



2025 Membership and Ad Ops

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 without duplicating their own efforts.

Two Membership Levels

Deadline for inclusion in the Printed and Online Travel Guide is December 15th

BASIC MEMBERSHIP \$299/year

- Your contact information in the printed/online travel guide, and a listing with up to 6 photos on the website

MEDIA-RICH MEMBERSHIP \$599/year

- Your contact info in the printed/online travel guide, and a listing with up to 24 photos/videos on the website
- Inclusion in itineraries with partners websites/magazines and social media exposure
- Display your menus, brochures, maps, coupons, etc.
- Bonus exposure in "Favorites" website features
- Additional promotion opportunities as they present themselves throughout the year.

In addition to Membership Listings in the Travel Guide and Website, we offer opportunities for additional promotion with display advertising and digital options, as well as packages to bundle efforts. These prices are in addition to membership rates.

Display Ads

Full Page*\$5175
Half Page\$2640
Quarter Page\$1520
Eighth Page\$810
(*Premium Placement
80-Page Print and Online
Travel Guide

Social Media

Regular shares of your
Social Media posts to our
substantial audience
Choose Facebook (60k) or
Instagram (16k)
\$399/Year

Digital Newsletters

Opt-in list over 23k--- consistent 45% Open Rate
Your image and content is the opening segment of our
newsletter, with direct links to your website.
Sponsorship \$499 per issue-- Call out your event,
activity or traveler-centric opportunity to our audience in
the opening image and content.
Banner Ad \$125 per issue (limited availability)
Newsletter Segment \$75 (limited availability)

Save with a Package!

GOLD

- Full Page Travel Guide Ad
- Featured Listing on website
- Social Media Share Program (Facebook or Instagram)
- (1) Digital Newsletter content sponsorship

Your Price: \$5,726

(\$747 savings)

Total Value: \$6473

SILVER

- Half Page Travel Guide Ad
- Featured Listing on website
- Social Media Share Program (Facebook or Instagram)
- (1) Digital Newsletter content sponsorship

Your Price: \$3,632

(\$305 savings)

Total Value: \$3,937

BRONZE

- Quarter Page Travel Guide Ad
- Featured Listing on website
- Social Media Share Program (Facebook or Instagram)
- (1) Digital Newsletter Segment buy

Your Price: \$2,328

(\$165 savings)

Total Value: \$2,493

Print Advertising, Digital Opportunities and Packages do not include membership.

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The Cascade Loop Association is a nonprofit destination marketing organization promoting the 440-mile Cascade Loop National Scenic Byway known we affectionately call “Washington State’s Ultimate Road Trip!” The roadway encompasses three unique Scenic Byways and passes largely through seven counties (and two counties for only a few miles). The 501(c)6 membership-based organization partners with stakeholders to increase visitation to the communities and member businesses within nine unique regions. Designated “Side Loops” also encourage visitors to experience rural communities near the Loop.

What we provide our Membership:

- Travel guide presence
- Website listing with links directly to their resources (website, social media, etc.)
- Social media promotion/shares
- Lodging properties > Book Direct participation (no charge)
- Use of photo library with thousands of images
- Opportunities for promotion through bonus content and social media
- Connection to media opportunities through State of Washington Tourism and other partners.

How we encourage traveler visits

Travel Guide and Maps: In 2026 we will print and distribute 50,000 copies of our 80-page digest-size printed guide (also available for online viewing and download), and 50,000 stand alone maps which will help travelers navigate the roads of the byway, and provide easy QR code links to the website to find detailed information about the activities, events, communities and member businesses for itinerary planning. Distribution is through our members, as well as state-wide and regionally at visitor centers, airports, through Certified on Washington State Ferry runs, regional AAA offices and to anyone who requests a copy through our online portal, or by email or phone call. ***Last fiscal year we mailed 4725 printed travel guide copies, and there were 59,267 online page views/downloads.***

Digital Email Marketing: Twice-monthly issues sent to opt-in list over 23,000. provide planning information for users, by educating, promoting events, bringing additional exposure to members. Sponsorship opportunities for members. ***Our open rate is consistently over 45%.***

Social Media: Our Facebook Followers (60k) and Instagram fans (16k) are engaged, and we deliver content to encourage near-future visits as well as future trip planning. Organic and paid placements.

Website: Compelling content about all regions, attractions, activities, and members as well as side loops, itinerary builder, event calendar. Regular blogging, and sponsorship opportunities. ***459k page views (up 1.1%) Users up 2.6%.***

Print Ad Presence: We advertise out-of-market to draw travelers who will likely overnight in one of our communities. Ads ran consistently in publications such as American Road Magazine, Adventure NW Magazine, Northwest Travel & Life, and annual publications like Scenic Washington. Co-op opportunities available to members to expand reach.

Travel Writers & Influencers: We cultivate relationships with media contacts independently and with partnerships through stakeholders and State of Washington Tourism to obtain editorial that reaches a broad spectrum of travelers and traveling niches. Hosted visits are possible with funding help from our partners.

About Our Travelers

When folks request our printed guide we collect valuable information which helps us understand our guests as much as possible, and we do regular surveys to learn actual travel data. Our April 2025 survey showed us:

- 38.5% of those surveyed took their planned trip, and 52.8% still intended to travel the Cascade Loop in 2025.
- 42.2% of our travelers came from out-of-state, 5.8% from out of country.
- 51.6% spent 3 or more nights within Loop communities
- 89% noted SCENERY as their favorite thing about the Cascade Loop, followed by Diversity of Geography/Landscapes (58.4%)

From guide requests, we learned that 49.9% of requesters plan to visit during offseason (Spring, Fall or Winter.)