

CRATER LAKE COUNTRY 2024

LET CRATER LAKE PROMOTE YOUR BUSINESS

More than 525,000 people visit Crater Lake annually!
Over 360,000 search online for Crater Lake info every month.

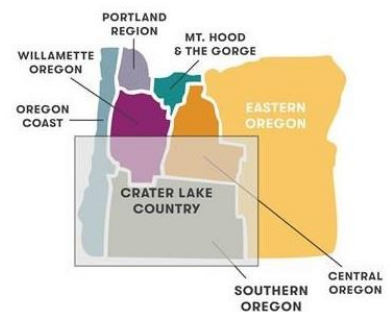
How will these Crater Lake visitors find you?



TEN YEARS OF CRATER LAKE COUNTRY (CLC) SUCCESS

- ***600 million people have been exposed to Crater Lake Country marketing.***
- ***More than 1.2 MILLION have visited the Crater Lake Country website.***
- ***\$230,000 has been invested in promoting our partners!***

Launched in 2013, we are the only 100% Crater Lake focused marketing cooperative. As a Regional Destination Marketing Organization (RDMO) we have one goal: connecting you with Oregon's most well-known brand and visitor attraction. More than 70 companies have chosen to be partners in this effort since its launch.



"We truly appreciate the extra marketing channel that you provide. You do a great job."

CLC PARTNER SINCE 2013

Many destination websites are funded by room tax. Therefore, they must promote the entire region, with only limited exposure for your business via paid ads. Because Crater Lake Country is a self-funding private cooperative marketing effort, all marketing is focused on you: highlighting your business with specific information and links to your website.

A DESTINATION MARKETING CAMPAIGN DESIGNED TO DELIVER!

COMPLETE WEBSITE EXPOSURE - Including an editorial feature, photo, a direct hotlink to your website, plus an interactive map link that lets visitors navigate directly from your business to Crater Lake!



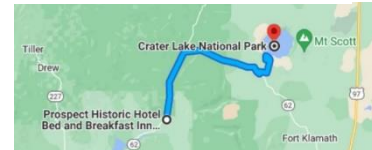
ROGUE REGENCY INN & SUITES

MEDFORD (80 miles to Crater Lake) – Located on the main route to Crater Lake (Highway 62), this full-service hotel has 203 guest rooms. From the Presidential Suite to their spacious guest rooms, the Rogue Regency offers complimentary Wi-Fi, parking, fitness room, indoor pool, hot tub, on-site masseuse, on-site hair salon, and complimentary 24-hour shuttle to/from the Rogue Valley International Airport. Restaurant and Sports Bar on premise. Location: 2300 Biddle Road, Medford, OR 97504, Phone: 800-535-5805.

VISIT THE WEBSITE

MAP LOCATOR

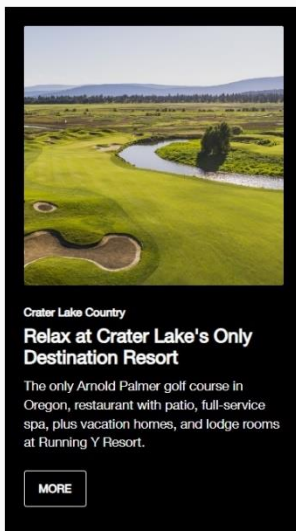
MORE MAPS, MORE LINKS - Only Crater Lake Country features numerous direct links to your website, plus map links that show how visitors find Crater Lake from your location.



A PRINT, BROADCAST AND NATIVE AD CAMPAIGN - Ninety percent of partnership fees are re-invested in advertising and PR, driving referrals to your website.

***“Your website is our number one referral site.
Thanks for helping us reach Park visitors.”***

CLC LODGING PARTNER SINCE 2013



A SOCIAL MEDIA AND E-BLAST CAMPAIGN - The Crater Lake Country Facebook (FB) page continuously highlights our partners. We constantly review your social media efforts to share them with our 12,000 FB followers via organic and paid postings. We also run Facebook and Instagram contests, plus we have an ongoing e-mail marketing effort (9,000 opt in list) that features our partners.

