

Exposures & Clicks by Destination Marketing Organization
2006

| 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 | 33,290 | 503 | 78,021 | 992 | 97,800 | 1,211 | 35,461 | 545 | 244,572 | 3,251 |
| Alpena CVB | 3,259 | 368 | 7,320 | 861 | 108,044 | 2,702 | 116,611 | 1,971 | 235,234 | 5,902 |
| Ann Arbor CVB | 15,074 | 1,252 | 30,873 | 3,266 | 32,602 | 3,077 | 20,153 | 1,123 | 98,702 | 8,718 |
| Au Gres Area Travelers Bureau | 3,553 | 67 | 8,153 | 162 | 11,508 | 244 | 3,755 | 111 | 26,969 | 584 |
| Baraga County Tourist & Rec. Assoc. | 4,032 | 175 | 6,192 | 328 | 7,229 | 322 | 4,769 | 229 | 22,222 | 1,054 |
| Battle Creek/Calhoun Co. CVB | 11,034 | 973 | 421,625 | 5,511 | 20,368 | 2,432 | 238,674 | 3,688 | 691,701 | 12,604 |
| Bay City CVB | 10,807 | 665 | 24,983 | 2,158 | 29,537 | 2,362 | 12,376 | 633 | 77,703 | 5,818 |
| Bays De Noc CVB | 3,646 | 166 | 6,270 | 350 | 8,239 | 449 | 3,940 | 230 | 22,095 | 1,195 |
| Benzie Area Visitors Bureau | 6,217 | 356 | 45,710 | 2,258 | 79,064 | 3,735 | 9,716 | 470 | 140,707 | 6,819 |
| Blue Water Area CVB | 275,913 | 1,299 | 393,847 | 3,010 | 491,361 | 4,298 | 497,826 | 1,585 | 1,658,947 | 10,192 |
| Branch County Tourism Bureau | 3,810 | 251 | 8,452 | 563 | 9,903 | 594 | 6,139 | 322 | 28,304 | 1,730 |
| Cadillac Area Visitors Bureau | 7,264 | 574 | 6,868 | 769 | 8,820 | 1,177 | 6,797 | 1,036 | 29,749 | 3,556 |
| Charlevoix Area CVB | 13,763 | 610 | 61,149 | 3,379 | 98,746 | 5,202 | 18,312 | 731 | 191,970 | 9,922 |
| Cheboygan Area Tourist Bureau | 3,585 | 402 | 24,275 | 1,039 | 37,537 | 1,450 | 10,618 | 406 | 76,015 | 3,297 |
| Clare County CVB | 7,431 | 375 | 31,688 | 1,378 | 37,709 | 1,598 | 11,200 | 330 | 88,028 | 3,681 |
| Detroit Metro CVB | 553,860 | 5,640 | 1,010,533 | 24,857 | 1,664,059 | 44,905 | 810,355 | 27,553 | 4,038,807 | 102,955 |
| Drummond Island Tourist Assoc. | 162 | 5 | 196 | 12 | 148 | 17 | 155 | 122 | 661 | 156 |
| Flint Area CVB | 9,635 | 1,259 | 39,781 | 1,637 | 283,438 | 3,404 | 14,916 | 1,676 | 347,770 | 7,976 |
| Four Flags Area Council on Tourism | 49,697 | 738 | 329,919 | 3,359 | 152,052 | 1,896 | 23,036 | 557 | 554,704 | 6,550 |
| Frankenmuth CVB | 38,924 | 3,891 | 194,160 | 15,783 | 199,334 | 17,535 | 90,823 | 7,029 | 523,241 | 44,238 |
| Garland Area CVB | 866 | 91 | 1,004 | 59 | 1,262 | 114 | 1,270 | 108 | 4,402 | 372 |
| Gaylord Convention and Tourism Bureau | 14,514 | 2,087 | 17,985 | 1,173 | 31,066 | 1,850 | 8,573 | 1,190 | 72,138 | 6,300 |
| Grand Haven/Spring Lake Area VB | 41,816 | 2,232 | 254,796 | 14,097 | 354,092 | 17,429 | 85,251 | 1,892 | 735,955 | 35,650 |
| Grand Rapids/Kent Co. CVB | 24,730 | 1,175 | 237,759 | 9,248 | 490,670 | 19,147 | 549,125 | 16,366 | 1,302,284 | 45,936 |
| Grayling Visitors Bureau | 12,392 | 1,318 | 5,002 | 531 | 254,343 | 1,788 | 5,005 | 586 | 276,742 | 4,223 |
| Greater Big Rapids CVB | 1,633 | 127 | 3,237 | 311 | 4,014 | 402 | 2,128 | 199 | 11,012 | 1,039 |
| Greater Lansing CVB | 152,384 | 1,845 | 275,309 | 3,744 | 534,383 | 5,445 | 135,703 | 1,986 | 1,097,779 | 13,020 |
