

**Exposures & Clicks by Destination Marketing Organization
2005**

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	7,584	378	58,362	881	82,187	970	28,852	517	176,985	2,746
Alpena CVB	4,033	305	9,494	540	71,282	1,435	98,238	1,356	183,047	3,636
Ann Arbor CVB	14,901	1,136	44,663	2,109	47,902	2,429	19,131	1,089	126,597	6,763
Au Gres Area Travelers Bureau	2,326	55	5,983	144	8,769	177	2,785	67	19,863	443
Baraga County Tourist & Rec. Assoc.	5,053	205	4,367	189	5,438	218	3,119	141	17,977	753
Bay Area CVB	12,791	638	24,685	1,397	48,090	1,934	10,344	598	95,910	4,567
Benzie Area Visitors Bureau	18,368	1,098	11,939	792	13,701	910	5,080	331	49,088	3,131
Blue Water Area CVB	8,423	617	46,866	1,272	331,605	3,023	277,567	1,274	664,461	6,186
Branch County Tourism Bureau	3,834	245	5,822	312	8,419	530	2,898	196	20,973	1,283
Cadillac Area Visitors Bureau	7,914	671	10,504	626	17,415	971	18,999	732	54,832	3,000
Charlevoix Area CVB	14,084	752	23,476	1,381	30,717	1,719	10,490	555	78,767	4,407
Cheboygan Area Tourist Bureau	2,895	402	7,493	846	7,989	931	2,405	301	20,782	2,480
Clare County CVB	10,281	407	12,230	368	12,811	431	6,898	222	42,220	1,428
Detroit Metro CVB	167,916	3,745	189,706	5,414	1,357,658	23,622	1,502,862	9,125	3,218,142	41,906
Drummond Island Tourist Assoc.	397	19	118	29	100	27	101	22	716	97
Escanaba-Gladstone Bays De Noc CVB	2,725	219	4,501	266	6,121	322	2,772	165	16,119	972
Flint Area CVB	21,130	742	720,842	1,844	460,282	1,719	31,885	1,027	1,234,139	5,332
Four Flags Area Council on Tourism	32,042	259	37,345	524	54,427	788	15,352	401	139,166	1,972
Frankenmuth CVB	15,950	2,059	44,928	3,278	473,217	15,964	48,711	4,850	582,806	26,151
Garland Area CVB	640	85	920	73	1,264	96	792	95	3,616	349
Gaylord Convention and Tourism Bureau	14,788	1,825	7,304	592	12,765	870	9,002	1,072	43,859	4,359
Grand Haven/Spring Lake Area Visitors Bur	14,221	1,402	92,889	7,666	144,111	13,337	44,809	2,008	296,030	24,413
Grand Rapids/Kent Co. CVB	21,411	1,306	27,062	1,624	254,662	6,020	158,128	2,676	461,263	11,626
Grayling Area Visitor Council	12,566	1,269	3,867	430	5,316	516	7,420	667	29,169	2,882
Battle Creek/Calhoun Co. CVB	10,088	1,110	61,127	2,822	101,680	3,134	25,209	1,087	198,104	8,153
Greater Big Rapids CVB	1,305	96	1,998	141	2,919	187	1,588	135	7,810	559
Greater Lansing CVB	25,320	1,141	45,135	1,663	60,831	1,887	38,321	1,456	169,607	6,147
Paw Paw Chamber of Commerce	2,493	202	5,389	309	10,134	742	4,067	279	22,083	1,532
Harbor Country Lodging Assoc.	56,122	941	434,233	12,573	702,868	22,590	511,110	7,317	1,704,333	43,421
Holland Area CVB	16,203	1,566	97,533	8,270	155,225	10,998	51,846	2,173	320,807	23,007
Houghton Lake Area Tourism and Conv Bur	14,240	1,658	7,343	1,102	16,026	1,655	16,038	1,358	53,647	5,773
Huron County Visitor Bureau	8,036	688	13,203	1,018	22,381	1,442	5,200	408	48,820	3,556
Indian River Area Tourist Bureau	2,642	264	5,796	413	7,573	534	2,442	171	18,453	1,382
Iron County Tourism Council	822	57	1,146	67	1,638	117	1,356	113	4,962	354
Jackson County CVB	11,874	340	42,020	752	57,021	937	6,042	369	116,957	2,398
Kalamazoo County CVB	10,366	694	93,241	3,426	181,642	5,574	13,015	785	298,264	10,479
Keweenaw CVB	25,312	1,386	30,674	933	31,349	1,230	19,043	999	106,378	4,548
Lenawee County Conf & Visitor Bureau	5,025	220	8,331	261	8,629	365	4,661	291	26,646	1,137
Les Cheneaux Islands Area Tourist Assoc	3,868	165	3,254	201	7,679	277	939	54	15,740	697
Livingston Co CVB	3,731	186	5,387	268	18,472	606	29,515	1,077	57,105	2,137
Ludington Area CVB	9,055	895	78,684	5,694	133,583	11,209	25,290	1,581	246,612	19,379
Mackinac Island Tourism Bureau	20,300	3,785	60,751	8,268	61,020	8,142	16,701	1,912	158,772	22,107
Mackinaw Area Visitors Bureau	24,182	2,779	65,537	7,142	182,501	9,771	15,674	1,581	287,894	21,273
Manistee County CVB	4,447	475	11,119	914	14,191	1,415	6,800	499	36,557	3,303
Manistique Area Tourist Council	1,508	220	3,094	422	4,123	463	1,177	114	9,902	1,219
Manistique Lakes Area Tourism Bureau	744	82	1,254	111	1,555	120	783	53	4,336	366
Marquette Country CVB	22,192	1,349	9,092	621	10,936	783	12,797	779	55,017	3,532
Michigan's Sunrise Side Travel Association	16,083	504	36,365	813	52,454	1,127	19,292	479	124,194	2,923
Mid Michigan Tourism Marketing Group	5,676	145	11,608	253	8,065	158	3,833	88	29,182	644
Midland County CVB	11,794	996	5,958	652	13,049	713	13,838	351	44,639	2,712
Monroe Co. Convention & Tourism Bureau	7,404	485	11,115	511	22,229	743	7,874	366	48,622	2,105
Mount Pleasant Area CVB	5,624	874	10,236	919	19,518	1,705	17,981	1,214	53,359	4,712
Munising Visitors Bureau	12,546	1,118	5,637	549	7,437	689	7,615	545	33,235	2,901
Muskegon County CVB	13,092	1,036	79,077	5,555	137,152	10,519	29,469	1,482	258,790	18,592
Newberry Area Tourism Association	12,137	1,454	3,225	401	4,818	572	7,556	543	27,736	2,970
Oscoda Area CVB	12,569	400	13,933	635	19,943	1,256	7,420	548	53,865	2,839
Petoskey-Harbor Springs-Boyne Country Visitors Bur	35,477	2,075	37,825	1,830	40,900	2,075	26,022	1,203	140,224	7,183
Presque Isle County Tourism Council	995	96	2,284	199	3,338	274	1,271	107	7,888	676
River Country Tourism Council	12,602	220	9,679	172	11,790	397	5,233	234	39,304	1,023
Rogers City Travelers & Visitors Bureau	1,085	67	2,436	188	3,689	273	1,367	89	8,577	617
Saginaw County CVB	14,052	738	39,759	2,159	406,529	21,934	118,081	5,517	578,421	30,348
Saugatuck-Douglas CVB	33,520	1,441	109,905	10,018	173,412	18,194	39,432	2,988	356,269	32,641