YOUR OWN NATIVE AD - Depending on the level of partnership you select; you also can have **your own branded native ads** (sample on the left).

PICK THE PARTNERSHIP THAT WORKS BEST FOR YOU...

LEVEL 1 - GATEWAY PARTNERS - This partnership brands your location/destination as one of the top gateways to Crater Lake National Park.

LEVEL 2 - ATTRACTION PARTNERS - This partnership brands your business as a “must visit” attraction (or lodging) within a day’s drive of Crater Lake. Grab your share of the 500,000+ annual visitors to the Park!

LEVEL 3 - LODGING PARTNERS - This partnership is designed to position you as a top lodging option within each category: (1) hotel/motel/B&B, (2) resorts, (3) RV park, (4) vacation rentals. Lodging is displayed by major travel routes.

LEVEL 4 - SEE & DO PARTNERS - This partnership brands you as a “popular” see and do attraction when visiting Crater Lake. You do not have to be within a day’s drive of the Park or even be in Oregon. Six categories: 1) Things to See and Do, 2) Wineries, 3) Breweries, 4) Dining, 5) Casinos, and 6) Golf Courses.

MARKETING PARTNERSHIP BENEFITS AND COSTS

PARTNERSHIP LEVELS	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
MARKETING BENEFITS	GATEWAY	ATTRACTIONS	LODGING	THINGS TO SEE AND DO
COMPLETE WEBSITE EXPOSURE including editorial copy, photo (300 x 250) all linking to your website URL.	Home Page EXCLUSIVE 125 words, plus photo	Attraction Page 100 words plus photo	Lodging Page 75 words plus photo	Special Sections Wineries Breweries Dining Casinos Golf Course 50 words, plus photo
ADDITIONAL FREE LISTINGS to improve your click-thru rate.	Up to 3 listings	Up to 3 Listings	1 listing only	1 listing only
YOUR OWN NATIVE ADS in a CLC digital campaign (500,000+ impressions for your business) – build your brand connection to Crater Lake.	Your own Native ads \$600+ value	Your own Native ads \$600+ value		
VIDEO AND FACEBOOK LINKS can easily be included with your listing.	Included	Included	Included	Included
PROMOTE DISCOUNTS AND SPECIALS by sharing your offers or discounts with our website visitors on our special page.	Included	Included	Included	Included
PROMOTE YOUR EVENTS with a free hot link to your event page from our dedicated event web page.	Included	Included	Included	Included
A PRINT, BROADCAST, DIGITAL AD, AND PR CAMPAIGN driving visitors to your CLC website listing.	Included \$15,000 value	Included \$15,000 value	Included \$15,000 value	Included \$15,000 value
SOCIAL MEDIA CAMPAIGN creating more exposure for your efforts.	Included	Included	Included	Included
PER MONTH*	\$100	\$70	\$55	\$35
ANNUALLY	\$1,200	\$840	\$660	\$365

* If you prefer to pay monthly, auto pay is available by credit card (4% processing fee).

**CALL NOW TO FIND OUT IF WE ARE RUNNING
ANY CURRENT DISCOUNTS FOR NEW PARTNERS!
WHO IS VISITING CRATER LAKE COUNTRY.COM?**

(2012-2023 Data - DCG Research)

- *61% will visit the area within the next 12 months*
- *92% live in Oregon, Washington, Idaho, and California*
- *47% have never visited Crater Lake National Park*
- *Lodging, restaurants, and attractions - top interests of site visitors*
- *53% are 49 years old or younger*
- *53% have household income over \$50,000+*

THE DENNETT CONSULTING GROUP
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The Dennett Consulting Group, one of the Pacific Northwest's well-known cooperative marketing firms, created and runs Crater Lake Country. During president/founder Mark Dennett's lengthy career he has helped major visitor associations create more than 300 successful co-op programs generating more than \$100 million in exposure for co-op partners. Mark was one of the original founders of Travel Southern Oregon (aka SOVA – Southern Oregon Visitors Association).