

Quarterly Member Meetup

October 28, 2024

AGENDA:

Introductions

(Share a News Item or your most often asked question!)

Review FY Efforts

2024 Membership Info

The screenshot shows the website's header with a navigation menu containing icons for social media (Facebook, Pinterest, Instagram, Search), and categories: Explore, Tips & Tools, Dine, Stay, Events, and Deals. The main content area features a scenic landscape of a field and mountains with the hashtag #dotheloop overlaid. On the right, there is a 'Free Travel Guide' section with a 'Sign Up for Our Newsletter' button. The 'America's Byways' logo is visible in the bottom left corner of the image area.

Experience Washington's Ultimate Road Trip!

Cascadeloop.com is in constant motion - regularly updating images and adding fresh content

Last Fiscal Year Stats:
454,014 page views (up 21.4%)
New Users are up 12%



From the salt waters of the Puget Sound over the Cascade Mountains, through foothills and valleys, then back again past snow-capped peaks and island vistas ... adventure beckons!

The Cascade Loop is Washington State's Ultimate Road Trip!

Free 80-page printed travel guide available at Cascadeloop.com
Collect Souvenir Passport Stamps around the Loop and earn prizes!



< Adventures Northwest Magazine, Fall 2024

THE CASCADE LOOP
WASHINGTON'S ULTIMATE ROAD TRIP

Visit the
**Cascade Loop
National Scenic
Byway**

and see the locations
where your favorite
movies were filmed!

- Surviving the Game (1994)
- Captain Fantastic (2015)
- The Courage of Lassie (1946)
- Double Jeopardy (1999)
- War Games (1983)
- Top Gun: Maverick (2022)
- Practical Magic (1998)
- Harry & The Hendersons (1987)
- The Postman (1997)
- Butterfly Effect (2004)
- The Deer Hunter (1978)

Request a
Free 80-Page
Travel Guide at
cascadeloop.com

American Road Magazine, Autumn 2023

Northwest Navigator

A monthly collection of the best travel & experiences in the NW



FEATURED

Cascade Loop National Scenic Byway

Encompassing the peaks of the North Cascades, the wine and orchard country of North Central Washington and bucolic islands in the Salish Sea, the Cascade Loop Scenic Byway has it all. With nine distinct regions making up the 440-mile loop, you can take this route in shorter chunks or as one epic road trip. Just don't be in a hurry

Northwest Travel & Life, June 2024

Referrals From Guide Requests:

