

# 2020-2021 Membership & Advertising Opportunities

If there was ever a time to leverage your position on a designated Scenic Byway (epic road trip) it is now! Now more than ever, folks are actively seeking out ways to explore Washington State, but in a way that is responsible and safe in the face of the ongoing global pandemic. 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, our printed Travel Guide, e-newsletters, contests/promotions and social media) expands your reach to this audience and gives you the opportunity to connect with them 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 travelers so that when the pandemic is in the rearview, they know exactly where to travel when the time is right.

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 2021-2022 printed & digital Travel Guide

[Cascadeloop.com](http://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 2021-2022 printed & digital Travel Guide

[Cascadeloop.com](http://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 2021-2022 printed & digital Travel Guide

[Cascadeloop.com](http://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!*



Some Visitor Favorites!



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

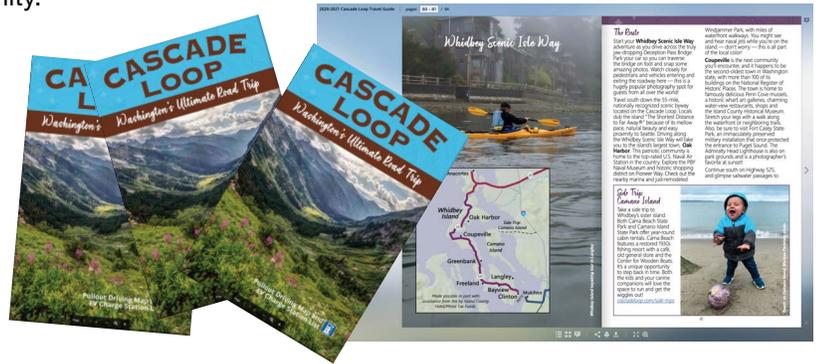
## Printed & Digital Travel Guide

Each year we print and distribute well over 100,000 copies of our printed Travel Guide. We typically start distribution in April (although we had to start delivering late in 2020 due to COVID-19) hand-delivering around the Cascade Loop, and drop-shipping via Fedex throughout the U.S. and worldwide throughout the year via USPS at no charge to travelers.

Travelers request their Free Travel Guide online at <https://www.cascadeloop.com/travel-guide> and can view the guide as a flip-book or downloadable pdf at <https://user-qqtblxf.cld.bz/2020-2021-Cascade-Loop-Travel-Guide>. 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 for the year, and shared out to our Facebook audience (currently over 55,000 fans) as a way to say thank you! Terms apply.

## Digital

*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 stand out by pushing your listing to the top of the search results in the pages on which it is listed.

## Social Media

### 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 10,000 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 four times per month.*

### Facebook Mentions ..... \$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 55,000 fans! Put your business in front of this highly engaged audience. *We'll share your tourism-specific Facebook posts specifically linking to your page four times per month.*

## Email Marketing

### Travelers Email Newsletter Content Sponsorships ..... \$499 per issue

The Cascade Loop Association has been able to catalogue over 29,000 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.*

# 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--  
4 times per month, 12 months
- (1) Email newsletter content sponsorship

Total Value: \$6,227

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

## SILVER

- Half Page Travel Guide Ad
- Featured Listing on cascadeloop.com
- Social Media Program of your choice--  
4 times per month, 12 months
- (1) Email newsletter content sponsorship

Total Value: \$3,812

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

## BRONZE

- Quarter Page Travel Guide Ad
- Featured Listing on cascadeloop.com
- Social Media Program of your choice  
4 times per month, 12 months

