

**Exposures & Clicks by Destination Marketing Organization
2004**

Destination Marketing Organization	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Year-to-Date	
	Exposures	Clicks	Exposures	Clicks	Exposures	Clicks	Exposures	Clicks	Exposures	Clicks
Allegan County CVB	4,255	657	12,185	1,045	19,583	1,308	5,628	377	41,651	3,387
Alpena CVB	6,166	298	4,081	718	8,879	905	2,190	268	21,316	2,189
Ann Arbor CVB	7,195	769	10,078	1,734	20,432	2,587	12,483	1,362	50,188	6,452
Au Gres Area Travelers Bureau	1,450	76	2,942	141	n/a	n/a	1,262	32	5,654	249
Baraga County Tourist & Rec. Assoc.	729	94	1,884	159	6,155	380	3,227	157	11,995	790
Bay Area CVB	8,519	653	16,411	1,459	41,716	2,604	20,537	633	87,183	5,349
Benzie Area Visitors Bureau	5,561	576	16,736	1,829	19,058	1,725	5,320	379	46,675	4,509
Blue Water Area CVB	6,853	628	16,466	1,580	15,033	2,247	8,229	627	46,581	5,082
Branch County Tourism Bureau	1,449	197	3,347	394	4,221	518	2,201	192	11,218	1,301
Cadillac Area Visitors Bureau	6,262	880	2,406	620	3,152	240	11,435	662	23,255	2,402
Charlevoix Area CVB	9,195	730	21,218	2,045	37,175	3,067	14,793	786	82,381	6,628
Cheboygan Area Tourist Bureau	1,913	377	6,038	957	7,780	1,226	1,733	278	17,464	2,838
Clare County CVB	6,866	502	5,346	464	9,012	743	4,101	227	25,325	1,936
Detroit Metro CVB	24,064	2,813	98,769	8,149	122,533	9,860	185,164	4,005	430,530	24,827
Drummond Island Tourist Assoc.	86	29	363	58	522	49	51	5	1,022	141
Escanaba-Gladstone Bays De Noc CVB	1,817	225	2,872	501	4,332	613	1,878	156	10,899	1,495
Flint Area CVB	7,999	565	7,673	846	8,462	1,072	7,008	853	31,142	3,336
Four Flags Area Council on Tourism	884	72	1,496	126	5,740	271	12,677	229	20,797	698
Frankenmuth CVB	7,968	2,043	28,811	3,558	56,091	5,120	16,662	2,600	109,532	13,321
Garland Area CVB	533	90	734	103	1,526	203	709	97	3,502	493
Gaylord Convention and Tourism Bureau	4,356	595	5,051	919	11,016	1,409	7,134	1,015	27,557	3,938
Grand Haven/Spring Lake Area Visitors Bur	4,655	1,137	83,530	10,229	97,055	13,713	15,730	1,351	200,970	26,430
Grand Rapids/Kent Co. CVB	7,241	1,200	13,572	2,442	28,657	3,891	20,653	1,629	70,123	9,162
Grayling Area Visitor Council	1,591	303	2,938	576	6,349	895	5,808	655	16,686	2,429
Battle Creek/Calhoun Co. CVB	3,680	636	27,628	2,733	35,323	3,779	7,971	668	74,602	7,816
Greater Big Rapids CVB	2,193	240	1,616	200	2,596	333	1,118	129	7,523	902
Greater Lansing CVB	9,367	1,060	26,937	1,939	28,432	2,028	16,625	1,109	81,361	6,136
Paw Paw Chamber of Commerce	1,644	270	2,997	446	7,578	853	2,109	299	14,328	1,868
Harbor Country Lodging Assoc.	18,274	1,202	121,168	10,626	160,938	13,834	38,826	1,557	339,206	27,219
Holland Area CVB	10,049	2,078	99,392	11,216	108,012	11,262	33,025	1,544	250,478	26,100
Houghton Lake Area Tourism and Conv Bur	3,655	790	8,061	1,369	17,224	1,878	8,569	811	37,509	4,848
Huron County Visitor Bureau	4,306	568	10,335	1,608	25,871	2,406	4,983	539	45,495	5,121
Indian River Area Tourist Bureau	1,654	189	3,791	524	5,174	676	1,570	166	12,189	1,555
Iron County Tourism Council	522	96	652	120	1,124	160	652	76	2,950	452
Jackson County CVB	3,894	446	8,030	861	19,457	1,167	9,914	349	41,295	2,823
Kalamazoo County CVB	3,923	491	44,886	2,642	49,332	3,785	6,857	757	104,998	7,675
Keweenaw CVB	5,126	908	11,580	1,401	23,759	1,502	10,026	890	50,491	4,701
Lenawee County Conf & Visitor Bureau	2,110	180	2,908	287	13,543	749	4,195	225	22,756	1,441
Les Cheneaux Islands Area Tourist Assoc	876	136	1,551	252	5,987	359	789	62	9,203	809