Discoverer Blog

Bird Watchers Digest

Tripadvisor

Outbound Collective

Curiocity website ad

The Aplets and Cotlets catalog

Scenic Washington

Northwest Travel and Life magazine

Adventures Northwest Winter 2023/24

Youtube

Marriott Bonvoy Traveler

RV Share website

AAA club monthly newsletter

New York Times

Seattle Times article

Fodors

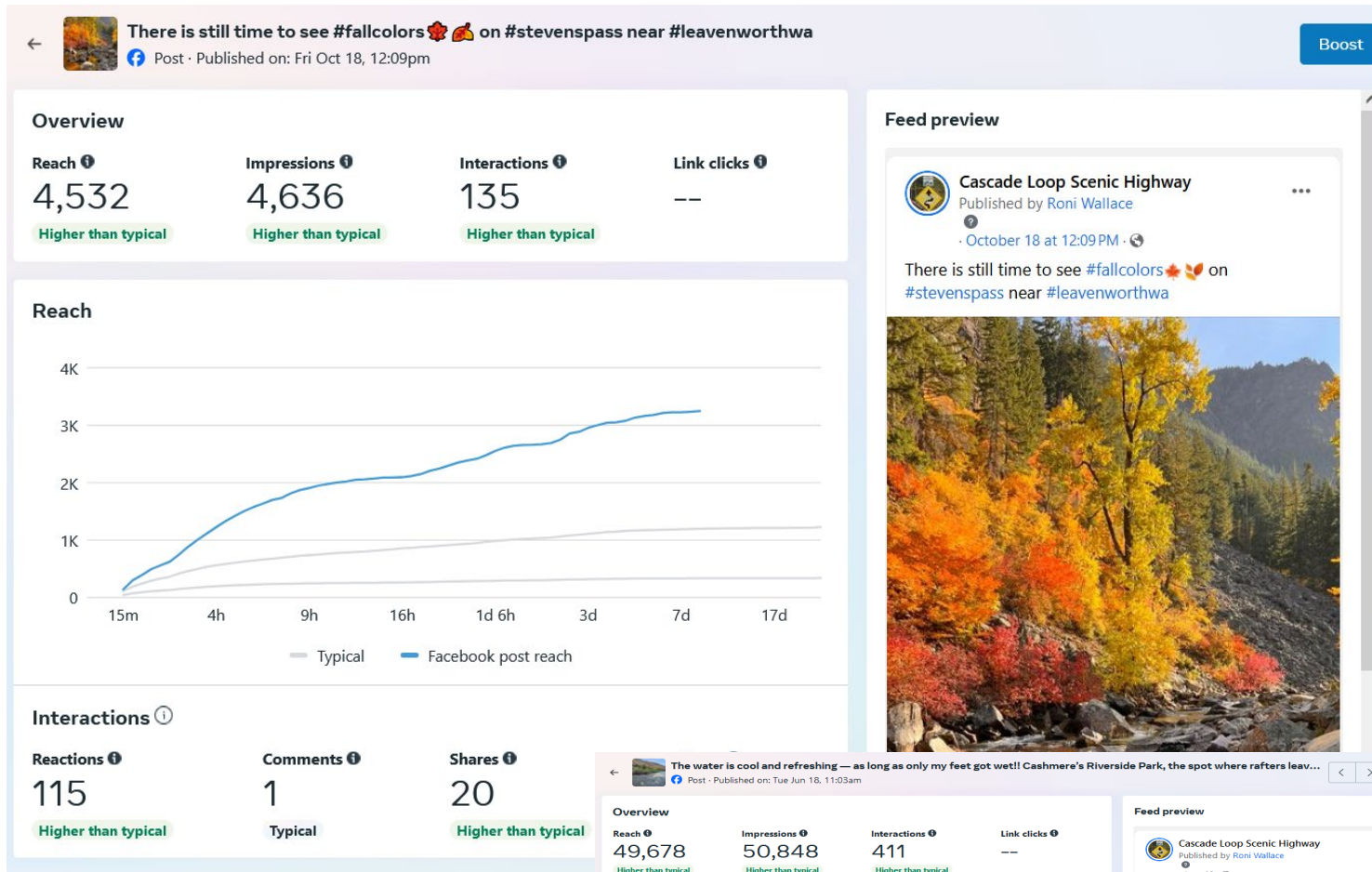
KOMO news email

I googled "Washington National Parks loop, and this was the top result.

I googled "Bucket List trips Cascade Mountains"

Your online ad for ghost towns drew me in. Skip Seattle, but I love the rest of the state!

Saw a reference to Mazama in an obituary and noted the beautiful mountains when I googled it ...

