\$262.33	\$ -	\$0.00	\$ -	\$267.10	\$ -	\$220.57
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	\$ 65,002	\$73,687.43
Units Available	187	153	204	140	215	155	188	172	257	241	311	273	346	273	344	270	285	257
Occupancy	43%	24%	41%	30%	54%	38%	23%	18%	40%	49%	58%	66%	78%	81%	61%	72%	52%	73%
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	\$ 439	\$391.95
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	\$ 1,699,477	\$1,794,181.55
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	13,169	13,783
Occupancy	12%	8%	13%	10%	16%	11%	12%	10%	31%	25%	50%	49%	78%	75%	80%	60%	46%	42%
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	\$ 280	\$306.59
Eqq 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	\$ 1,796,034	\$1,699,220.17
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	9,647	9,314
Occupancy	22%	17%	30%	25%	28%	26%	26%	26%	37%	41%	61%	90%	77%	75%	76%	76%	64%	61%
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	\$ 291	\$298.58
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	\$ 2,476,765	\$2,491,388.20
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	15,099	14,754
Occupancy	10%	12%	14%	15%	16%	16%	15%	16%	38%	38%	67%	87%	89%	87%	89%	83%	69%	68%
Avg Daily Rate	\$ 147	\$160.25	\$ 143	\$146.46	\$ 139	\$138.50	\$ 143	\$92.19	\$ 181	\$187.88	\$ 248	\$242.21	\$ 284	\$298.04	\$ 276	\$290.45	\$ 237	\$249.34
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	\$ 12,555	\$13,539.21
Units Available	31	31	29	28	30	31	60	60	62	62	60	60	62	93	62	62	61	60
Occupancy	0%	68%	7%	32%	23%	39%	3%	17%	31%	32%	45%	65%	68%	72%	79%	69%	44%	50%
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	\$ 465	\$451.31
Forestville - Village																		
Revenue	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00	\$ -	\$0.00
Units Available	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	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	\$ -	\$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	\$ 197,207	\$167,366.29
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	2,545	2,410	2,546	2,485
Occupancy	15%	19%	22%	24%	21%	21%	14%	14%	36%	28%	51%	64%	58%	46%	56%	58%	33%	29%
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	\$ 236	\$233.10
Gilbraltar																		
Revenue	\$ 228,967	\$258,520.50	\$ 280,896	\$255,829.81	\$ 209,104	\$232,141.76	\$ 261,902	\$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	\$4,182,289.10	\$ 2,820,797	\$2,896,410.82
Units Available	7,401	6,355	6,928	6,801	6,292	6,846	7,863	9,238	15,539	15,932	17,055	16,782	17,771	16,771	16,771	16,045	17,095	16,596
Occupancy	15%	19%	22%	20%	21%	21%	28%	28%	36%	38%	61%	64%	81%	85%	81%	82%	67%	67%
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	\$ 245	\$259.02
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	\$ 460,512	\$476,486.05
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	4,800	4,269
Occupancy	7%	4%	6%	5%	8%	6%	9%	6%	20%	21%	40%	37%	54%	52%	52%	52%	37%	36%
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	\$ 258	\$306.22
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	\$1,762,421.51	\$ 2,793,478	\$3,005,192.10	\$ 2,594,009	\$ 2,771,449	\$ 1,524,423	\$1,579,382.27
Units Available	3,260	4,351	3,198	3,858	3,274	4,354	3,556	4,951	9,088	9,510	11,204	11,138	11,820	11,140	11,827	11,439	11,257	11,354
Occupancy	11%	8%	13%	9%	18%	10%	14%	9%	25%	24%	53%	50%	70%	76%	70%	74%	50%	48%
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	\$ 269	\$292.26
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	\$ 524,440	\$479,054.42
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	5,374	4,651	4,892	3,878
Occupancy	11%	24%	23%	37%	24%	29%	25%	29%	41%	41%	56%	55%	74%	74%	65%	62%	48%	46%
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	\$ 222	\$267.93
Sevastopol																		
Revenue	\$ 178,539	\$187,587.89	\$ 195,933	\$186,374.44	\$ 228,038	\$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	\$ 1,073,435	\$1,197,352.45
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	7,104	6,894
Occupancy	23%	23%	25%	28%	28%	30%	27%	28%	36%	42%	57%	57%	74%	79%	75%	73%	57%	62%
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	\$ 264	\$280.48
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,				

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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	Sep-24	Sep-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	Adj 1/31/25	Adj 6/30/25
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	\$ 2,334,848	\$2,323,848.55
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	24,091	\$20,472.00
Occupancy	21%	23%	29%	33%	29%	34%	30%	25%	36%	42%	52%	54%	70%	70%	65%	69%	55%	61%
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	\$ 176	\$187.33
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	\$ 170,452	\$172,767.78
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	1,326	1,314
Occupancy	6%	4%	6%	8%	9%	10%	6%	10%	21%	25%	46%	50%	67%	68%	56%	59%	41%	36%
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	\$ 313	\$369.95
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	\$ 43,970	\$60,500.59
Units Available	151	155	87	168	124	246	150	297	270	370	390	723	400	450	371	445	380	467
Occupancy	0%	2%	0%	5%	4%	6%	5%	11%	12%	19%	46%	27%	67%	57%	61%	51%	34%	33%
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	\$ 336	\$390.33
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	\$ 302,003	\$303,819.50
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	5,346	4,676
Occupancy	7%	4%	19%	10%	15%	5%	9%	8%	24%	21%	43%	41%	68%	64%	60%	63%	37%	40%
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	\$ 155	\$163.17
Average																		
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	\$ 20,535,455	\$ 20,941,414
Available	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	148,694	141,282	144,562	137,365
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	82,811	78,501
%	15%	16%	21%	21%	22%	22%	21%	20%	35%	36%	57%	56%	76%	77%	74%	73%	57%	57%
Average	\$ 148	\$ 159	\$ 143	\$ 143	\$ 147	\$ 138	\$ 136	\$ 140	\$ 190	\$ 202	\$ 265	\$ 279	\$ 300	\$ 324	\$ 292	\$ 315	\$ 248	\$ 267