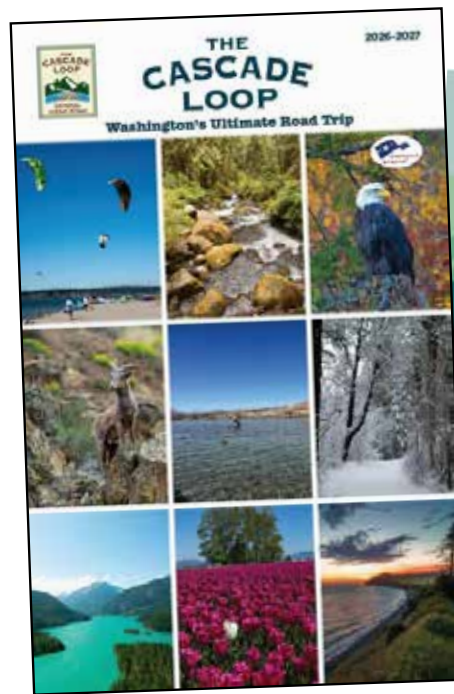


THE CASCADE LOOP®

2027 Membership and Advertising

*The Cascade Loop Association
has been providing traveler
information and resources
for 48 years inviting
visitors to experience the
9 geographically and
culturally unique regions!*

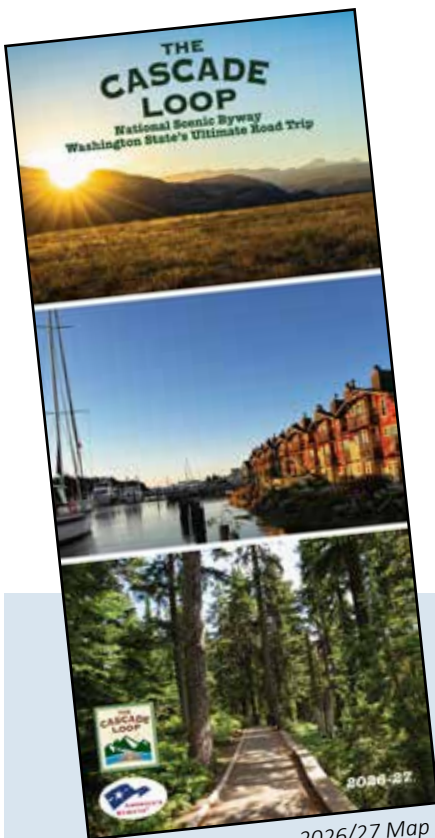


2026/27 Travel Guide

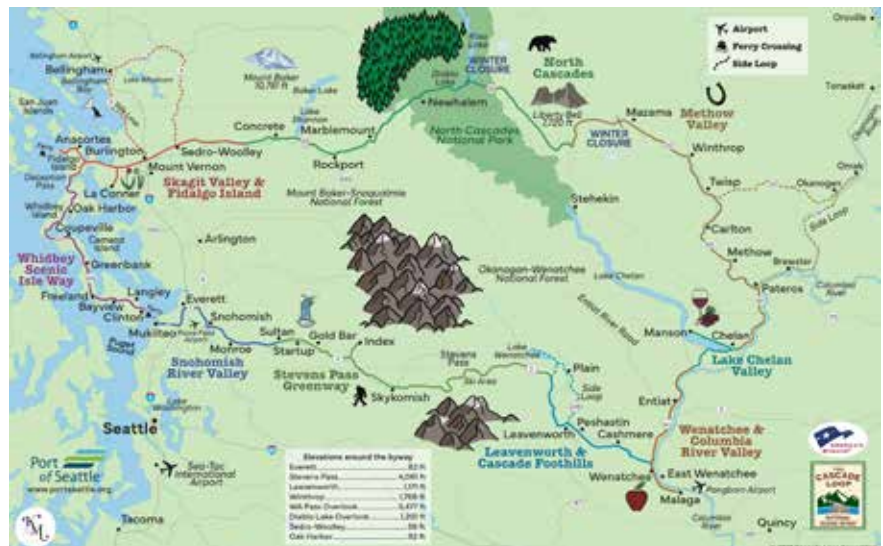


Printed travel information has been produced continually since 1978, and we still mail the 80-page travel guide to anyone on the planet who requests a copy.

