

2022 Membership and Advertising Opportunities

Road trips are bigger than ever and the Cascade Loop with its new status as an officially dedicated National Scenic Byway couldn't be in a better position to capitalize on the pent up desire to get out and explore. (People want us!) With the last two years of travel seemingly being a roll of the dice as to what will happen and what won't happen (pandemic or other mitigating factors) more than ever we need to work together to ensure that 2022 will be a busy and profitable season for all. One of the best ways to ensure your message gets out to the right traveler is to be a member of Cascade Loop Association.

The mission of the Cascade Loop Association is to deliver a world-class road trip for our visitors while delivering value to our stakeholders. We also strive to do the following:

- Provide information about the safest, most responsible ways to recreate
- Extend guests' overnight stays by educating them about the unique things each of our regions have to offer
- Deliver guests during non-peak season by informing them about seasonal recreation and attractions
- Support the marketing efforts of local DMO's while not duplicating their focus and activities

Step 1: Choose The Membership That's Right For You

Basic \$249 per year

- Text listing in 2022-2023 printed and digital Travel Guide

Cascadeloop.com

- Contact information (addresses, phone numbers, email, Website URL)
- Description
- 6-image photo gallery
- Ability to submit unlimited events to the Events Calendar
- Ability to submit unlimited Specials

Basic Plus \$349 per year

- Text listing in 2022-2023 printed and digital Travel Guide

Cascadeloop.com

- Contact information (addresses, phone numbers, email, Website URL)
- Description
- 12-image photo gallery
- Unlimited blogging on website
- Ability to submit unlimited events to Events Calendar
- Ability to submit unlimited Specials

Media-Rich \$499 per year*

- Text listing in 2022-2023 printed and digital Travel Guide

Cascadeloop.com

- Contact information (addresses, phone numbers, email, Website URL)
- Description
- 24-image photo gallery
- Unlimited blogging on website
- Hours of Operation
- Social media links
- Uploadable documents (pdfs of menus, maps, coupons, brochures, etc.)
- Ability to submit unlimited events to Events Calendar
- Ability to submit unlimited Specials
- Submitted Events attached to listing
- Submitted Specials attached to listing
- Video Gallery
- Ability to add their maps and guides to our Maps & Guides page

*Media-Rich Members will also receive value-added mentions throughout the year on cascadeloop.com at no additional charge--thank you for your partnership!

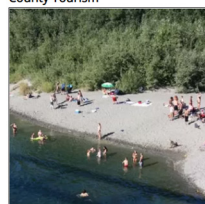


WineGirl Wines Winery & Tasting Room



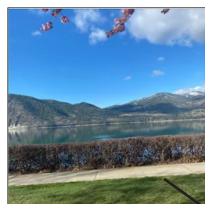
[ADD TO MY TRIP](#) [MORE DETAILS](#)

Seattle Northcountry-Snohomish County Tourism



[ADD TO MY TRIP](#) [MORE DETAILS](#)

Manson on Lake Chelan



[ADD TO MY TRIP](#) [MORE DETAILS](#)

Regions on the Loop



*Media-Rich members will have their listings appear in a rotation with fellow Media-Rich members on our most highly visited pages prompting higher click-through

Step 2:

Tell Your Story In Each of Our Marketing Channels

Printed & Digital Travel Guide

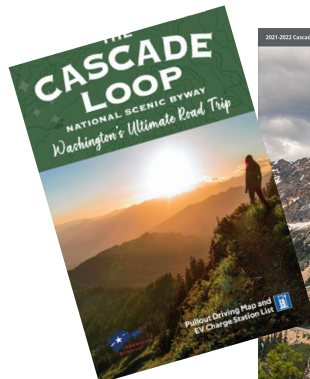
Each year we print and distribute 100,000 copies of our printed Travel Guide. We typically start distribution in April, hand-delivering around the Cascade Loop, as well as shipping to visitor information centers throughout the state, the U.S. and worldwide. We also mail copies to folks who request the travel guide online -- at no charge to the traveler.

Travelers request their Free Travel Guide online at <https://www.cascadeloop.com/travel-guide> and can view the guide as a flipping-book or downloadable pdf. All Cascade Loop members receive a text listing in the printed Travel Guide, but placing a display ad allows you to really stand out and tell a more complete story about your business and/or community.

Premium Placements*

Back Cover	\$5,522 (right of first refusal)
Inside Back Cover	\$5,423 (right of first refusal)
Inside Front Cover	\$5,423 (right of first refusal)

Full Page Ad*	\$4,930
Half Page Ad	\$2,515
Quarter Page Ad	\$1,444
Eighth Page Ad	\$772



*Premium Placement and Full page advertisers will now receive a complimentary article featured on the home page of [cascadeloop.com](https://www.cascadeloop.com) for the year, and shared out to our Social Media audience (currently over 73,000 fans) as a way to say thank you! Terms apply.

Digital Offerings

Cascadeloop.com

Targeted Custom Content

We've spent a lot of time looking at the pages folks are going to and the type of content they're interested in. We're now able to allow members to create custom content-- targeting individual pages throughout the site, for month-long increments.

