

| Tourism                                 | <b>TRT Distribution - Trailing 12 Months</b><br>  | <b>Unique Visits to VisitUtah.com</b><br> | <b>Cost per Minute of Engagement</b><br><table border="1"> <thead> <tr> <th>Campaign</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td><b>Mighty Five</b></td> <td>\$ 1.36</td> </tr> <tr> <td><b>Find Your Greatest</b></td> <td>\$ 1.40</td> </tr> <tr> <td><b>Year-Round Digital</b></td> <td></td> </tr> </tbody> </table> | Campaign                               | Value          | <b>Mighty Five</b>                      | \$ 1.36 | <b>Find Your Greatest</b> | \$ 1.40   | <b>Year-Round Digital</b>               |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
|---|---|---|--|--|----------------|---|---------|---------------------------|-----------|---|--------------|---|---|----------|-------|--------------------|--------|---------------------------|--|---------------------------|----|----|---|-------------|------------------|------|-------------|---------------|-----|---------------------|
|   | Campaign  | Value                                     |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
|   | <b>Mighty Five</b>  | \$ 1.36                                   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
|   | <b>Find Your Greatest</b>   | \$ 1.40                                   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| <b>Year-Round Digital</b>               |   |   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| Domestic                                | <b>Publications in Top Targeted - Fiscal YTD</b><br><b>Quarterly Figures</b><br><table border="1"> <thead> <tr> <th>Measure</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td><b>Publications in Top 50 Targeted</b></td> <td>25</td> </tr> <tr> <td><b>Publications in Top 100 Targeted</b></td> <td>16</td> </tr> <tr> <td><b>Total:</b></td> <td><b>41</b></td> </tr> <tr> <td><b>Avg Barcelona Score All Articles</b></td> <td><b>57.7</b></td> </tr> </tbody> </table> <p>*Does not include syndicated publications</p>        | Measure                                   | Value  | <b>Publications in Top 50 Targeted</b> | 25             | <b>Publications in Top 100 Targeted</b> | 16      | <b>Total:</b>             | <b>41</b> | <b>Avg Barcelona Score All Articles</b> | <b>57.7</b>  | <b>Social Media by Engagement Rate</b><br>Q1 2016<br> | <b>Cost per Goal Completion</b><br><table border="1"> <thead> <tr> <th>Campaign</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td><b>Mighty Five</b></td> <td></td> </tr> <tr> <td><b>Find Your Greatest</b></td> <td></td> </tr> <tr> <td><b>Year-Round Digital</b></td> <td></td> </tr> </tbody> </table> | Campaign | Value | <b>Mighty Five</b> |        | <b>Find Your Greatest</b> |  | <b>Year-Round Digital</b> |    |    |   |             |                  |      |             |               |     |                     |
|   | Measure   | Value                                     |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
|   | <b>Publications in Top 50 Targeted</b>  | 25  |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
|   | <b>Publications in Top 100 Targeted</b>   | 16  |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| <b>Total:</b>                           | <b>41</b>   |   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| <b>Avg Barcelona Score All Articles</b> | <b>57.7</b>   |   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| Campaign                                | Value   |   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| <b>Mighty Five</b>                      |   |   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| <b>Find Your Greatest</b>               |   |   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| <b>Year-Round Digital</b>               |   |   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| Int'l                                   | <b>Publications in Top Targeted - Fiscal YTD</b><br><b>Quarterly Figures</b><br><table border="1"> <thead> <tr> <th>Country</th> <th>Total</th> <th>Best Score</th> </tr> </thead> <tbody> <tr> <td>United Kingdom</td> <td>295</td> <td>90</td> </tr> <tr> <td>Germany</td> <td>48</td> <td></td> </tr> <tr> <td>Australia/NZ</td> <td>35</td> <td></td> </tr> <tr> <td>China</td> <td>28</td> <td></td> </tr> <tr> <td>Canada</td> <td>16</td> <td></td> </tr> <tr> <td>France</td> <td>11</td> <td>95</td> </tr> </tbody> </table> | Country                                   | Total  | Best Score                             | United Kingdom | 295                                     | 90      | Germany                   | 48        |   | Australia/NZ | 35  |   | China    | 28    |                    | Canada | 16                        |  | France                    | 11 | 95 | <b>Landing Page Hits - Calendar YTD</b><br><table border="1"> <tbody> <tr> <td>All Markets</td> <td>Unique Pageviews</td> <td>1012</td> </tr> <tr> <td>All Markets</td> <td>Avg. Duration</td> <td>2.6</td> </tr> </tbody> </table> | All Markets | Unique Pageviews | 1012 | All Markets | Avg. Duration | 2.6 | <b>Int'l Social</b> |
|   | Country   | Total                                     | Best Score   |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
|   | United Kingdom  | 295                                       | 90   |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
|   | Germany   | 48  |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| Australia/NZ                            | 35  |   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| China                                   | 28  |   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| Canada                                  | 16  |   |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| France                                  | 11  | 95  |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| All Markets                             | Unique Pageviews  | 1012                                      |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |
| All Markets                             | Avg. Duration   | 2.6                                       |  |  |                |   |         |                           |           |   |              |   |   |          |       |                    |        |                           |  |                           |    |    |   |             |                  |      |             |               |     |                     |