Last year's issue won the National Scenic Byway Foundation's Communications Award. We will apply for this year's award in December!



2026/27 Map



New in 2026: a stand-alone map is now distributed at airports, on ferries and in regional visitor centers. Placement of this piece receives much better visibility in these locations than the travel guide, due to its size. It provides a large driving map of the Loop, and directs users to cascadeloop.com to find more information about the things to see and do, and as always, our call to action is to request our printed travel guide.

Comments from Future Visitors:

We recently received your road trip guide and are loving it. Your guide has opened up a myriad of possibilities to explore and experience. We'd like to branch out from Lake Chelan on day trips to Winthrop and points south for meals, hiking and browsing. We plan on meeting friends at Lake Chelan in mid-September and then return home to Vancouver, WA via the Cascade Loop to stay in Everett before heading home.

-- Carla, Sacramento, CA

I picked up The Cascade Loop brochure/map at SeaTac Airport. Intrigued by its overview of the area, I then went to the website cascadeloop.com and loved everything I saw on this site! Please send me your travel guide!

-- Mary, Lakewood, WA

I had never heard of the cascade loop until Kelly held up a picture at the end of the tv show Live with Kelly and Mark. It looked beautiful, so I'd love more information!

-- Lori, Marietta, GA

I saw a write-up in the RV Travel newsletter about the cascade loop, and thought I should get the "guide"!! This is something on our bucket list for 2026.

-- David, Grand Prairie, AB

I was watching a movie where people are walking through a forest in Washington. I started looking up the best scenic drives in the U.S. The Cascade Loop showed up so we made a plan to fly into Seattle next year
David, Cibolo, TX

My family is driving the cascade loop this summer. Could I have two guides for my kids?

-- Jennifer, Sherwood, OR

Visitor Stats from Travel Guide Request Form:

- 77% of travelers are spending more than 4 days on the Loop (8% spend 11 or more days)
- 66% of travel guide requests are mailed out of state (1.7% to Canada and other countries)
- 45% of travelers are on the Loop Spring, Fall and Winter (55% in the Summer)
- 23% of traveling parties consist of 3 or more people.
- 15% of traveling parties are 4 or more individuals

From Visitor Survey:

- 59% spent more than 4 nights in Loop communities
- 52% traveled from out-of-state/country
- 48% still planned to make the trip in the future
- 44% completed their planned trip in previous 12 months.
- 30% learned about the Loop from targeted advertising
- 12% visited more than once in the past year

Favorite Things about the Loop

(Some checked more than one option)

- 80% love the scenery
- 54% appreciate the photography opportunities
- 44% went on a hike
- 40% enjoy the diversity of geography/landscapes
- 32% participated in wildlife viewing

Unknown contact said:

"I took my mom on this road trip. We went places she nor I had ever been before. She was born and raised in Wenatchee. We loved several of the stops along the way!

Taking the time for stamps/stickers brought us to a variety of locations we might not have gone otherwise.

Skykomish was a delightful little train town. Winthrop is adorable, and the man at the visitor center was very nice (we told him about the loop; he told us to see La Corner, so we did... also cute!). We got chowder on a dreary day in Coupeville, which was perfect. The history in Concrete was fascinating, and I absolutely loved driving through the North Cascades, simply breathtaking! I should also mention Leavenworth, Wenatchee, and Chelan, all of which have special places in our hearts; we just happen to frequent them more often.

We had a fantastic trip! My mom is telling all her friends about it. "



Washington State's Ultimate Road Trip

We Appreciate Our Loyal Membership

Many Cascade Loop Members have maintained a partnership for many years - here is a look back at ads from one of the first travel guides produced, the 1983 edition!



