

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

	Jan-25 Adj 1/31/26	Jan-26	Feb-25 Adj 1/31/26	Feb-26
Baileys Harbor				
Revenue	\$ 105,154	\$ 95,743	\$ 114,711	\$ 103,450
Units Available	4,469	4440	3,855	4,456
Occupancy	13%	11%	17%	13%
Avg Daily Rate	\$ 188	\$ 205	\$ 179	\$ 181
Brussels				
Revenue	\$ -	\$ -	\$ -	\$656.18
Units Available	-	-	-	28
Occupancy	0%	0%	0%	11%
Avg Daily Rate	\$ -	\$ -	\$ -	\$218.73
Clay Banks				
Revenue	\$ 13,633	\$ 12,788	\$ 12,999	\$ 10,744
Units Available	153	186	140	140
Occupancy	24%	20%	30%	24%
Avg Daily Rate	\$ 368	\$ 337	\$ 310	\$ 316
Egg Harbor-Town				
Revenue	\$ 165,990	\$ 149,173	\$ 173,226	\$ 162,606
Units Available	10,929	10,096	9,955	9,590
Occupancy	8%	9%	10%	11%
Avg Daily Rate	\$ 192	\$ 158	\$ 180	\$ 154
Egg Harbor - Village				
Revenue	\$ 167,320	\$ 84,703	\$ 194,045	\$ 173,235
Units Available	6,383	4495	5,564	5,634
Occupancy	17%	11%	25%	22%
Avg Daily Rate	\$ 151	\$ 178	\$ 140	\$ 137
Ephraim				
Revenue	\$ 106,084	\$ 88,359	\$ 112,776	\$ 143,894
Units Available	5,579	4,956	5,008	5,650
Occupancy	12%	10%	15%	16%
Avg Daily Rate	\$ 160	\$ 180	\$ 146	\$ 159
Forestville - Town				
Revenue	\$ 7,451	\$ 4,501	\$ 4,087	\$ 5,005
Units Available	31	31	28	28
Occupancy	68%	29%	32%	43%
Avg Daily Rate	\$ 355	\$ 500	\$ 454	\$ 417
Forestville - Village				
Revenue	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	\$0.00
Occupancy	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -
Gardner				
Revenue	\$ 24,799	\$ 27,451	\$ 38,562	\$ 51,799
Units Available	1,383	1,231	1,206	1,191
Occupancy	13%	13%	24%	23%
Avg Daily Rate	\$ 135	\$ 175	\$ 135	\$ 193
Gibraltar				
Revenue	\$ 258,745	\$ 285,923	\$ 255,830	\$ 316,373
Units Available	6,355	8,499	6,881	7,679
Occupancy	19%	17%	20%	21%
Avg Daily Rate	\$ 210	\$ 197	\$ 184	\$ 195

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Jacksonport				
Revenue	\$ 26,655	\$ 23,211	\$ 36,567	\$ 29,798
Units Available	2,940	2,672	2,697	2,532
Occupancy	4%	4%	5%	22%
Avg Daily Rate	\$ 222	\$ 244	\$ 275	\$ 53
Liberty Grove				
Revenue	\$ 103,913	\$ 106,017	\$ 90,866	\$ 88,980
Units Available	4,351	5,250	3,856	4,622
Occupancy	8%	7%	9%	8%
Avg Daily Rate	\$ 292	\$ 272	\$ 262	\$ 233
Nasewaupee				
Revenue	\$ 160,771	\$ 120,789	\$ 173,971	\$ 150,616
Units Available	3,344	3,469	3,347	2,628
Occupancy	24%	20%	37%	37%
Avg Daily Rate	\$ 201	\$ 171	\$ 139	\$ 153
Sevastopol				
Revenue	\$ 187,588	\$ 187,449	\$ 186,374	\$ 194,823
Units Available	4,974	5,414	4,530	4,304
Occupancy	23%	20%	28%	30%
Avg Daily Rate	\$ 163	\$ 175	\$ 145	\$ 151
Sister Bay				
Revenue	\$ 422,683	\$ 390,574	\$ 348,430	\$ 386,123
Units Available	14,031	14,439	12,500	13,168
Occupancy	17%	15%	17%	19%
Avg Daily Rate	\$ 175	\$ 177	\$ 161	\$ 151
Sturgeon Bay - City				
Revenue	\$ 526,564	\$ 510,808	\$ 739,437	\$ 715,359
Units Available	21,621	18,686	20,527	19,121
Occupancy	23%	25%	33%	34%
Avg Daily Rate	\$ 107	\$ 110	\$ 109	\$ 111
Sturgeon Bay - Town				
Revenue	\$ 15,013	\$ 18,456	\$ 19,846	\$ 15,603
Units Available	807	892	756	694
Occupancy	4%	12%	8%	6%
Avg Daily Rate	\$ 484	\$ 176	\$ 315	\$ 400
Union				
Revenue	\$ 1,395	\$ 656	\$ 3,535	\$ 3,316
Units Available	155	248	168	249
Occupancy	2%	0.81%	5%	3%
Avg Daily Rate	\$ 465	\$ 328	\$ 393	\$ 474
Washington Island				
Revenue	\$ 6,463	\$ 2,324	\$ 12,000	\$ 9,731
Units Available	1,173	1,131	1,116	1,549
Occupancy	4%	3%	10%	6%
Avg Daily Rate	\$ 154	\$ 61	\$ 111	\$ 99
Revenue Available	\$ 2,300,222	\$2,108,925	\$ 2,517,263	\$ 2,562,112
Rented	88,678	86,135	82,134	83,263
%	14,510	13,303	17,637	18,081
Average	\$ 159	\$ 159	\$ 143	\$ 142