

Exposures & Clicks by Destination Marketing Organization  
2008

Destination Marketing Organization	1st Quarter Clicks	2nd Quarter Clicks	3rd Quarter Clicks	4th Quarter Clicks	Year-to-Date Clicks
Allegan County CVB	1,085	1,163	738	552	3,538
Alpena CVB	663	808	1,329	1,451	4,251
Ann Arbor CVB	1,564	9,796	12,706	1,403	25,469
Au Gres Area Travelers Bureau	240	238	105	121	704
Baraga County Tourist & Rec. Assoc.	406	501	267	266	1,440
Battle Creek/Calhoun Co. CVB	1,450	2,086	3,013	1,410	7,959
Bay City CVB	1,159	1,675	1,982	518	5,334
Bays De Noc CVB	447	713	1,089	309	2,558
Benzie Area Visitors Bureau	650	2,134	2,749	749	6,282
Blue Water Area CVB	2,688	3,376	2,667	1,634	10,365
Branch County Tourism Bureau	818	1,267	934	715	3,734
Cadillac Area Visitors Bureau	2,443	831	1,626	626	5,526
Charlevoix Area CVB	1,083	3,198	3,787	778	8,846
Cheboygan Area Tourist Bureau	816	748	741	252	2,557
Clare County CVB	2,190	1,755	1,900	371	6,216
Detroit Metro CVB	11,724	16,796	16,151	8,539	53,210
Drummond Island Tourist Assoc.	434	571	591	285	1,881
Flint Area CVB	1,613	5,912	6,936	1,763	16,224
Four Flags Area Council on Tourism	1,299	2,542	2,750	736	7,327
Frankenmuth CVB	3,258	8,394	8,264	1,367	21,283
Garland Area CVB	230	231	141	122	724
Gaylord Convention and Tourism Bureau	1,343	892	657	524	3,416
Grand Haven/Spring Lake Area Visitors Bur	4,512	15,446	19,483	2,476	41,917
Grand Rapids/Kent Co. CVB	16,974	18,259	17,431	12,313	64,977
Grayling Visitors Bureau	1,348	963	1,301	545	4,157
Greater Lansing CVB	2,465	7,698	7,051	3,105	20,319
Harbor Country Lodging Assoc.	9,379	37,031	47,622	18,579	112,611
Holland Area CVB	2,693	12,150	12,951	2,899	30,693
Houghton Lake Area Tourism and Conv Bur	1,839	1,849	1,203	573	5,464
Huron County Visitors Bureau	801	1,688	2,081	699	5,269
Indian River Area Tourist Bureau	537	757	666	387	2,347
Iron County Tourism Council	339	802	323	222	1,686
Jackson County CVB	1,038	1,965	1,606	664	5,273
Kalamazoo County CVB	1,203	4,630	3,667	1,243	10,743
Keweenaw CVB	3,266	2,125	1,388	989	7,768
Lenawee County Conf & Visitor Bureau	883	1,220	719	719	3,541
Les Cheneaux Islands Area Tourist Assoc	558	569	529	287	1,943
Livingston Co CVB	731	2,821	901	991	5,444
Ludington Area CVB	1,999	10,097	12,263	1,792	26,151
Mackinac Island Tourism Bureau	6,254	8,516	5,668	1,323	21,761
Mackinaw Area Visitors Bureau	2,249	3,185	3,455	604	9,493
Manistee County CVB	973	2,766	4,149	1,424	9,312
Manistique Area Tourist Council	419	597	467	247	1,730
Manistique Lakes Area Tourism Bureau	182	250	146	141	719
Marquette Country CVB	1,701	1,337	1,073	746	4,857
Mecosta County CVB	451	581	376	326	1,734
Michigan's Sunrise Side Travel Association	1,906	2,874	2,245	1,526	8,551
Midland County CVB	612	637	486	332	2,067
Monroe Co. Convention & Tourism Bureau	1,191	1,581	2,106	771	5,649

Mount Pleasant Area CVB	1,037	2,964	1,873	1,401	7,275
Munising Visitors Bureau	913	746	644	488	2,791
Muskegon County CVB	3,396	22,280	22,838	2,140	50,654
Newberry Area Tourism Association	900	520	477	256	2,153
Oscoda Area CVB	910	1,125	1,928	497	4,460
Paw Paw Chamber of Commerce	538	617	2,218	293	3,666
Petoskey-Harbor Springs-Boyne Country Visitors	2,015	5,878	6,403	2,532	16,828
Presque Isle County Tourism Council	317	460	405	255	1,437
River Country Tourism Council	723	925	411	509	2,568
Rogers City Travelers & Visitors Bureau	270	465	362	215	1,312
Saginaw Valley CVB	1,831	13,364	18,638	798	34,631
Saugatuck-Douglas CVB	6,106	19,797	22,717	2,745	51,365
Sault Convention & Visitors Bureau	2,230	7,952	11,158	2,484	23,824
Shiawassee County CVB	471	674	444	931	2,520
Silver Lake-Hart CVB	2,178	27,157	35,290	2,450	67,075
Sleeping Bear Dunes Visitors Bureau	1,390	4,378	5,074	795	11,637
South Haven Visitors Bureau	3,667	15,586	20,279	2,645	42,177
Southwestern Michigan Tourist Council	2,898	14,654	19,174	3,032	39,758
St. Ignace Area CVB	1,724	2,056	1,797	916	6,493
Tawas Bay Tourist & Conv. Bureau	770	1,211	1,151	513	3,645
Thumb Area Tourism Council	1,655	2,297	1,997	1,359	7,308
Traverse City CVB	4,802	23,239	29,765	2,744	60,550
Tuscola County Tourism Office	26	7	10	4	47
Upper Peninsula Travel & Recreation Association	5,655	7,416	6,090	5,631	24,792
West Branch/Ogemaw County Travel & Visitors	603	459	510	233	1,805
West Michigan Tourist Association	10,797	13,571	7,867	4,762	36,997
Western Upper Peninsula CVB	937	1,171	685	422	3,215
White Lake Area CVB	461	495	308	160	1,424
Ypsilanti Area CVB	660	1,028	1,009	628	3,325
Total	163,986	400,513	444,001	122,252	1,130,752