

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

	Jan-25 Adj 1/31/26	Jan-26 Adj 6/30/26	Feb-25 Adj 1/31/26	Feb-26 Adj 6/30/26	Mar-25 Adj 1/31/26	Mar-26 Adj 6/30/26	Apr-25 Adj 1/31/26	Apr-26 Adj 6/30/26	May-25 Adj 1/31/26	May-26 Adj 6/30/26	Jun-25 Adj 1/31/26	Jun-26 Adj 6/30/26	Jul-25 Adj 1/31/26	Jul-26
Baileys Harbor														
Revenue	\$ 105,154	\$ 97,423	\$ 114,711	\$ 103,650	\$ 122,227	\$ 99,936	\$ 124,343	\$ 130,360	\$ 713,793	\$ 729,947	\$ 1,784,388	\$ 1,868,598	\$ 3,041,577	\$3,107,792
Units Available	4,469	4564	3,855	4,512	4,600	5,703	4,967	5,573	8,337	9,012	9,488	\$9,010.00	9,831	9,175
Occupancy	13%	10%	17%	13%	14%	12%	13%	20%	32%	32%	54%	59%	78%	79%
Avg Daily Rate	\$ 188	\$ 206	\$ 179	\$ 182	\$ 185	\$ 151	\$ 191	\$ 117	\$ 267	\$ 251	\$ 348	\$353.63	\$ 397	\$428.31
Brussels														
Revenue	\$ -	\$ 859	\$ -	\$ 656	\$ -	\$ 383	\$ 1,889	\$ 1,426	\$ 2,867	\$ 2,061	\$ 3,935	\$ 5,230	\$ 5,034	\$ 5,776
Units Available	-	31	-	28	-	31	30	30	31	31	30	60	31	62
Occupancy	0%	6%	0%	11%	0%	6%	30%	23%	42%	29%	50%	42%	81%	42%
Avg Daily Rate	\$ -	\$ 430	\$ -	\$ 219	\$ -	\$ 192	\$ 210	\$ 204	\$ 221	\$ 229	\$ 262	\$ 209	\$ 201	\$ 222
Clay Banks														
Revenue	\$ 13,633	\$ 12,788	\$ 12,999	\$ 10,744	\$ 21,954	\$ 18,721	\$ 10,588	\$ 19,816	\$ 40,676	\$ 46,201	\$ 95,958	\$ 79,296	\$ 138,538	\$ 99,322
Units Available	153	186	140	168	155	214	172	207	241	285	273	207	273	247
Occupancy	24%	20%	30%	20%	38%	28%	18%	30%	49%	53%	66%	69%	81%	69%
Avg Daily Rate	\$ 368	\$ 337	\$ 310	\$ 316	\$ 372	\$ 317	\$ 342	\$ 315	\$ 348	\$ 308	\$ 533	\$ 558	\$ 627	\$ 581
Egg Harbor-Town														
Revenue	\$ 165,990	\$ 164,922	\$ 173,226	\$ 170,091	\$ 221,350	\$ 154,858	\$ 215,939	\$ 150,868	\$ 792,949	\$ 768,290	\$ 2,154,253	\$ 2,169,082	\$ 3,745,441	\$ 4,059,353
Units Available	10,929	10,560	9,955	9,752	11,049	10,721	10,832	9,627	13,292	12,302	13,864	12,447	14,368	12,668
Occupancy	8%	9%	10%	11%	11%	7%	10%	7%	25%	21%	49%	52%	69%	75%
Avg Daily Rate	\$ 192	\$ 166	\$ 180	\$ 156	\$ 186	\$ 199	\$ 191	\$ 213	\$ 235	\$ 298	\$ 316	\$ 335	\$ 378	\$ 427
Egg Harbor - Village														
Revenue	\$ 167,320	\$ 167,851	\$ 194,045	\$ 173,235	\$ 210,958	\$ 170,364	\$ 210,664	\$ 234,765	\$ 693,065	\$ 763,245	\$ 1,814,333	\$ 1,820,834	\$ 2,817,758	\$ 2,729,713
Units Available	6,383	6079	5,564	5,718	6,200	6,627	6,481	6,591	8,583	8,417	11,192	8,854	11,300	8,309