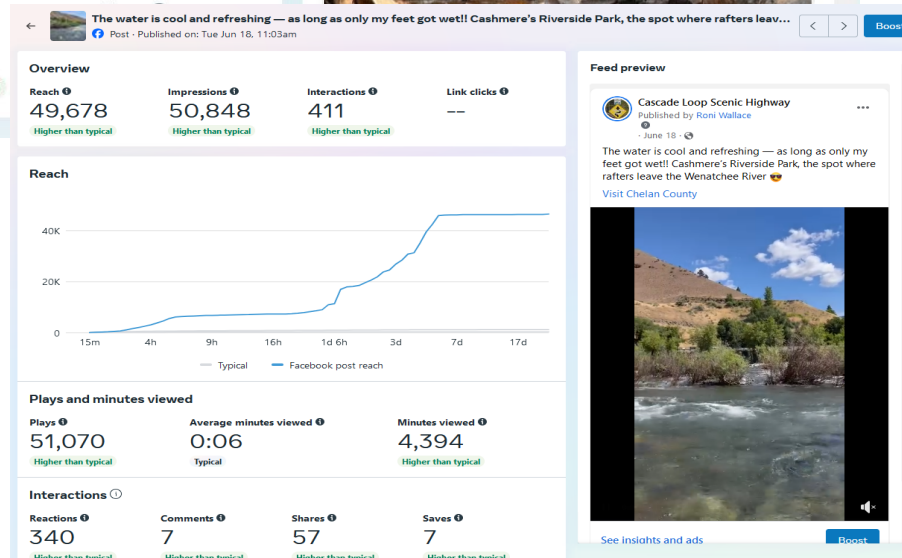


Feed preview

Cascade Loop Scenic Highway
 Published by Roni Wallace
 · October 18 at 12:09 PM · 🌐

There is still time to see #fallcolors 🍁🍂 on #stevenspass near #leavenworthwa

Collecting more short videos to share >>



Digital Efforts

Facebook:

60,725 Followers (Up slightly)

Instagram:

15,237 Followers (up from 14,101 last quarter)

Pinterest:

330 followers

337 monthly views

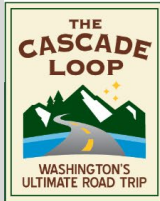
(revisiting this platform 10/24)

Digital Newsletter

Opt-in List: 30,747

(cleaned up the list - better open rates)

MEMBER OPPORTUNITIES



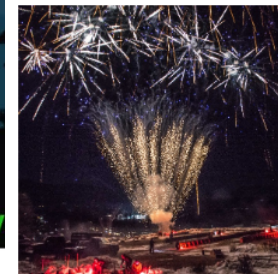
ALL OCTOBER LONG



ZOMBIE 5K - ESCAPE ROOM - FIND JACK - SCARECROW CONTEST - HARVEST ACTIV

Events

Event Calendar is shared in digital newsletters and on social media



Christmas at the End of the Road
Thursday, Nov 28, 2024
Riverside Ave Riverside, Winthrop, WA 98862

An Old Fashioned Cowboy Christmas in Winthrop, WA. You'll see the town lighting, fun for the kids, local shopping discounts, and the best small-town fireworks show in the PNW!...[Read More](#)



Twisp's Mistletoe Madness
Friday, Nov 29, 2024
 3-7pm (some businesses will offer specials)

Glover Street, TwispWorks & 2nd Ave Downtown Twisp .

Save the date for Twisp's annual holiday shopping extravaganza and winter festival Mistletoe Madness! 🗓️ Friday, NOVEMBER 29th from 3pm-7pm in downtown Twisp on Glover Street. Join us for a winter festival celebrating our amazing community of local businesses and...[Read More](#)



Farm Lights Festival
Greenbank Farm Lights + Holiday Markets
Saturday, Nov 30, 2024
 Sat & Sun, 10:00 AM to 5:00 PM
Greenbank Farm -- Whidbey Island
 365 Wonn Rd, Greenbank, WA 98253

🌟 Celebrate the Season at Greenbank Farm 🌟 🎄 Santa Comes to Town on Sat, Nov 30 at 3:00 🌲 Tree Lighting on Sat, Nov 30 at 4:00 🛍️ Holiday Markets on two weekends: Sat, Nov 30 – Sun, Dec...[Read More](#)

Occurs: Every week on Sunday Saturday, until December 08, 2024



Sedro-Woolley Sip & Stroll
Saturday, Nov 30, 2024
 4:00pm - 6:00pm
Downtown Sedro-Woolley Murdock & Metcalf Streets, Sedro-Woolley, WA 98284