COCUSA MOTEL
200 West Rio Vista
Burlington, WA 98233
Exit 230 off Interstate 5

"Sincere Hospitality"

- 39 Units
- Color Cable TV
- D.D. Phones
- Conference Room
- Heated Outdoor Pool
- Restaurant & Lounge Adjacent

Cal & Mary Lou Leach, Hosts
(206) 757-6044



The Captain Whidbey
"An Inn by the Sea"
Since 1907

- Food • Drink
- Lodging

(206) 678-4097

Experience the warm hospitality of the Inns in Historic Coupeville

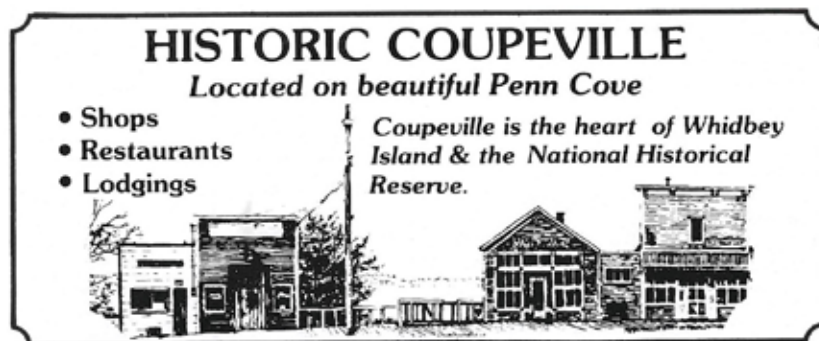


EARLY AMERICAN CASHMERE
Founder's Day
1st Weekend in July

Featuring: Wenatchee Youth Circus — Pioneer Parade
Merchant's Sidewalk Sale — Lion's Club Street Dance
Jaycee Bar-B-Que — Hill Climb
Come join in the fun!

Cashmere Chamber of Commerce
P.O. Box 343
Cashmere, WA 98815
(509) 782-1511

Chelan County Museum
Authentic Pioneer Buildings
Indian, Pioneer & Natural History Exhibits
On The River Picnic Area
782-3230



HISTORIC COUPEVILLE
Located on beautiful Penn Cove

- Shops
- Restaurants
- Lodgings

Coupeville is the heart of Whidbey Island & the National Historical Reserve.

Two Membership Levels

BASIC MEMBERSHIP \$299/year

- Your contact information in the printed/online travel guide
- Website listing with contact information (link to your website, phone number, etc.)
- Up to 6 photos on website listing

MEDIA-RICH MEMBERSHIP \$599/year

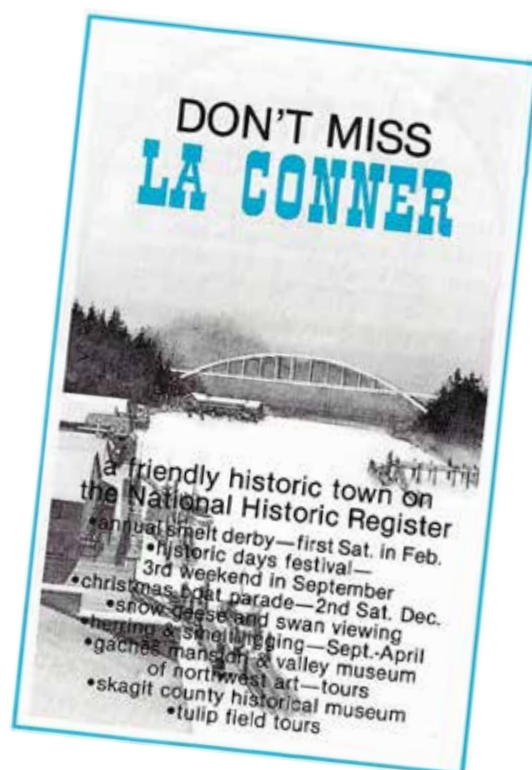
All benefits of Basic Membership plus:

- Up to 24 photos on website listing
- Inclusion in itineraries with partners' websites and magazines and social media exposure
- Your website listing appears higher on the page
- Opportunity to share your unique blog content with our audience
- Bonus exposure in "Favorites" features on the website
- Additional promotion opportunities as they present themselves throughout the year.