Occupancy	17%	20%	25%	22%	26%	19%	23%	22%	41%	41%	58%	62%	72%	80%
Avg Daily Rate	\$ 151	\$ 141	\$ 140	\$ 137	\$ 132	\$ 132	\$ 139	\$ 160	\$ 199	\$ 222	\$ 278	\$ 333	\$ 345	\$ 411
Ephraim														
Revenue	\$ 106,084	\$ 116,572	\$ 112,776	\$ 143,894	\$ 120,261	\$ 101,726	\$ 159,071	\$ 148,967	\$ 949,556	\$ 1,160,071	\$ 2,442,796	\$ 2,683,948	\$ 3,946,165	\$ 4,268,135
Units Available	5,579	6,320	5,008	5,678	5,449	6,364	5,791	6,862	13,361	14,872	15,000	14,798	15,553	15,693
Occupancy	12%	11%	15%	16%	16%	12%	30%	15%	38%	42%	68%	66%	86%	81%
Avg Daily Rate	\$ 160	\$ 171	\$ 146	\$ 159	\$ 137	\$ 139	\$ 92	\$ 149	\$ 188	\$ 187	\$ 241	\$ 273	\$ 295	\$ 336
Forestville - Town														
Revenue	\$ 7,451	\$ 4,501	\$ 4,087	\$ 5,005	\$ 5,389	\$ 2,986	\$ 5,534	\$ 1,485	\$ 9,303	\$ 4,108	\$ 17,390	\$ 11,826	\$ 21,653	\$ 19,661
Units Available	31	31	28	28	31	31	60	19	62	45	60	61	62	62
Occupancy	68%	29%	32%	32%	39%	23%	17%	21%	32%	20%	65%	46%	76%	58%
Avg Daily Rate	\$ 355	\$ 500	\$ 454	\$ 556	\$ 449	\$ 427	\$ 553	\$ 371	\$ 465	\$ 456	\$ 446	\$ 422	\$ 461	\$ 546
Forestville - Village														
Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Units Available	-	-	-	\$0.00	-	-	-	-	-	-	-	-	-	-
Occupancy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Avg Daily Rate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gardner														
Revenue	\$ 24,799	\$ 29,446	\$ 38,562	\$ 51,799	\$ 27,336	\$ 24,856	\$ 49,369	\$ 35,215	\$130,771	\$ 129,999	\$ 268,599	\$ 254,604	\$ 429,836	\$ 383,212
Units Available	1,383	1,262	1,206	1,191	1,331	1,304	1,688	1,853	2,435	2,333	2,515	2,263	2,576	2,256
Occupancy	13%	13%	24%	23%	15%	9%	14%	10%	26%	26%	43%	30%	60%	54%
Avg Daily Rate	\$ 135	\$ 184	\$ 135	\$ 193	\$ 139	\$ 202	\$ 214	\$ 185	\$ 209	\$ 218	\$ 246	\$ 369	\$ 278	\$ 317
Gibraltar														
Revenue	\$ 258,745	\$ 287,181	\$ 255,830	\$ 320,494	\$ 232,142	\$ 196,568	\$ 306,936	\$ 378,767	\$ 1,317,911	\$ 1,538,700	\$ 3,046,466	\$ 3,273,389	\$ 4,756,790	\$ 4,897,629
Units Available	6,355	8,775	6,881	7,847	6,846	7,324	9,238	9,751	16,001	16,333	17,150	16,372	17,873	16,560
Occupancy	19%	17%	20%	21%	21%	16%	19%	22%	38%	47%	64%	69%	84%	86%
Avg Daily Rate	\$ 210	\$ 197	\$ 184	\$ 195	\$ 158	\$ 172	\$ 173	\$ 175	\$ 218	\$ 199	\$ 279	\$ 290	\$ 317	\$ 344
Jacksonport														
