

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

	Jan-25 Adj 1/31/26	Jan-26		Jan-25 Adj 1/31/26	Jan-26
<b>Baileys Harbor</b>			<b>Jacksonport</b>		
Revenue	\$ 105,154	\$ 95,743	Revenue	\$ 26,655	\$ 23,211
Units Available	4,469	4440	Units Available	2,940	2,672
Occupancy	13%	11%	Occupancy	4%	4%
Avg Daily Rate	\$ 188	\$ 205	Avg Daily Rate	\$ 222	\$ 244
<b>Brussels</b>			<b>Liberty Grove</b>		
Revenue	\$ -	\$ -	Revenue	\$ 103,913	\$ 106,017
Units Available	-	-	Units Available	4,351	5,250
Occupancy	0%	0%	Occupancy	8%	7%
Avg Daily Rate	\$ -	\$ -	Avg Daily Rate	\$ 292	\$ 272
<b>Clay Banks</b>			<b>Nasewaupee</b>		
Revenue	\$ 13,633	\$ 12,788	Revenue	\$ 160,771	\$ 120,789
Units Available	153	186	Units Available	3,344	3469
Occupancy	24%	20%	Occupancy	24%	20%
Avg Daily Rate	\$ 368	\$ 337	Avg Daily Rate	\$ 201	\$ 171
<b>Egg Harbor-Town</b>			<b>Sevastopol</b>		
Revenue	\$ 165,990	\$ 149,173	Revenue	\$ 187,588	\$ 187,449
Units Available	10,929	10,096	Units Available	4,974	5414
Occupancy	8%	9%	Occupancy	23%	20%
Avg Daily Rate	\$ 192	\$ 158	Avg Daily Rate	\$ 163	\$ 175
<b>Egg Harbor - Village</b>			<b>Sister Bay</b>		
Revenue	\$ 167,320	\$ 84,703	Revenue	\$ 422,683	\$ 390,574
Units Available	6,383	4495	Units Available	14,031	14,439
Occupancy	17%	11%	Occupancy	17%	15%
Avg Daily Rate	\$ 151	\$ 178	Avg Daily Rate	\$ 175	\$ 177
<b>Ephraim</b>			<b>Sturgeon Bay - City</b>		
Revenue	\$ 106,084	\$ 88,359	Revenue	\$ 526,564	\$ 510,808
Units Available	5,579	4,956	Units Available	21,621	18,686
Occupancy	12%	10%	Occupancy	23%	25%
Avg Daily Rate	\$ 160	\$ 180	Avg Daily Rate	\$ 107	\$ 110
<b>Forestville - Town</b>			<b>Sturgeon Bay - Town</b>		
Revenue	\$ 7,451	\$ 4,501	Revenue	\$ 15,013	\$ 18,456
Units Available	31	31	Units Available	807	892
Occupancy	68%	29%	Occupancy	4%	12%
Avg Daily Rate	\$ 355	\$ 500	Avg Daily Rate	\$ 484	\$ 176
<b>Forestville - Village</b>			<b>Union</b>		
Revenue	\$ -	\$ -	Revenue	\$ 1,395	\$ 656
Units Available	-	-	Units Available	155	248
Occupancy	0%	0%	Occupancy	2%	0.81%
Avg Daily Rate	\$ -	\$ -	Avg Daily Rate	\$ 465	\$ 328
<b>Gardner</b>			<b>Washington Island</b>		
Revenue	\$ 24,799	\$ 27,451	Revenue	\$ 6,463	\$ 2,324
Units Available	1,383	1,231	Units Available	1,173	1,131
Occupancy	13%	13%	Occupancy	4%	3%
Avg Daily Rate	\$ 135	\$ 175	Avg Daily Rate	\$ 154	\$ 61
<b>Gibraltar</b>			<b>Total</b>		
Revenue	\$ 258,745	\$ 285,923	Revenue	\$ 2,300,222	\$2,108,925
Units Available	6,355	8,499	Available	88,678	86,135
Occupancy	19%	17%	Rented	14,510	13,303
Avg Daily Rate	\$ 210	\$ 197	%	16%	15%
			Average	\$ 159	\$ 159