| Harbor Country Lodging Assoc. | 508,002 | 6,381 | 946,393 | 29,904 | 1,265,064 | 44,736 | 696,626 | 12,774 | 3,416,085 | 93,795 |
| Holland Area CVB | 31,396 | 2,626 | 334,772 | 15,290 | 420,090 | 14,376 | 251,174 | 4,427 | 1,037,432 | 36,719 |
| Houghton Lake Area Tourism and CB | 204,167 | 1,880 | 9,885 | 1,333 | 12,175 | 1,601 | 26,273 | 1,027 | 252,500 | 5,841 |
| Huron County Visitors Bureau | 6,743 | 503 | 17,611 | 1,327 | 489,883 | 7,097 | 7,857 | 489 | 522,094 | 9,416 |

| | | | | | | | | | | |
|--|---------|-------|-----------|--------|-----------|--------|---------|-------|-----------|--------|
| Indian River Area Tourist Bureau | 12,288 | 324 | 20,183 | 539 | 12,035 | 676 | 5,464 | 293 | 49,970 | 1,832 |
| Iron County Tourism Council | 1,713 | 131 | 102,056 | 718 | 161,013 | 986 | 2,255 | 168 | 267,037 | 2,003 |
| Jackson County CVB | 6,387 | 513 | 14,530 | 1,280 | 12,733 | 1,133 | 7,021 | 439 | 40,671 | 3,365 |
| Kalamazoo County CVB | 12,313 | 878 | 19,028 | 1,798 | 21,275 | 2,296 | 11,425 | 752 | 64,041 | 5,724 |
| Keweenaw CVB | 24,141 | 1,581 | 17,191 | 1,524 | 17,610 | 1,681 | 12,937 | 1,582 | 71,879 | 6,368 |
| Lenawee County Conf & Visitor Bureau | 4,910 | 222 | 10,405 | 620 | 8,719 | 475 | 6,316 | 379 | 30,350 | 1,696 |
| Les Cheneaux Islands Area Tourist Assoc | 2,390 | 110 | 2,012 | 152 | 96,240 | 1,034 | 1,327 | 124 | 101,969 | 1,420 |
| Livingston Co CVB | 16,185 | 376 | 375,549 | 4,407 | 46,841 | 1,997 | 30,467 | 1,065 | 469,042 | 7,845 |
| Ludington Area CVB | 16,751 | 1,143 | 156,812 | 10,457 | 202,500 | 13,825 | 26,206 | 1,416 | 402,269 | 26,841 |
| Mackinac Island Tourism Bureau | 25,684 | 3,693 | 426,320 | 13,789 | 77,890 | 10,270 | 20,463 | 1,941 | 550,357 | 29,693 |
| Mackinaw Area Visitors Bureau | 22,161 | 2,154 | 90,108 | 7,353 | 115,758 | 8,763 | 24,769 | 1,413 | 252,796 | 19,683 |
| Manistee County CVB | 5,923 | 450 | 48,393 | 3,212 | 82,103 | 4,776 | 12,072 | 671 | 148,491 | 9,109 |
| Manistique Area Tourist Council | 1,873 | 197 | 3,608 | 393 | 5,490 | 600 | 2,330 | 168 | 13,301 | 1,358 |
| Manistique Lakes Area Tourism Bureau | 1,122 | 92 | 1,821 | 142 | 1,982 | 219 | 1,128 | 94 | 6,053 | 547 |
| Marquette Country CVB | 136,735 | 1,618 | 10,046 | 779 | 14,027 | 895 | 19,218 | 1,061 | 180,026 | 4,353 |
| Michigan's Sunrise Side Travel Association | 23,154 | 513 | 66,528 | 1,291 | 95,833 | 1,633 | 34,326 | 791 | 219,841 | 4,228 |
| Midland County CVB | 3,783 | 375 | 6,175 | 633 | 7,923 | 675 | 4,501 | 374 | 22,382 | 2,057 |
| Monroe Co. Convention & Tourism Bureau | 5,529 | 336 | 10,862 | 751 | 16,784 | 1,347 | 8,577 | 446 | 41,752 | 2,880 |
| Mount Pleasant Area CVB | 7,988 | 756 | 21,715 | 1,426 | 34,124 | 2,067 | 25,298 | 2,016 | 89,125 | 6,265 |
| Munising Visitors Bureau | 7,181 | 1,227 | 6,574 | 696 | 9,680 | 768 | 3,952 | 887 | 27,387 | 3,578 |
| Muskegon County CVB | 19,001 | 1,368 | 1,055,486 | 31,990 | 1,178,559 | 47,887 | 28,154 | 1,288 | 2,281,200 | 82,533 |
| Newberry Area Tourism Association | 13,323 | 1,405 | 4,807 | 494 | 8,129 | 693 | 15,393 | 910 | 41,652 | 3,502 |
