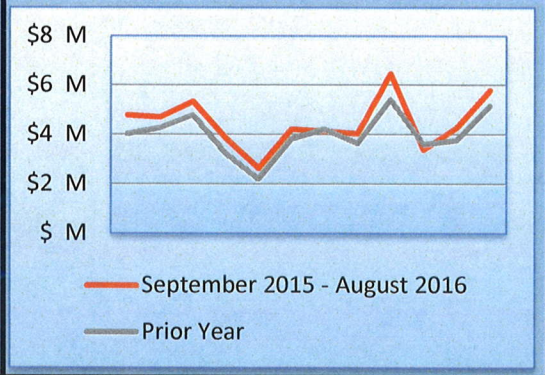
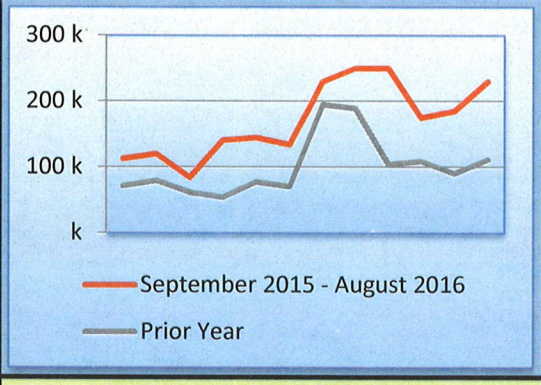
Tourism

TRT Distribution - Trailing 12 Months



VisitUtah.com - Unique Visits



Cost per Minute of Engagement

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

Domestic

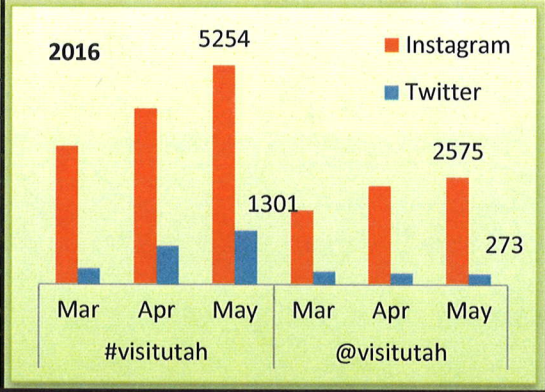
Publications in Top Targeted - Fiscal YTD 2016

Quarterly Figures

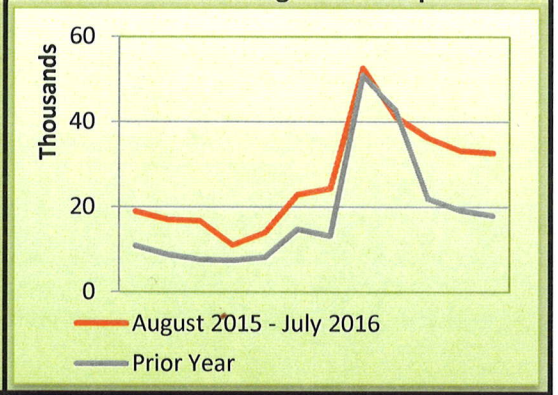
Measure	Value
Publications in Top 50 Targeted	30
Publications in Top 100 Targeted	15
Total:	**45**
Avg Barcelonia Score All Articles	**54.7**

***Does not include syndicated publications**

Domestic Social Media



VisitUtah.com - Avg. Goal Completion



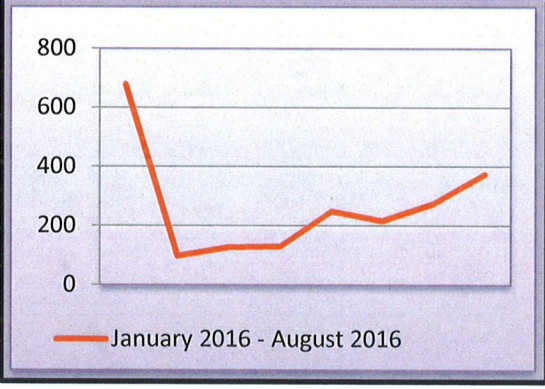
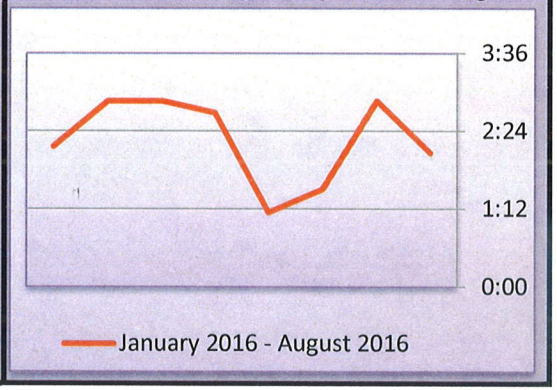
Int'l

Publications in Top Targeted - Fiscal YTD 2016

Quarterly Figures

Country	Total	In Top 50	Percent
UK	587	379	65%
Germany	180	48	27%
China	81	35	43%
Australia	49	22	45%
Canada	32	20	63%
France	32	20	63%

Int'l Landing Page - Unique Visits



Int'l Landing Page - Avg. Time on Page