November 30th: Sip & Stroll 4p-6p Kick off the holiday season with our beloved Sip & Stroll event! Sponsored by Integris Real Estate and Hosted by the Sedro-Woolley Museum and the Chamber. You'll start at the Sedro-Woolley Museum (727 Murdock...[Read More](#)

Book Direct Feature Draws travelers directly to Members Booking Engine

*(no charge to our
lodging members)*

35 PROPERTIES found on Jun 10th - Jun 11th

Change Your Dates:

06/10/2025



06/11/2025



FILTER BY:

Average Rate/Night



Location



Lodging Type

- All Lodging
- B&Bs / Country Inns
- Cabins
- Camping & Glamping
- Farm Stays
- Hotels & Motels
- Large Group Venue
- Lodges & Resorts

Amenities



SORT BY:

All

35 properties match
your customized search
criteria



Hilton Garden Inn Wenatchee

Lodging Type: All Lodging, Hotels & Motels

25 North Worthen Street
Wenatchee, WA 98801



Map Website More Info

Search...

DISPLAY: Grid List Map

Average Rate/Night

\$262^{00*}

BOOK >> DIRECT

View Rates by Date



Beaver Valley Lodge

Lodging Type: All Lodging, Farm Stays, Hotels & Motels

18630 Beaver Valley Rd
Leavenworth, WA 98826



Map Website More Info

Average Rate/Night

This property has a
minimum stay (2 nights)
requirement during your
selected dates, please
adjust your dates
accordingly.

View Rates by Date



Captain Whidbey Inn

Lodging Type: All Lodging, Hotels & Motels

2072 Captain Whidbey Inn Road
Coupeville, WA 98239



Map Website More Info

Average Rate/Night

\$259^{00*}

BOOK >> DIRECT

View Rates by Date





**Pullout Driving Map
Hikes, Festival List
Dog Parks & Playgrounds**

Welcome to Washington State's Ultimate Road Trip! Across the state there has been an increase of travelers and these folks are looking for things to see and do! Our Cascade Loop 80-page printed and online travel guide along with our website and social media channels are resources that provide this information, and your membership with the Cascade Loop Association allows us to promote your communities and businesses to this engaged audience!

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.

MEMBERSHIP LEVELS

Basic \$299 per year

Text listing in 2024-2025 printed and digital Travel Guide

Cascadeloop.com

- Contact information (Website URL, business address and map link, phone number, email address, social links)
- Description
- Ability to submit unlimited Specials
- 6-image photo gallery

26k clicks to Travel Guide request page
20k downloaded or viewed online guide

Media-Rich \$599 per year

Text listing in 2024-2025 printed and digital Travel Guide

Cascadeloop.com

- Contact information (Website URL, business address and map link, phone number, email address, social links)
- Description
- Ability to submit unlimited events to Events Calendar (attached to listing)
- Ability to submit unlimited Specials (attached to listing)
- 24-image photo gallery
- Video Gallery
- Unlimited blogging on website
- Inclusion in Online Itineraries on cascadeloop.com as well as media sites NSBF, American Road, experiencewa.com, etc.
- Uploadable documents (pdfs of menus, maps, coupons, brochures, etc.)

EXPERIENCE
ANACORTES
YOUR ISLAND GETAWAY

ANACORTES.ORG

© Rakon 2022

The Cascade Loop 80-page printed travel guide is mailed free of charge to anyone who requests it, anywhere on the planet!

