

Exposures & Clicks by Destination Marketing Organization
2009

Destination Marketing Organization	1st Quarter Clicks	2nd Quarter Clicks	3rd Quarter Clicks	Year-to-Date Clicks
Allegan County CVB	129	254	323	706
Alpena CVB	355	6,217	5,993	12,565
Ann Arbor CVB	1,301	26,867	23,071	51,239
Au Gres Area Travelers Bureau	6	2	7	15
Baraga County Tourist & Rec. Assoc.	46	98	125	269
Battle Creek/Calhoun Co. CVB	589	1,656	2,987	5,232
Bay City CVB	587	878	1,507	2,972
Bays De Noc CVB	244	400	1,017	1,661
Benzie Area Visitors Bureau	417	536	1,390	2,343
Blue Water Area CVB	922	50,333	50,266	101,521
Branch County Tourism Bureau	384	420	680	1,484
Cadillac Area Visitors Bureau	1,159	384	582	2,125
Charlevoix Area CVB	466	1,160	2,253	3,879
Cheboygan Area Tourist Bureau	243	455	534	1,232
Clare County CVB	1,775	2,002	2,025	5,802
Detroit Metro CVB	7,397	25,887	18,903	52,187
Drummond Island Tourist Assoc.	387	551	628	1,566
Flint Area CVB	858	6,493	9,898	17,249
Four Flags Area Council on Tourism	475	1,521	2,872	4,868
Frankenmuth CVB	1,538	28,469	28,270	58,277
Garland Area CVB	34	35	61	130
Gaylord Convention and Tourism Bureau	508	477	535	1,520
Grand Haven/Spring Lake Area Visitors Bur	2,428	25,015	25,661	53,104
Grand Rapids/Kent Co. CVB	10,666	18,616	18,610	47,892
Grayling Visitors Bureau	1,122	962	1,629	3,713
Greater Lansing CVB	1,192	12,245	8,650	22,087
Harbor Country Lodging Assoc.	17,236	45,206	42,089	104,531
Holland Area CVB	2,535	22,322	18,234	43,091
Houghton Lake Area Tourism and Conv Bur	640	1,561	937	3,138
Huron County Visitors Bureau	290	723	1,313	2,326
Indian River Area Tourist Bureau	133	335	335	803
Iron County Tourism Council	128	234	899	1,261
Jackson County CVB	642	2,271	2,364	5,277
Kalamazoo County CVB	497	927	1,067	2,491
Keweenaw CVB	2,195	1,295	1,294	4,784
Lenawee County Conf & Visitor Bureau	127	199	439	765
Les Cheneaux Islands Area Tourist Assoc	336	319	1,754	2,409
Livingston Co CVB	362	3,514	1,750	5,626
Ludington Area CVB	1,514	23,992	25,055	50,561
Mackinac Island Tourism Bureau	3,266	60,917	44,916	109,099
Mackinaw Area Visitors Bureau	1,105	1,899	2,554	5,558
Manistee County CVB	620	876	3,117	4,613
Manistique Area Tourist Council	127	307	1,301	1,735
Manistique Lakes Area Tourism Bureau	40	95	882	1,017
Marquette Country CVB	759	928	1,275	2,962

Mecosta County CVB	101	178	228	507
Michigan Festivals & Events Association	1,030	2,405	3,497	6,932
Michigan's Sunrise Side Travel Association	385	948	1,020	2,353
Midland County CVB	271	278	280	829
Monroe Co. Convention & Tourism Bureau	455	1,358	2,416	4,229
Mount Pleasant Area CVB	569	3,011	2,179	5,759
Munising Visitors Bureau	366	650	3,097	4,113
Muskegon County CVB	2,198	18,874	19,589	40,661
Newberry Area Tourism Association	139	239	304	682
Newaygo County CVB	69	29	124	222
Oscoda Area CVB	229	834	2,429	3,492
Paw Paw Chamber of Commerce	111	251	3,493	3,855
Petoskey-Harbor Springs-Boyne Country Visitors	2,475	5,609	5,975	14,059
Presque Isle County Tourism Council	152	341	475	968
River Country Tourism Council	99	135	152	386
Rogers City Travelers & Visitors Bureau	98	191	280	569
Saginaw Valley CVB	692	10,691	13,224	24,607
Saugatuck-Douglas CVB	2,107	29,833	29,310	61,250
Sault Convention & Visitors Bureau	1,113	13,879	11,628	26,620
Shiawassee County CVB	117	197	655	969
Silver Lake-Hart CVB	3,016	33,755	31,485	68,256
Sleeping Bear Dunes Visitors Bureau	455	1,712	2,956	5,123
South Haven Visitors Bureau	1,955	21,972	21,262	45,189
Southwestern Michigan Tourist Council	1,883	23,366	23,100	48,349
St. Ignace Area CVB	497	1,109	1,363	2,969
Tawas Bay Tourist & Conv. Bureau	362	588	885	1,835
Thumb Area Tourism Council	373	821	1,177	2,371
Traverse City CVB	3,329	58,374	52,253	113,956
Tuscola County Tourism Office	4	3	7	14
Upper Peninsula Travel & Recreation Association	3,926	6,955	7,145	18,026
West Branch/Ogemaw County Travel & Visitors	69	187	267	523
West Michigan Tourist Association	2,126	5,014	3,974	11,114
Western Upper Peninsula CVB	256	300	1,127	1,683
White Lake Area CVB	65	122	153	340
Ypsilanti Area CVB	173	835	2,365	3,373
Total	99,045	624,897	609,926	1,333,868