

What is the Cascade Loop?

Mission Statement

The Mission of the Cascade Loop Association is to provide a world-class road trip for our visitors while delivering value to our members.

The Cascade Loop Association is a nonprofit destination marketing organization promoting the 440-mile Nationally designated Scenic Byway known as 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 stakeholders to increase visitation to the communities and member businesses within nine unique regions. Designated "Side Trips" also encourage visitors to experience rural communities near the Loop.

The Cascade Loop runs on a Fiscal Year from July 1st through June 30th. The statistics reported here represent our 2024-2025 fiscal year.

How we encourage traveler visits

Travel Guide

In 2025 we printed and are distributing 80,000 copies of our 80-page digest-size printed guide (also available for online viewing and download). Distribution through our members, and 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.

In addition to onsite distribution locations, we mailed (first class and bulk) 4555 copies, and there were over 59,000 online page views /downloads.

Digital Email Marketing

Twice-monthly issues sent to opt-in list over 24,000 highly qualified leads, where we provide planning information for potential visitors, by educating, promoting events, and bringing additional exposure to members and communities. Sponsorship opportunities for members. Our open rate is currently reaching 49% consistently.

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. Sponsorship opportunities for members.

Website

Compelling content about all regions, attractions, activities, and members as well as side loops, itinerary builder, event calendar. Regular blogging, and sponsorship opportunities for members.
Over 450,000 page views with 61% engagement rate.

Print Ad Presence

We advertise in publications that draw travelers out-of-market visitors who will likely overnight in one of our communities. Ads ran in publications such as American Road Magazine, Northwest Travel & Life, and annual publications like Scenic Washington and the State of Washington Visitor Guide.

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.

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) *bookings increased over 400% since last year*
- 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.

Executive Director

The Cascade Loop Association retains a full-time Executive Director to manage memberships and travel guide production, along with guide request fulfillment and partner lead distribution. Our ED also develops advertising campaigns and digital marketing, social media efforts, grant writing, community outreach, media communications, website updates, updating Corridor Management Plan, and general herding of cats.

By the Numbers

Website

451k Page Views – Active Users up 4.4% over last fiscal year

Foreign countries spending significant time on site:

Canada, UK, Germany, Australia.

Digital Channels

Email Marketing – 24k opt-in subscribers (Consistent open rates over 45%)

Facebook - 60k followers

Instagram - 16k followers

Funding Mix

We offer memberships at two participation levels (Basic \$299 and Media-Rich \$599), and we have been fortunate to receive grant funding from county lodging tax dollars each year – dependent on that county's content proportion of the printed/online travel guide.

We leverage these dollars with opportunities from entities such as Port of Seattle and State of WA Tourism to continually promote our product: Washington State's Ultimate Road Trip!