

Exposures & Clicks by Destination Marketing Organization  
2007

Destination Marketing Organization	1st Quarter Clicks	2nd Quarter Clicks	3rd Quarter Clicks	4th Quarter Clicks	Year-to-Date Clicks
Allegan County CVB	863	1,246	1,254	799	4,162
Alpena CVB	825	770	3,667	2,209	7,471
Ann Arbor CVB	1,433	3,177	3,464	1,561	9,635
Au Gres Area Travelers Bureau	167	272	325	215	979
Baraga County Tourist & Rec. Assoc.	1,069	494	334	280	2,177
Battle Creek/Calhoun Co. CVB	1,169	2,788	4,202	1,404	9,563
Bay City CVB	933	1,915	2,182	1,177	6,207
Bays De Noc CVB	335	527	1,452	226	2,540
Benzie Area Visitors Bureau	596	2,879	3,049	938	7,462
Blue Water Area CVB	3,502	4,248	5,041	2,128	14,919
Branch County Tourism Bureau	459	1,019	1,089	504	3,071
Cadillac Area Visitors Bureau	3,331	794	1,025	1,315	6,465
Charlevoix Area CVB	1,076	4,553	4,387	779	10,795
Cheboygan Area Tourist Bureau	710	1,113	2,375	576	4,774
Clare County CVB	744	1,682	2,025	411	4,862
Detroit Metro CVB	34,763	26,742	25,426	10,424	97,355
Drummond Island Tourist Assoc.	302	471	924	339	2,036
Flint Area CVB	1,467	3,384	4,056	2,161	11,068
Four Flags Area Council on Tourism	740	3,021	2,173	710	6,644
Frankenmuth CVB	5,594	11,933	4,600	2,940	25,067
Garland Area CVB	205	159	197	127	688
Gaylord Convention and Tourism Bureau	3,335	1,863	2,514	1,066	8,778
Grand Haven/Spring Lake Area Visitors Bur	3,800	15,104	17,711	3,080	39,695
Grand Rapids/Kent Co. CVB	15,525	16,333	19,322	18,187	69,367
Grayling Visitors Bureau	1,858	974	1,642	939	5,413
Greater Big Rapids CVB	255	481	636	363	1,735
Greater Lansing CVB	1,049	3,356	3,437	2,281	10,123
Harbor Country Lodging Assoc.	10,411	35,842	47,644	16,043	109,940
Holland Area CVB	2,512	12,689	11,423	2,723	29,347
Houghton Lake Area Tourism and Conv Bur	2,936	1,932	1,572	810	7,250
Huron County Visitors Bureau	724	1,630	1,915	518	4,787
Indian River Area Tourist Bureau	455	702	822	355	2,334
Iron County Tourism Council	232	325	362	203	1,122
Jackson County CVB	655	1,781	3,149	537	6,122
Kalamazoo County CVB	693	1,223	1,499	920	4,335
Keweenaw CVB	3,575	1,910	1,643	1,262	8,390
Lenawee County Conf & Visitor Bureau	637	816	898	573	2,924
Les Cheneaux Islands Area Tourist Assoc	158	296	1,499	268	2,221
Livingston Co CVB	496	1,257	1,704	1,022	4,479
Ludington Area CVB	1,423	10,430	14,082	2,211	28,146
Mackinac Island Tourism Bureau	4,612	13,315	9,942	3,097	30,966
Mackinaw Area Visitors Bureau	2,456	6,619	7,166	1,422	17,663
Manistee County CVB	752	3,418	4,402	1,444	10,016
Manistique Area Tourist Council	331	594	649	221	1,795
Manistique Lakes Area Tourism Bureau	178	215	253	129	775
Marquette Country CVB	2,364	922	1,109	935	5,330
Michigan's Sunrise Side Travel Association	1,306	2,057	2,439	1,337	7,139
Midland County CVB	1,096	971	930	538	3,535
Monroe Co. Convention & Tourism Bureau	1,463	1,641	1,966	765	5,835

Mount Pleasant Area CVB	1,273	3,433	2,449	2,275	9,430
Munising Visitors Bureau	2,215	672	775	597	4,259
Muskegon County CVB	2,709	41,990	36,041	2,906	83,646
Newberry Area Tourism Association	1,405	513	713	547	3,178
Oscoda Area CVB	805	1,753	3,307	649	6,514
Paw Paw Chamber of Commerce	350	552	3,798	439	5,139
Petoskey-Harbor Springs-Boyne Country Visitors	2,545	6,651	5,776	2,987	17,959
Presque Isle County Tourism Council	154	393	755	174	1,476
River Country Tourism Council	445	615	655	484	2,199
Rogers City Travelers & Visitors Bureau	145	334	457	149	1,085
Saginaw Valley CVB	6,397	22,497	12,002	1,705	42,601
Saugatuck-Douglas CVB	3,486	32,717	35,428	9,769	81,400
Sault Convention & Visitors Bureau	1,710	11,827	15,419	3,210	32,166
Shiawassee County CVB	353	751	816	915	2,835
Silver Lake-Hart CVB	1,918	26,464	23,624	1,870	53,876
Sleeping Bear Dunes Visitors Bureau	1,618	8,406	8,039	1,016	19,079
South Haven Visitors Bureau	2,222	12,723	23,340	3,446	41,731
Southwestern Michigan Tourist Council	2,435	10,894	13,225	2,662	29,216
St. Ignace Area CVB	1,642	2,898	3,332	1,081	8,953
Tawas Bay Tourist & Conv. Bureau	495	1,054	1,563	536	3,648
Thumb Area Tourism Council	0	974	3,206	1,230	5,410
Traverse City CVB	6,104	12,929	17,624	3,709	40,366
Tuscola County Tourism Office	10	8	7	12	37
Upper Peninsula Travel & Recreation Association	4,774	8,123	15,853	3,425	32,175
West Branch/Ogemaw County Travel & Visitors	400	364	514	416	1,694
West Michigan Tourist Association	8,966	13,369	12,327	7,359	42,021
Western Upper Peninsula CVB	3,440	974	874	640	5,928
White Lake Area CVB	276	526	537	367	1,706
Ypsilanti Area CVB	506	849	1,152	454	2,961
Total	184,368	437,136	479,185	149,501	1,250,190