All Members Also Receive

- Listing on stand-alone map
- Opportunity to submit specials for our DEALS
- Receive media requests through CLA partners
- Opportunity to supply information for bonus content when requested by staff
- Book Direct participation
- Use of photo library with thousands of images
- Opportunities for promotion through bonus content and social media
- Connection to media opportunities through State and National partners.

**Only Members have the opportunity to advertise in the travel guide and digital efforts.*



DON'T MISS LA CONNER

A friendly historic town on the National Historic Register

- annual smelt derby — first Sat. in Feb.
- historic days festival — 3rd weekend in September
- christmas boat parade — 2nd Sat. Dec.
- snow geese and swan viewing
- herring & shellfishing — Sept.-April
- gachee mansion & valley museum of northwest art — tours
- skagit county historical museum
- tulip field tours

How We Encourage Traveler Visits

Travel Guide and Maps: In 2026 we printed and distributed 50,000 copies of our 80-page digest-size guide (also available for online viewing and download), and 50,000 stand-alone maps to help travelers navigate the byway's roads. The maps also provide QR codes linking to the website where travelers can find detailed information about activities, events, communities and member businesses to help plan their itineraries. Distribution is handled through our members, as well as state wide and regional locations, including at visitor centers, airports, Certified Folder displays on numerous Washington State Ferries, regional AAA offices and anyone who requests a copy through our online portal, by email or phone.

Digital Email Marketing: Twice-monthly issues are sent to an opt-in list of over 18,000 subscribers. These emails provide trip-planning information by educating, promoting events, and bringing additional exposure to members. The digital marketing also provides sponsorship opportunities for members.

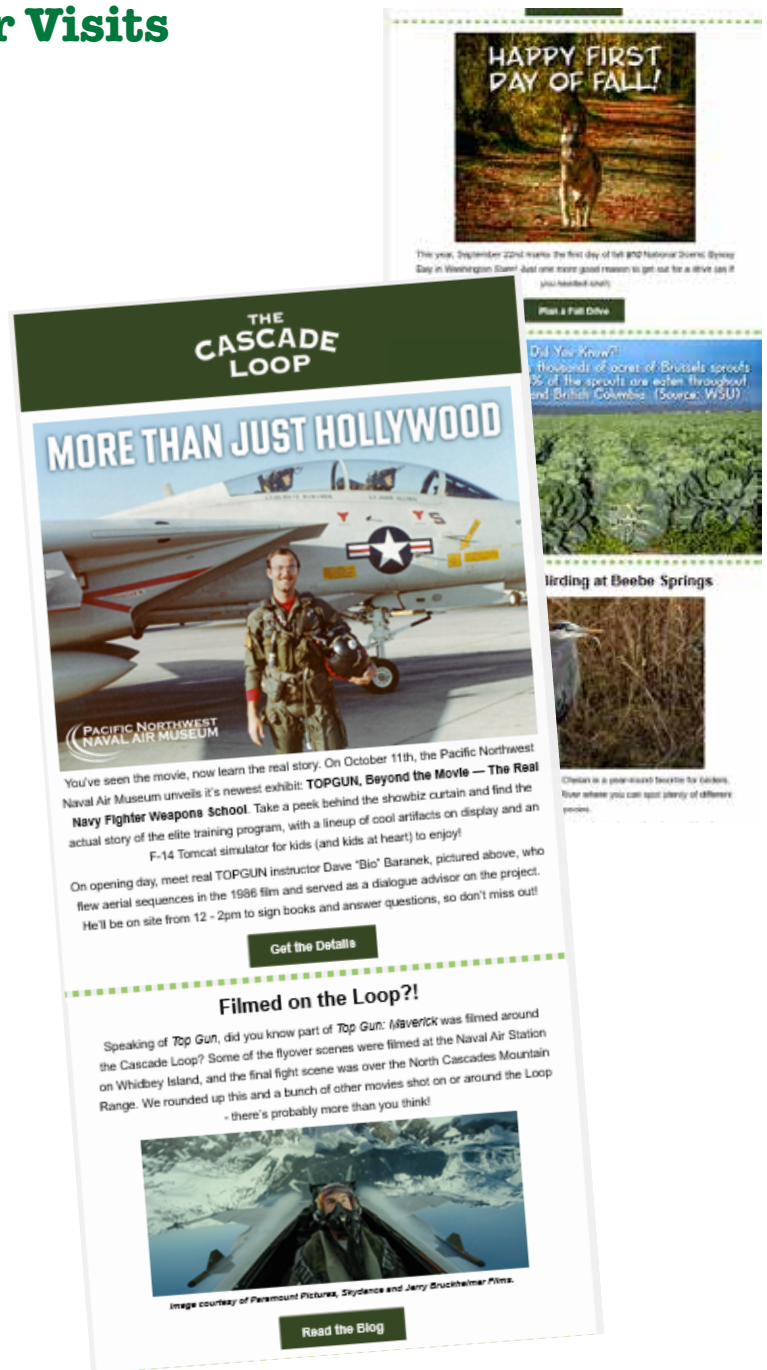
Social Media: Our Facebook (60k) and Instagram (16k) followers are engaged. We deliver content that encourages near-future visits as well as future trip planning through organic and paid placements.