Revenue	\$ 26,655	\$ 23,916	\$ 36,567	\$ 29,798	\$ 56,681	\$ 27,521	\$ 40,481	\$ 38,488	\$ 202,792	\$ 236,773	\$ 605,250	\$ 560,205	\$ 1,013,194	\$ 1,120,877
Units Available	2,940	2,836	2,697	2,532	2,726	2,502	2,779	2,901	4,190	4,039	4,693	4,766	4,944	5,009
Occupancy	4%	3%	5%	7%	6%	4%	6%	6%	22%	21%	37%	34%	53%	53%
Avg Daily Rate	\$ 222	\$ 247	\$ 275	\$ 176	\$ 346	\$ 296	\$ 242	\$ 221	\$ 222	\$ 284	\$ 348	\$ 347	\$ 384	\$ 426

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Liberty Grove														
Revenue	\$ 103,913	\$ 110,197	\$ 90,866	\$ 89,572	\$ 131,782	\$ 108,517	\$ 118,707	\$ 168,903	\$ 602,795	\$ 693,272	\$ 1,795,223	\$ 1,951,645	\$ 3,174,188	\$ 3,068,468
Units Available	4,351	5,374	3,856	4,770	4,350	5,369	4,951	5,575	9,572	9,817	11,497	10,997	12,059	10,430
Occupancy	8%	8%	9%	8%	10%	9%	0%	11%	24%	26%	49%	52%	75%	76%
Avg Daily Rate	\$ 292	\$ 271	\$ 262	\$ 233	\$ 290	\$ 222	\$ 267	\$ 268	\$ 265	\$ 273	\$ 318	\$ 343	\$ 352	\$ 387
Nasewaupee														
Revenue	\$ 160,771	\$ 130,921	\$ 173,971	\$ 180,679	\$ 147,967	\$ 122,219	\$ 140,938	\$ 127,952	\$ 378,173	\$ 406,701	\$ 741,150	\$ 813,188	\$ 1,283,089	\$ 1,155,793
Units Available	3,344	3584	3,347	3,322	3,436	3,623	3,685	3,565	4,528	4,455	4,969	4,670	5,237	4,271
Occupancy	24%	20%	37%	37%	29%	21%	25%	21%	42%	42%	56%	57%	72%	75%
Avg Daily Rate	\$ 201	\$ 181	\$ 139	\$ 149	\$ 150	\$ 158	\$ 152	\$ 173	\$ 200	\$ 218	\$ 269	\$ 303	\$ 340	\$ 360
Sevastopol														
Revenue	\$ 187,588	\$ 187,449	\$ 186,374	\$ 200,244	\$ 227,751	\$ 198,916	\$ 224,097	\$ 236,290	\$ 558,551	\$ 586,935	\$ 1,213,595	\$ 1,249,470	\$ 2,037,738	\$ 2,018,572
Units Available	4,974	5445	4,530	4,759	5,091	4,855	5,203	5,872	6,899	6,949	6,857	7,058	7,265	7,251
Occupancy	23%	20%	28%	28%	30%	26%	28%	26%	42%	39%	57%	55%	77%	74%
Avg Daily Rate	\$ 163	\$ 175	\$ 145	\$ 150	\$ 148	\$ 157	\$ 155	\$ 155	\$ 194	\$ 215	\$ 309	\$ 322	\$ 367	\$ 377
Sister Bay														\$ -
Revenue	\$ 422,683	\$ 392,330	\$ 348,430	\$ 386,633	\$ 414,865	\$ 377,803	\$ 419,511	\$ 451,946	\$ 1,495,280	\$ 1,677,335	\$ 3,330,035	\$ 3,707,329	\$ 5,187,501	\$ 5,779,719
Units Available	14,031	14,596	12,500	13,253	13,698	13,887	13,979	13,911	17,406	17,600	17,759	17,324	18,198	18,452
Occupancy	17%	15%	17%	19%	19%	18%	19%	19%	40%	41%	62%	65%	82%	83.80%
Avg Daily Rate	\$ 175	\$ 177	\$ 161	\$ 151	\$ 162	\$ 152	\$ 159	\$ 169	\$ 215	\$ 233	\$ 305	\$ 328	\$ 348	\$ 374
Sturgeon Bay - City														