Livingston Co CVB	2,383	230	3,029	323	5,932	481	5,600	357	16,944	1,391
Ludington Area CVB	5,082	1,058	83,062	8,875	90,722	11,015	9,705	930	188,571	21,878
Mackinac Island Tourism Bureau	14,262	5,139	64,572	10,821	75,154	10,873	11,826	2,345	165,814	29,178
Mackinaw Area Visitors Bureau	23,642	3,045	58,634	8,320	402,463	13,181	57,960	2,392	542,699	26,938
Manistee County CVB	2,815	524	9,103	1,409	12,628	2,005	3,347	495	27,893	4,433
Manistique Area Tourist Council	884	213	2,160	548	2,896	659	938	128	6,878	1,548
Manistique Lakes Area Tourism Bureau	555	73	647	118	912	127	493	46	2,607	364
Marquette County CVB	4,819	601	10,519	1,109	20,849	1,170	9,414	810	45,601	3,690
Michigan's Sunrise Side Travel Association	9,456	542	19,961	1,283	33,834	1,726	12,159	450	75,410	4,001
Mid Michigan Tourism Marketing Group	3,111	214	6,157	328	9,652	408	4,850	177	23,770	1,127
Midland County CVB	1,621	222	2,169	492	5,156	694	8,093	396	17,039	1,804
Monroe Co. Convention & Tourism Bureau	3,896	498	6,543	884	13,762	1,245	7,047	460	31,248	3,087
Mount Pleasant Area CVB	3,140	599	5,584	1,073	13,627	1,791	7,877	807	30,228	4,270
Munising Visitors Bureau	1,446	364	2,753	777	5,903	1,170	5,540	600	15,642	2,911
Muskegon County CVB	5,433	883	98,130	9,673	155,649	15,677	10,888	824	270,100	27,057
Newberry Area Tourism Association	2,619	433	2,253	600	3,338	767	5,574	636	13,784	2,436
Oscoda Area CVB	5,758	345	11,868	1,025	25,471	1,555	8,603	489	51,700	3,414
Petoskey-Harbor Springs-Boyne Country	16,043	1,573	28,748	2,963	48,362	4,206	22,539	1,623	115,692	10,365
Presque Isle County Tourism Council	952	89	1,823	212	3,970	300	8,907	119	15,652	720
River Country Tourism Bureau	4,566	196	10,588	424	23,302	757	12,859	331	51,315	1,708
Rogers City Travelers & Visitors Bureau	949	80	1,585	211	6,838	394	937	84	10,309	769
Saginaw County CVB	6,539	541	42,469	3,807	54,280	5,210	22,520	930	125,808	10,488
Saugatuck-Douglas CVB	24,276	1,484	127,179	13,893	236,719	20,372	30,233	1,978	418,407	37,727
Sault Convention & Visitors Bureau	6,510	1,219	13,531	1,984	40,180	2,365	16,207	755	76,428	6,323
Shiawassee County CVB	1,514	127	3,879	280	10,213	318	11,798	177	27,404	902
Silver Lake-Hart CVB	3,041	334	88,274	10,679	123,197	15,556	9,350	816	223,862	27,385
Sleeping Bear Dunes Visitors Bureau	1,415	358	3,726	1,071	8,440	1,559	1,407	241	14,988	3,229
South Haven Visitors Bureau	39,936	1,752	175,852	13,198	251,972	17,059	74,223	2,168	541,983	34,177
Southwestern Michigan Tourist Council	11,368	1,186	117,877	10,828	162,629	14,522	40,903	1,631	332,777	28,167
St. Ignace Area CVB	19,791	987	45,993	2,495	53,828	3,284	15,784	589	135,396	7,355
Tawas Bay Tourist & Conv. Bureau	6,908	545	15,320	1,522	25,955	2,004	8,611	544	56,794	4,615
Traverse City CVB	11,702	2,888	19,068	5,071	54,159	8,386	18,056	2,248	102,985	18,593
Tuscola County Tourism Office	10	3	3	4	20	10	10	4	43	21
Upper Peninsula Travel & Recreation	33,849	3,766	64,763	7,297	89,070	9,056	35,348	2,357	223,030	22,476
West Branch/Ogemaw County Travel &	1,135	144	2,286	299	6,541	485	4,804	318	14,766	1,246
West Michigan Tourist Association	66,901	4,852	147,704	8,612	231,497	10,925	91,330	3,866	537,432	28,255
Western Upper Peninsula CVB	1,501	316	1,685	366	2,780	505	2,181	226	8,147	1,413
White Lake Area CVB	3,780	123	10,633	507	16,833	647	4,389	155	35,635	1,432
Ypsilanti Area CVB	8,577	284	16,580	511	32,759	738	16,089	351	74,005	1,884
Total	561,065	62,629	2,063,189	210,768	3,400,321	282,619	1,132,241	61,609	7,156,816	617,625