

Exposures & Clicks by Destination Marketing Organization  
2009

Destination Marketing Organization	1st Quarter Clicks	2nd Quarter Clicks	3rd Quarter Clicks	4th Quarter Clicks	Total Clicks
Allegan County CVB	129	254	323	298	1,004
Alpena CVB	355	6,217	5,993	1,738	14,303
Ann Arbor CVB	1,301	26,867	23,071	1,616	52,855
Au Gres Area Travelers Bureau	6	2	7	3	18
Baraga County Tourist & Rec. Assoc.	46	98	125	36	305
Battle Creek/Calhoun Co. CVB	589	1,656	2,987	784	6,016
Bay City CVB	587	878	1,507	257	3,229
Bays De Noc CVB	244	400	1,017	126	1,787
Benzie Area Visitors Bureau	417	536	1,390	1,058	3,401
Blue Water Area CVB	922	50,333	50,266	1,692	103,213
Branch County Tourism Bureau	384	420	680	306	1,790
Cadillac Area Visitors Bureau	1,159	384	582	436	2,561
Charlevoix Area CVB	466	1,160	2,253	992	4,871
Cheboygan Area Tourist Bureau	243	455	534	144	1,376
Clare County CVB	1,775	2,002	2,025	229	6,031
Detroit Metro CVB	7,397	25,887	18,903	5,223	57,410
Drummond Island Tourist Assoc.	387	551	628	362	1,928
Flint Area CVB	858	6,493	9,898	2,734	19,983
Four Flags Area Council on Tourism	475	1,521	2,872	345	5,213
Frankenmuth CVB	1,538	28,469	28,270	3,249	61,526
Garland Area CVB	34	35	61	40	170
Gaylord Convention and Tourism Bureau	508	477	535	488	2,008
Grand Haven/Spring Lake Area Visitors Bur	2,428	25,015	25,661	2,780	55,884
Grand Rapids/Kent Co. CVB	10,666	18,616	18,610	7,825	55,717
Grayling Visitors Bureau	1,122	962	1,629	567	4,280
Greater Lansing CVB	1,192	12,245	8,650	2,556	24,643
Harbor Country Lodging Assoc.	17,236	45,206	42,089	5,011	109,542
Holland Area CVB	2,535	22,322	18,234	3,853	46,944
Houghton Lake Area Tourism and Conv Bur	640	1,561	937	453	3,591
Huron County Visitors Bureau	290	723	1,313	217	2,543
Indian River Area Tourist Bureau	133	335	335	70	873
Iron County Tourism Council	128	234	899	81	1,342
Jackson County CVB	642	2,271	2,364	313	5,590
Kalamazoo County CVB	497	927	1,067	488	2,979
Keweenaw CVB	2,195	1,295	1,294	663	5,447
Lenawee County Conf & Visitor Bureau	127	199	439	144	909
Les Cheneaux Tourist Assoc	336	319	1,754	295	2,704
Livingston Co CVB	362	3,514	1,750	667	6,293
Ludington Area CVB	1,514	23,992	25,055	2,281	52,842
Mackinac Island Tourism Bureau	3,266	60,917	44,916	1,648	110,747
Mackinaw Area Visitors Bureau	1,105	1,899	2,554	559	6,117
Manistee County CVB	620	876	3,117	2,210	6,823
Manistique Tourism Council	127	307	1,301	204	1,939
Manistique Lakes Area Tourism Bureau	40	95	882	181	1,198
Marquette Country CVB	759	928	1,275	377	3,339
Mecosta County CVB	101	178	228	93	600
Michigan Festivals & Events Association	1,030	2,405	3,497	888	7,820
Michigan's Sunrise Side Travel Association	385	948	1,020	243	2,596
Midland County CVB	271	278	280	145	974

Monroe Co. Convention & Tourism Bureau	455	1,358	2,416	367	4,596
Mount Pleasant Area CVB	569	3,011	2,179	1,317	7,076
Munising Visitors Bureau	366	650	3,097	598	4,711
Muskegon County CVB	2,198	18,874	19,589	1,545	42,206
Newberry Area Tourism Association	139	239	304	118	800
Newaygo County CVB	69	29	124	60	282
Oscoda Area CVB	229	834	2,429	220	3,712
Paw Paw Chamber of Commerce	111	251	3,493	150	4,005
Petoskey-Harbor Springs-Boyne Country Visitors	2,475	5,609	5,975	3,347	17,406
Presque Isle County Tourism Council	152	341	475	5	973
River Country Tourism Council	99	135	152	67	453
Rogers City Travelers & Visitors Bureau	98	191	280	59	628
Saginaw Valley CVB	692	10,691	13,224	886	25,493
Saugatuck-Douglas CVB	2,107	29,833	29,310	2,665	63,915
Sault Convention & Visitors Bureau	1,113	13,879	11,628	965	27,585
Shiawassee County CVB	117	197	655	870	1,839
Silver Lake-Hart CVB	3,016	33,755	31,485	2,026	70,282
Sleeping Bear Dunes Visitors Bureau	455	1,712	2,956	994	6,117
South Haven Visitors Bureau	1,955	21,972	21,262	1,824	47,013
Southwestern Michigan Tourist Council	1,883	23,366	23,100	2,224	50,573
St. Ignace Area CVB	497	1,109	1,363	259	3,228
Tawas Bay Tourist & Conv. Bureau	362	588	885	239	2,074
Thumb Area Tourism Council	373	821	1,177	358	2,729
Traverse City CVB	3,329	58,374	52,253	4,201	118,157
Tuscola County Tourism Office	4	3	7	2	16
Upper Peninsula Travel & Recreation Association	3,926	6,955	7,145	2,914	20,940
West Branch/Ogemaw County Travel & Visitors	69	187	267	97	620
West Michigan Tourist Association	2,126	5,014	3,974	1,692	12,806
Western Upper Peninsula CVB	256	300	1,127	232	1,915
White Lake Area CVB	65	122	153	69	409
Ypsilanti Area CVB	173	835	2,365	268	3,641
Total	99,045	624,897	609,926	87,606	1,421,474