Page	Price Per Month
Cascadeloop.com (Home Page)	\$387
Cascadeloop.com/travel-guide.....	\$87
Other pages as requested.....	\$48

Featured Listing\$399 per year
 Featured Listings help your profile to stand out by pushing your listing to the top of the search results in the pages on which it is listed.

Email Marketing

Travelers Email Newsletter

Content Sponsorships \$499 per issue
 The Cascade Loop Association has been able to catalogue over 31,000 opt-in email addresses. Put your message and image in front of this highly-qualified audience. Newsletters will be emailed bi-monthly. Sponsorships will be reserved on a first-come, first-served basis.

Social Media

Facebook Shares \$399 per year
 Facebook is one of the most popular ways for prospective travelers to connect with us, whether it's to get a sense of what the Loop is like, or to contact us so we can answer questions, and make their travel planning a little easier. We now have over 61,000 fans! Put your business in front of this highly engaged audience. We'll share your tourism-specific Facebook posts specifically linking to your page 2-3 per month.

Instagram Reposting \$399 per year
 Instagram has become a hugely popular way for prospective travelers to connect with us, particularly those who respond to images and video. We now have over 12,300 followers! Put your business/ organization in front of this highly engaged audience. We'll repost your tourism-specific Instagram posts specifically linking to your page 2-3 times per month.

Step 3:

Save Money by Packaging Your Advertising

GOLD

- Full Page* Travel Guide Ad
- Featured Listing on cascadeloop.com
- Social Media Program of your choice (2-3 per month all year)
- (1) Email newsletter content sponsorship

Your Price: \$5,480 (\$747 savings)

Total Value: \$6,227

SILVER

- Half Page Travel Guide Ad
- Featured Listing on cascadeloop.com
- Social Media Program of your choice (2-3 per month all year)
- (1) Email newsletter content sponsorship

Your Price: \$3,507 (\$305 savings)

Total Value: \$3,812

BRONZE

- Quarter Page Travel Guide Ad
- Featured Listing on cascadeloop.com
- Social Media Program of your choice (2-3 per month all year)

Your Price: \$2,152 (\$90 savings)

Total Value: \$2,242

*Premium placements--inside front cover, inside back cover and back cover not eligible for packages. Premium Placement and Full page advertisers will now receive a complimentary article featured on the home page of cascadeloop.com for the year, and shared out to our Social Media audience (currently over 73,000 fans) as a way to say thank you! Terms apply.

All About Our Travelers

Being a member of the Cascade Loop puts your community/business in front of this highly-engaged traveling audience. Advertising through our various marketing channels (cascadeloop.com, the printed Travel Guide, e-newsletters, contests/promotions and social media) expands your reach to this audience and gives you the opportunity to connect with travelers in a more personal and focused way. The goal is more than just promoting tourism. We also want to help our members grow and maintain relationships with our visitors so that they will venture out to travel now, and return in the future!

When folks request a printed guide we request valuable information to help us get as much understanding about our guests as possible. At the end of fiscal year 2019/2020 we surveyed travelers and here is what we learned:

- 100,000 copies of the guide were printed and distributed with 80% of the copies picked up
- 61% of our travelers came from out-of-state. **This represented a significant increase in the number of in-state travelers from prior years, likely due to COVID-19 travel restrictions
- 30% traveled during off-peak season
- 60.2% spent more than 4 days traveling the Loop
- 69% of travel guide requesters were able to take their Cascade Loop trip
- 57% of travel guide requesters said their vacation plans were impacted by the COVID-19 outbreak



While we were expecting to see modest increases in visitation to our website due to the effects of COVID-19 travel restrictions through the winter of 2020 continuing through spring months, we were more than pleasantly surprised to see our visitation grow over 33% last year (July 2020-June 2021). It is quite clear that not only are folks planning their road trips, they are eyeing specific destinations/thoroughfares of the Cascade Loop throughout the year with increasing attention being paid to activities and lodging as well as current health and safety conditions (Covid-19 and fire/road conditions).

Users

July 1, 2020-June 30, 2021 -- 180,095

(33% increase over previous year!)

Flippingbook*

Online Entrance	2060
Page Views	156,733
Downloads	960 (As of 10/5/21. Started 6/15/21)

Domestic vs. International Viewers

July 1, 2020-June 30, 2021

Domestic: 95.15%

1) Washington State: 62.2%

2) California: 8.17%

3) Oregon: 5.95%

Canadian: 1.14%

Other International: 3.71%

Social Media Growth

With so many practicing armchair travel in 2020 it isn't surprising that our social media audience grew significantly this year. Inspiring and socially sensitive posts have garnered us a large and growing audience across FaceBook and Instagram. We are also continuing a presence on Pinterest and will transition to Twitter for travel/road updates to grow that audience as well as keep our visual posts a positive message. And for the benefit of our communities we will not only be the inspiration of travel, but continue to educate and influence Responsible Recreation. Posts that really seem to resonate with our audience focus on diverse and beautiful sweeping views with links to more information online. Maintaining our voice as casual and friendly rather than "marketing-speakish" is equally important!

Facebook -- 61,675 fans: 12% growth over last year

Instagram -- 12,367 followers: 10.3% growth over last year



***In 2021 the Cascade Loop was designated a
National Scenic Byway!***



***This is the perfect time to leverage your
Cascade Loop Membership for even more exposure!***