

Clicks by Destination Marketing Organization
2011

Destination Marketing Organization	1st Quarter Clicks	2nd Quarter Clicks	3rd Quarter Clicks	4th Quarter Clicks	Year-to-Date Clicks
Allegan County CVB	111	140	289	109	649
Alpena CVB	1,298	6,699	8,739	1,853	18,589
Ann Arbor CVB	2,294	12,333	12,213	1,540	28,380
Baraga County Tourist & Rec. Assoc.	34	219	370	22	645
Battle Creek/Calhoun Co. CVB	381	1,489	902	1,128	3,900
Bay City CVB	344	1,564	1,139	58	3,105
Bays De Noc CVB	102	105	171	80	458
Benzie Area Visitors Bureau	1,426	391	1,141	273	3,231
Blue Water Area CVB	4,384	26,635	28,676	1,576	61,271
Branch County Tourism Bureau	881	4,206	5,291	495	10,873
Cadillac Area Visitors Bureau	1,571	224	867	599	3,261
Charlevoix Area CVB	808	650	1,820	613	3,891
Cheboygan Area Tourist Bureau	275	1,107	1,598	307	3,287
Clare County CVB	1,981	232	312	56	2,581
Detroit Metro CVB	5,801	9,195	9,528	3,347	27,871
Discover Kalamazoo	1,523	6,212	6,289	920	14,944
Drummond Island Tourist Assoc.	328	1,015	1,115	506	2,964
Experience Grand Rapids	3,077	8,777	10,872	3,366	26,092
Flint Area CVB	1,191	3,944	5,448	1,398	11,981
Four Flags Area Council on Tourism	426	297	1,393	198	2,314
Frankenmuth CVB	3,004	11,726	12,085	2,198	29,013
Garland Area CVB	57	44	31	30	162
Gaylord Convention and Tourism Bureau	519	311	598	362	1,790
Grand Haven/Spring Lake Area Visitors Bur	4,398	13,464	15,309	1,633	34,804
Grayling Visitors Bureau	404	318	492	317	1,531
Great Lakes Bay Regional CVB	241	2,778	3,845	631	7,495
Greater Lansing CVB	1,783	6,708	5,496	1,958	15,945
Greater Paw Paw Chamber of Commerce	99	86	1,346	86	1,617
Harbor Country Lodging Assoc.	3,643	12,675	14,216	1,870	32,404
Holland Area CVB	5,717	12,432	13,383	4,269	35,801
Houghton Lake Tourism Bureau	2,310	565	635	173	3,683
Huron County Visitors Bureau	264	391	570	86	1,311
Indian River Area Tourist Bureau	102	227	179	55	563
Iron County Lodging Association	95	62	57	43	257
Jackson County CVB	323	712	716	471	2,222
Keweenaw CVB	2,972	809	819	426	5,026
Lenawee County Conf & Visitor Bureau	138	128	610	76	952
Les Cheneaux Tourist Assoc	448	1,274	1,519	444	3,685
Livingston Co CVB	460	2,264	788	371	3,883
Ludington Area CVB	3,476	15,668	17,091	1,495	37,730
Mackinac Island Tourism Bureau	13,046	45,335	37,052	5,756	101,189
Mackinaw Area Visitors Bureau	1,718	12,984	13,464	516	28,682
Manistee County CVB	536	368	951	1,100	2,955
Manistique Lakes Area Tourism Bureau	100	725	774	116	1,715
Manistique Tourism Council	54	95	774	30	953
Marquette Country CVB	760	420	665	298	2,143
Mecosta County CVB	560	2,853	2,909	332	6,654
Michigan Festivals & Events Association	995	1,440	2,763	509	5,707
Midland County CVB	137	278	378	33	826

Monroe Co. Convention & Tourism Bureau	437	911	1,765	497	3,610
Mount Pleasant Area CVB	734	540	785	270	2,329
Munising Visitors Bureau	658	3,029	3,463	517	7,667
Muskegon County CVB	6,772	25,754	23,109	1,608	57,243
Newaygo County CVB	152	130	805	239	1,326
Newberry Area Tourism Association	94	845	1,176	238	2,353
Oscoda Area CVB	383	1,691	2,322	513	4,909
Paradise Area Tourism Council	218	1,377	1,460	184	3,239
Petoskey Area Visitors Bureau	1,736	3,356	3,071	1,126	9,289
Porcupine Mountains Ontonagon Area CVB	49	185	310	11	555
River Country Tourism Council	58	30	21	23	132
Rogers City Travelers & Visitors Bureau	280	502	725	136	1,643
Saginaw Valley CVB	843	700	500	34	2,077
Saugatuck-Douglas CVB	4,621	18,132	20,392	1,932	45,077
Sault Convention & Visitors Bureau	1,795	5,656	5,902	660	14,013
Shiawassee County CVB	50	51	56	40	197
Silver Lake-Hart CVB	5,948	33,040	35,012	2,131	76,131
Sleeping Bear Dunes Visitors Bureau	568	1,536	2,915	338	5,357
South Haven Visitors Bureau	3,759	14,621	16,365	1,993	36,738
Southwestern Michigan Tourist Council	4,713	17,974	18,292	2,153	43,132
St. Ignace Area CVB	547	2,023	4,399	1,451	8,420
Tawas Bay Convention & Visitors Bureau	367	1,697	2,405	356	4,825
Thumb Area Tourism Council	316	443	773	196	1,728
Tourism Assoc. of Dickinson County Area	427	153	249	43	872
Traverse City CVB	7,926	49,580	56,723	12,670	126,899
Upper Peninsula Travel & Recreation Association	2,337	2,094	2,804	1,780	9,015
West Branch/Ogemaw County Travel & Visitors	111	119	356	71	657
West Michigan Tourist Association	3,205	6,203	6,036	1,300	16,744
Western Upper Peninsula CVB	176	118	173	145	612
White Lake Area CVB	55	143	461	135	794
Ypsilanti Area CVB	259	887	1,520	251	2,917
Total	126,189	426,094	462,033	77,169	1,091,485