| Oscoda Area CVB | 9,038 | 639 | 18,390 | 1,549 | 24,173 | 2,212 | 8,870 | 551 | 60,471 | 4,951 |
| Paw Paw Chamber of Commerce | 3,639 | 226 | 6,213 | 510 | 9,845 | 829 | 4,094 | 274 | 23,791 | 1,839 |
| Visitors Bur | 27,711 | 1,517 | 264,328 | 6,275 | 112,144 | 7,742 | 237,299 | 2,467 | 641,482 | 18,001 |
| Presque Isle County Tourism Council | 1,498 | 123 | 2,859 | 237 | 3,606 | 320 | 1,601 | 141 | 9,564 | 821 |
| River Country Tourism Council | 4,757 | 161 | 14,357 | 615 | 16,909 | 508 | 13,723 | 521 | 49,746 | 1,805 |
| Rogers City Travelers & Visitors Bureau | 1,718 | 108 | 3,119 | 236 | 3,889 | 299 | 1,713 | 133 | 10,439 | 776 |
| Saginaw Valley CVB | 93,534 | 2,439 | 646,195 | 22,001 | 722,886 | 30,896 | 212,316 | 7,202 | 1,674,931 | 62,538 |
| Saugatuck-Douglas CVB | 33,163 | 2,301 | 194,697 | 17,878 | 244,507 | 24,552 | 42,160 | 2,734 | 514,527 | 47,465 |
| Sault Convention & Visitors Bureau | 221,000 | 1,631 | 95,521 | 1,888 | 23,901 | 1,897 | 12,823 | 737 | 353,245 | 6,153 |
| Shiawassee County CVB | 2,273 | 143 | 7,255 | 653 | 6,984 | 630 | 6,943 | 896 | 23,455 | 2,322 |
| Silver Lake-Hart CVB | 19,875 | 917 | 582,129 | 24,406 | 871,732 | 33,152 | 30,374 | 1,395 | 1,504,110 | 59,870 |
| Sleeping Bear Dunes Visitors Bureau | 25,085 | 1,384 | 85,325 | 7,256 | 122,839 | 10,455 | 28,092 | 927 | 261,341 | 20,022 |
| South Haven Visitors Bureau | 35,588 | 1,716 | 193,874 | 12,568 | 752,173 | 26,877 | 47,354 | 2,163 | 1,028,989 | 43,324 |
| Southwestern Michigan Tourist Council | 52,323 | 1,594 | 225,997 | 13,124 | 294,602 | 16,875 | 65,580 | 1,907 | 638,502 | 33,500 |
| St. Ignace Area CVB | 21,677 | 986 | 70,557 | 2,676 | 88,537 | 3,431 | 27,000 | 943 | 207,771 | 8,036 |

| | | | | | | | | | | |
|-----------------------------------|------------------|---------------|-------------------|----------------|-------------------|----------------|------------------|----------------|-------------------|------------------|
| Tawas Bay Tourist & Conv. Bureau | 6,725 | 324 | 15,199 | 748 | 20,683 | 1,184 | 6,903 | 371 | 49,510 | 2,627 |
| Traverse City CVB | 114,825 | 3,472 | 544,019 | 26,645 | 652,248 | 29,571 | 37,864 | 2,643 | 1,348,956 | 62,331 |
| Tuscola County Tourism Office | 51 | 5 | 83 | 5 | 2,263 | 103 | 140 | 2 | 2,537 | 115 |
| Association | 68,422 | 2,761 | 124,275 | 5,132 | 153,348 | 7,123 | 66,506 | 2,377 | 412,551 | 17,393 |
| Bureau | 11,264 | 802 | 3,271 | 275 | 4,465 | 400 | 4,564 | 281 | 23,564 | 1,758 |
| West Michigan Tourist Association | 305,788 | 5,297 | 693,474 | 7,345 | 646,226 | 8,212 | 257,142 | 4,392 | 1,902,630 | 25,246 |
| Western Upper Peninsula CVB | 54,732 | 3,506 | 12,917 | 724 | 12,506 | 785 | 21,750 | 2,178 | 101,905 | 7,193 |
| White Lake Area CVB | 12,543 | 224 | 57,419 | 437 | 102,480 | 561 | 8,142 | 166 | 180,584 | 1,388 |
| Ypsilanti Area CVB | 16,567 | 282 | 31,897 | 966 | 34,665 | 690 | 22,375 | 334 | 105,504 | 2,272 |
| Total | 3,567,930 | 91,854 | 11,197,347 | 387,282 | 14,389,399 | 526,595 | 5,173,544 | 145,404 | 34,328,220 | 1,151,135 |