Revenue	\$ 526,564	\$ 549,764	\$ 739,437	\$ 763,577	\$ 770,122	\$ 573,176	\$ 675,828	\$ 647,866	\$ 1,285,886	\$ 1,393,282	\$ 2,279,125	\$ 2,435,391	\$ 3,609,161	\$ 3,454,372
Units Available	21,621	22,717	20,527	20,982	23,290	22,048	27,966	21,985	23,169	24,331	22,958	23867	25,235	21087
Occupancy	23%	23%	33%	34%	34%	25%	25%	26%	42%	40%	55%	54%	70%	71%
Avg Daily Rate	\$ 107	\$ 105	\$ 109	\$ 108	\$ 97	\$ 105	\$ 98	\$ 111	\$ 131	\$ 144	\$ 181	\$ 190	\$ 205	\$ 232
Sturgeon Bay - Town														
Revenue	\$ 15,013	\$ 18,456	\$ 19,846	\$ 16,091	\$ 19,454	\$ 18,078	\$ 38,480	\$ 32,072	\$ 94,065	\$ 105,274	\$ 292,532	\$ 288,442	\$ 469,428	\$ 453,048
Units Available	807	892	756	750	862	797	988	956	1,140	1,078	1,277	1,192	1,404	1300
Occupancy	4%	12%	8%	6%	10%	6%	10%	11%	24%	24%	51%	52%	68%	69%
Avg Daily Rate	\$ 484	\$ 176	\$ 315	\$ 383	\$ 221	\$ 354	\$ 366	\$ 303	\$ 338	\$ 408	\$ 454	\$ 470	\$ 494	\$ 505
Union														
Revenue	\$ 1,395	\$ 656	\$ 3,535	\$ 3,316	\$ 5,620	\$ 5,346	\$ 21,762	\$ 1,673	\$ 26,835	\$ 37,087	\$ 73,919	\$ 88,072	\$ 140,176	\$ 164,919
Units Available	155	248	168	249	246	276	297	281	380	436	753	488	512	475
Occupancy	2%	0.81%	5%	3%	6%	7%	11%	14%	19%	20%	27%	41%	58%	57%
Avg Daily Rate	\$ 465	\$ 328	\$ 393	\$ 474	\$ 375	\$ 281	\$ 640	\$ 43	\$ 368	\$ 426	\$ 357	\$ 436	\$ 472	\$ 613
Washington Island														
Revenue	\$ 6,463	\$ 7,114	\$ 12,000	\$ 10,374	\$ 8,546	\$ 3,414	\$ 15,344	\$ 11,579	\$ 101,710	\$ 116,572	\$ 403,857	\$ 344,017	\$ 659,126	\$ 624,455
Units Available	1,173	1,658	1,116	1,607	1,167	1,080	1,362	1,207	3,311	3,617	5,131	4,249	5,164	4,220
Occupancy	4%	5%	10%	6%	5%	4%	8%	7%	21%	21%	41%	44%	69%	66%
Avg Daily Rate	\$ 154	\$ 90	\$ 111	\$ 103	\$ 150	\$ 85	\$ 136	\$ 129	\$ 147	\$ 150	\$ 191	\$ 182	\$ 185	\$ 224
Revenue	\$ 2,300,222	\$2,302,348	\$ 2,517,263	\$ 2,659,852	\$ 2,744,404	\$ 2,205,388	\$ 2,779,481	\$ 2,818,437	\$ 9,396,979	\$ 10,395,853	\$ 22,362,803	\$ 23,604,565	\$ 36,476,394	\$ 37,410,816
Available	88,678	95,158	82,134	87,146	90,527	92,756	100,469	96,766	132,938	135,952	145,466	138,683	151,885	137,527
Rented	14,510	14,933	17,637	18,679	19,843	15,457	19,837	18,505	47,179	49,608	81,404	79,859	114,277	105,217
%	16%	16%	21%	21%	22%	17%	20%	19%	35%	36%	56%	58%	75%	77%
Average	\$ 159	\$ 154	\$ 143	\$ 142	\$ 138	\$ 143	\$ 140	\$ 152	\$ 199	\$ 210	\$ 275	\$ 296	\$ 319	\$ 356