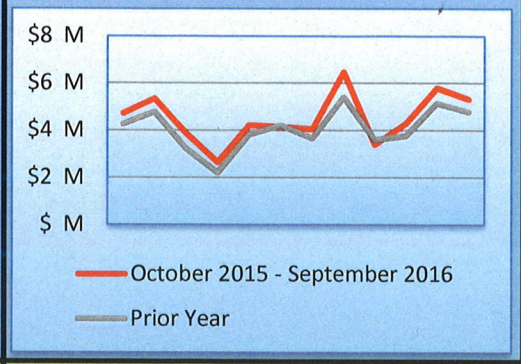
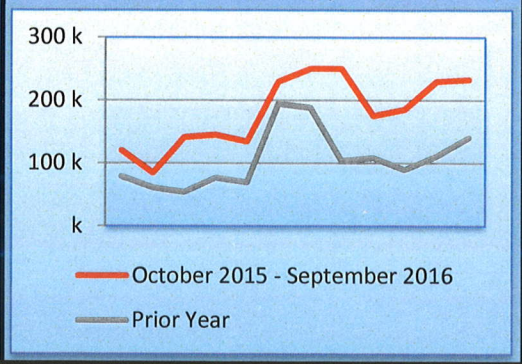
## Tourism

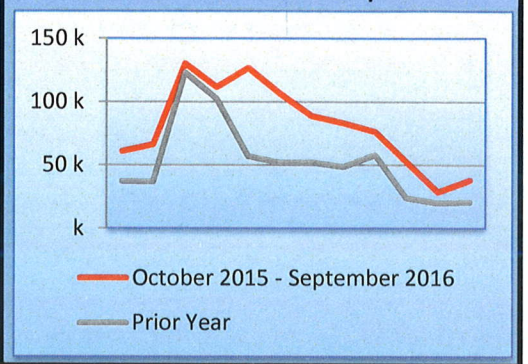
### TRT Distribution




### VisitUtah.com - Unique Visits




### VisitUtah.com - Goal Completion




## Domestic

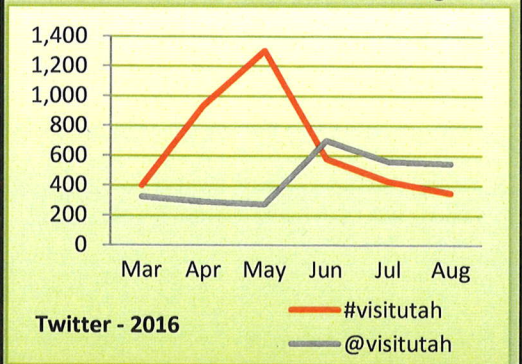
### Publications in Top Targeted - Fiscal YTD 2017

Quarterly Figures

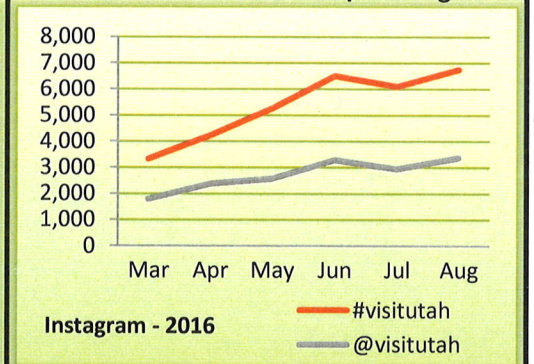
| Measure | Value |
|---|---|
| Publications in Top 50 Targeted | 5 |
| | |
| Publications in Top 100 Targeted | 6 |
| Total: | 11 |
| Avg Barcelonia Score All Articles | 50.7 |

*Does not include syndicated publications

### Social Media - Mentions/Hashtags




### Social Media - Mentions/Hashtags



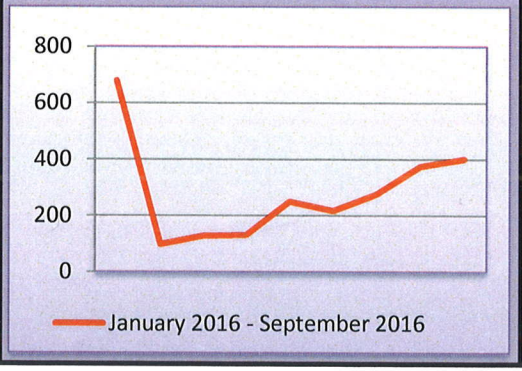

## Int'l

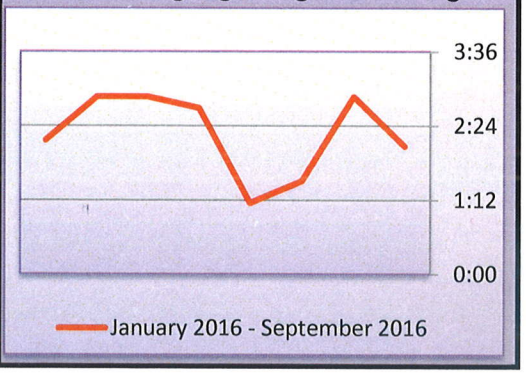
### Publications in Top Targeted - Fiscal YTD 2016

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