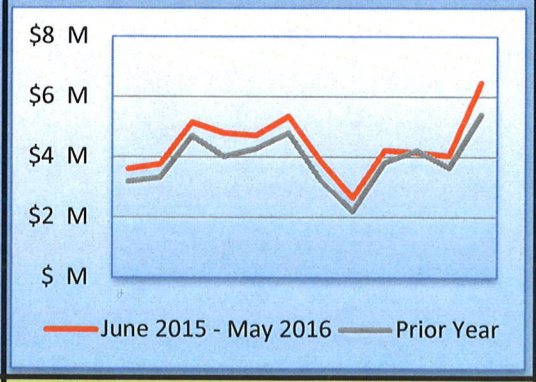
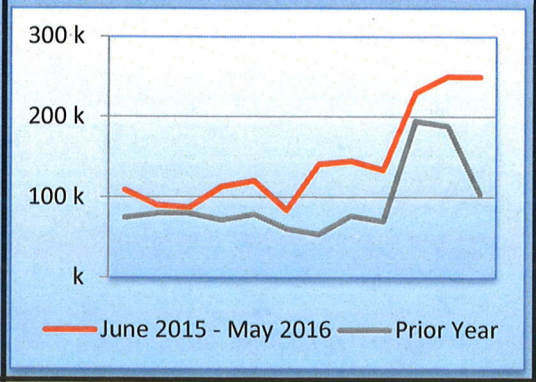
Tourism

TRT Distribution - Trailing 12 Months



Unique Visits to VisitUtah.com



Cost per Minute of Engagement

Campaign	Value
Mighty Five	$ 1.36
Find Your Greatest	$ 1.40
Year-Round Digital	

Domestic

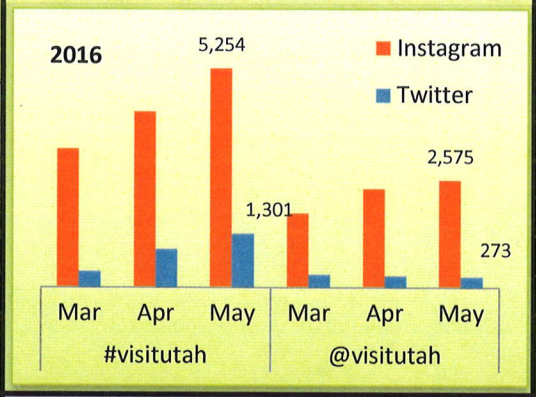
Publications in Top Targeted - Fiscal YTD

Quarterly Figures

Measure	Value
Publications in Top 50 Targeted	25
Publications in Top 100 Targeted	16
Total:	**41**
Avg Barcelonia Score All Articles	**57.7**

*Does not include syndicated publications

Domestic Social Media



Cost per Goal Completion

Campaign	Value
Mighty Five	
Find Your Greatest	
Year-Round Digital	

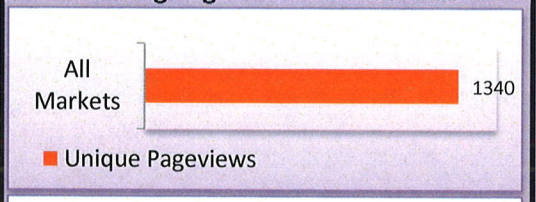
Int'l

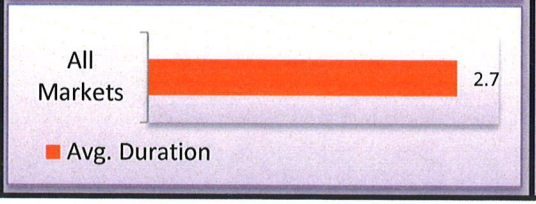
Publications in Top Targeted - Fiscal YTD

Quarterly Figures

Country	Total	Best Score
United Kingdom	295	90
Germany	48	
Australia/NZ	35	
China	28	
Canada	16	
France	11	95

Landing Page Hits - Calendar YTD





Int'l Social Media