Website: Our website features compelling content about all regions, attractions, activities and members, as well as side loops, an itinerary builder and an event calendar. It also offers regular blog posts and sponsorship opportunities.

Advertising: We advertise out-of-market to attract travelers who are likely to stay overnight in one of our communities. Ads appear in publications such as American Road Magazine, Northwest Travel & Life, and Scenic Washington, as well as on their websites. Co-op opportunities are available to members to help expand their reach.

Travel Writers and Influencers: We cultivate relationships with media contacts independently and through partnerships with stakeholders and State of Washington Tourism to secure editorial coverage that reaches a broad spectrum of travelers and travel niches. Hosted visits are possible with financial support from our partners.

Partnerships and Memberships: Our Executive Director serves on the board of the National Scenic Byway Association, of which we are members. We also maintain memberships with State of Washington Tourism, and the American Indigenous Tourism Association. Additionally, we actively participate in other organizations, such as North Central Washington Food Farm Trail, Genuine Skagit Valley, and Washington Filmworks.



Advertising Opportunities

All Cascade Loop members receive a listing in the Travel Guide and on our Website
We also provide 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.

Travel Guide Display Ads

Full Page*	\$5175
Half Page	\$2640
Quarter Page	\$1520
Eighth Page	\$810
*Premium Placement (online guide will hotlink to your URL)	

Our travel guide is popular for many reasons, not least of which is our commitment to a visual balance between advertising and content.



NEW: Banner Ads

WEBSITE

Banner Ads (Select Pages)\$149 (3 month run)
Ad spaces limited. Available on our most frequently viewed pages - Travel Guide Request and Event Calendar. Additional pages coming soon.

EMAIL MARKETING

Over 18k subscribers with consistent 20% open rate
Your image and content is in the opening segment of our newsletter, with direct links to your website.
Sponsorship \$499 per issue-- Promote your event, activity or traveler-centric opportunity to our audience in the opening image and content. One sponsor per issue
Banner Ad \$149 per issue (limited availability)

Social Media Campaigns

Your messages in organic posts/reels shared monthly with our social media audience. Choose Facebook (60k followers) or Instagram (16k followers)
\$399/Year

NEW: Online Map Opportunities

In 2027 we will launch a new mapping program on our website that will be more mobile friendly, and will provide opportunities for fun activities that will help bring visitors to your business. Programs ideas we are developing include Passport Challenges, Scavenger Hunts, Check-in Events and more.

Please let us know if you are interested in learning more about participating in these programs. There will be sponsorship opportunities available, in addition to no-cost options only available to Cascade Loop members.