- DISPLAY AD RATES:**
- Full Page \$5175
 - Half Page \$2640
Vertical or Horizontal
 - Quarter Page \$1520
Vertical or Horizontal
 - Eighth Page \$810

Display Ad and Add-on Packages available to increase your business exposure on multiple channels

DAM GOOD TIME

Rocky Reach Discovery Center
Open 9:30 a.m. - 5 p.m.,
Tuesday - Saturday
Located seven miles north of
Wenatchee on Hwy 97A

OVENELL'S HERITAGE INN

Log Cabins, Guesthouses
& Historic Ranch
Fully Equipped Cabins - Open All Year

46276 Concrete Sauk Valley Road, Concrete
(360) 853-8494 | ovenells-inn.com

MOUNTAIN VIEW
~LODGE & RESORT~

(509) 687-9505
mvlresort.com

Lake Chelan
AWAITS YOU

MICRO WEDDINGS **FAMILY FUN**

YEAR ROUND HOT TUB **GATHERINGS**

GORGEOUS VIEWS

GREAT ROOMS

BOOK NOW!

Web “Banner” Offerings

The Cascade Loop Association strives to provide compelling content without looking like a sales-pitch, so we will work with you to create graphics that will be well-received by our audience.

Targeted Custom Content:

Page	Price Per Month
Cascadeloop.com (Home Page).....	\$387
Cascadeloop.com/travel-guide..... <i>(Received 16,495 views last FY - 1053 views August 2023)</i>	\$87
Other pages as requested.....	\$48



Fall in Love with Chelan County

Three of the unique regions on the Cascade Loop are in Chelan County: [Leavenworth and the Cascade Foothills](#), [Wenatchee and the Columbia River Valley](#), and the [Lake Chelan Valley](#). Each region features unique geography, culture and charm. Book a flight to [Seattle-Tacoma International in Seattle](#), then connect to [Pangborn in Wenatchee](#) --- and let your adventure begin!

[Learn More](#)



Lake Chelan Wine Harvest

All harvest season long, food and wine lovers can be the first to taste autumn's fresh picks while taking in the stunning views of the lake and landscape unique to this time of year.

Don't miss out on seasonal Harvest dinner specials, grape stomp activities, live music, and entertainment — happening throughout the Lake Chelan Wine Valley beginning the first day of Fall through Thanksgiving.

[Learn More](#)

Receive a Free Cascade Loop Travel Guide



Please fill out the request form below to receive your FREE 80-page Cascade Loop Travel Guide in the mail at no charge. Allow 3-4 weeks for bulk mail delivery.

Collect Souvenir Passport Stamps in your printed travel guide, and enter to win prizes -- [learn more here!](#)

If your travel plans are immediate check out our [Travel Guide Online](#) or [Download the PDF](#)

Order Printed Copy

First Name *

Digital Offerings

Digital Newsletter

The Cascade Loop Association has catalogued over 32,000 opt-in email addresses. Put your message and image in front of this highly-qualified audience. Newsletters are emailed bi-monthly. Sponsorships will be reserved on a first-come, first-served basis. Limited availability for Segment Promotion opportunity.

Content Sponsorship - \$499 per issue

Digital Newsletter Segment Promotion - \$75 per issue

Social Media

Facebook Shares - \$399 per year

Put your business in front of this highly engaged audience of over 60k. We'll share your tourism-specific Facebook posts specifically linking to your Facebook page 2-3x per month.

Instagram Organic Posts - \$399 per year

Put your business/organization in front of our highly engaged audience of over 14k. At least once each month we will create organic content about you, and share it with our fans, which will help increase your following, and bring more engagement!

Advertising Packages

GOLD

Full Page* Travel Guide Ad
Featured Listing on cascadeloop.com
Social Media Share Program
(1) Email newsletter content sponsorship

Your Price: \$5726 (\$747 savings)

Total Value: \$6,473

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: \$3,632 (\$305 savings)

Total Value: \$3,937

BRONZE

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

Your Price: \$2328 (\$165 savings)

Total Value: \$2,493

*Premium placements--
inside front cover, inside
back cover and back cover
not eligible for packages.

Premium Placement and Full
page advertisers will receive
additional exposure on the
website and shares to our
Social Media audience
(currently over 72,000 fans)
as a way to say thank you!