Sault Convention & Visitors Bureau	60,036	1,848	449,401	4,957	698,441	5,975	8,542	429	1,216,420	13,209
Shiawassee County CVB	2,358	122	5,028	262	18,246	257	32,009	1,123	57,641	1,764
Silver Lake-Hart CVB	6,827	526	75,904	5,026	138,723	8,774	27,723	1,038	249,177	15,364
Sleeping Bear Dunes Visitors Bureau	3,648	377	12,536	1,762	42,087	2,865	23,191	1,118	81,462	6,122
South Haven Visitors Bureau	66,123	1,568	122,063	8,399	193,154	17,247	56,748	3,023	438,088	30,237
Southwestern Michigan Tourist Council	36,965	1,197	160,611	8,127	248,059	13,624	58,945	1,913	504,580	24,861
St. Ignace Area CVB	26,474	951	57,836	2,609	47,843	2,178	15,672	585	147,825	6,323
Tawas Bay Tourist & Conv. Bureau	11,829	619	13,175	938	17,326	1,108	5,770	295	48,100	2,960
Traverse City CVB	32,218	3,139	235,003	8,189	181,157	6,582	25,083	2,253	473,461	20,163
Tuscola County Tourism Office	76	5	60	7	137	13	55	13	328	38
Upper Peninsula Travel & Recreation Association	62,231	3,680	99,649	4,399	132,826	6,177	50,855	2,085	345,561	16,341
West Branch/Ogemaw County Travel & Visitors Bureau	10,946	593	2,397	229	3,787	326	6,365	369	23,495	1,517
West Michigan Tourist Association	129,379	5,228	269,168	6,174	398,032	7,212	166,412	4,026	962,991	22,640
Western Upper Peninsula CVB	3,435	256	2,575	237	7,068	509	15,075	1,786	28,153	2,788
White Lake Area CVB	8,627	227	35,407	453	61,295	592	17,347	182	122,676	1,454
Ypsilanti Area CVB	22,092	346	38,089	393	62,317	718	32,562	484	155,060	1,941
Total	1,374,068	72,469	4,438,651	167,003	8,425,045	297,923	3,966,892	90,554	18,204,656	627,949