Total Value: \$2,242

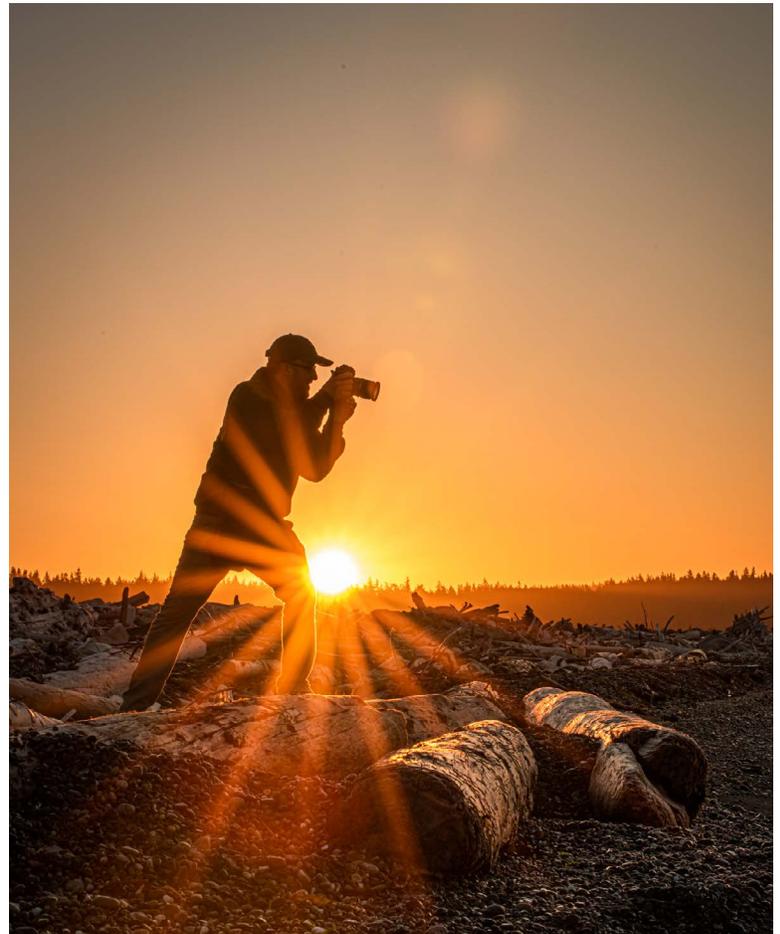
**Your Price: \$2,152 (\$90 savings)**

*\*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 Facebook audience (currently over 55,000 fans) as a way to say thank you! Terms apply.*

## All About Our Travelers

One of the things that makes the Cascade Loop Association so unique is that not only can a prospective traveler request a printed Travel Guide at any time from us (and we pay the full postage), but they can also view the entirety of the guide online as a flipbook, or download it as a pdf. We track the digital views just as closely as our printed guide requests (the digital guide was viewed 100,880 times in fiscal 2019-2020!) When folks request a printed guide, however, we request valuable information to help us get as much understanding about our guests as possible. At the end of the fiscal year we also survey these travelers to learn even more. Here is what we learned this year:

- Over 100,000 copies of the guide were printed and distributed with 97% of the copies picked up
- 52% of our travelers came from out-of-state. This represents a significant increase in the number of in-state travelers this year, likely due to COVID-19 travel restrictions
- 30% traveled during off-peak season
- 61% spent more than 4 days traveling the Loop
- 55% 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
- Top three most visited regions of the Cascade Loop:
  1. North Cascades
  2. Leavenworth/Cascade Foothills
  3. Methow Valley



While we were expecting to see significant decreases in visitation to our website due to the effects of COVID-19 travel restrictions through the Spring months, we were quite surprised to see that our numbers had not decreased overall. We found very different viewership patterns pre-COVID-19 however, as compared to later in the fiscal year when travel restrictions were put into place. 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 where social distancing can be most readily achieved.

### *Users*

July 1, 2019-June 30, 2020  
105,021 (7.16% increase)

Pre-COVID Travel Restrictions  
71,366 (19% increase)

During COVID Travel Restrictions  
33,506 (15.18% decrease)

### *Top 10 Pages (excluding our home page)*

July 1, 2019-June 30, 2020

1. Request Your Free Travel Guide
2. North Cascades
3. Leavenworth/Cascade Foothills
4. Build Your Itinerary
5. Regions
6. North Cascades Scenic Byway
7. Methow Valley
8. Event: Leavenworth Christmas Lighting
9. Hiking
10. Cabins

### *Domestic vs. International Viewers*

July 1, 2019-June 30, 2020

Domestic: 88.91%  
Canadian: 5.16%  
Other International: 5.93%

### *Social Media Growth*

With so much emphasis placed on the need to socially distance, it isn't surprising that our social media audience grew quite a bit this year. We've learned (at times the hard way) that our audience is not only engaged but they are highly sensitive right now, and unless we want to spend the day moderating comments, we have to choose our words and images very carefully. We understand that we are in a fragile space as our world continues to struggle to adapt to the changes associated with the COVID-19 outbreak so we are doing our best to continue to educate folks about the Cascade Loop Scenic Byway while messaging with safety and responsibility in mind, while also trying not to come across like we're telling folks what to do. Posts that really seem to work focus on diverse and beautiful sweeping views with links to more information online. Maintaining our voice as casual and friendly rather than "marketing-speak-y" seems to be equally important.

FB -- 54,986 fans (18% growth);  
as of Sept. 15, 2020: 55,306 fans

IG -- 9,987 followers (62% growth);  
as of Sept. 15, 2020: 10,369 followers

