

CRATER LAKE COUNTRY 2026

LET CRATER LAKE BE YOUR MARKETING PARTNER

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

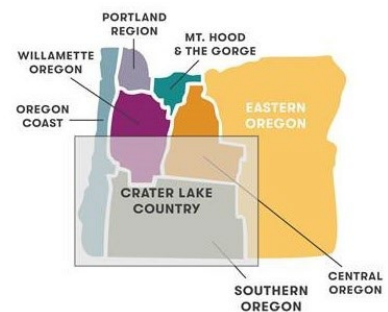
How will these Crater Lake visitors find you?



TWELVE YEARS OF CRATER LAKE COUNTRY (CLC) SUCCESS

- ***620 million people have been exposed to Crater Lake Country marketing.***
- ***More than 1.5 MILLION have visited the Crater Lake Country website.***
- ***\$275,000 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 - Includes an editorial feature, photo, a direct hotlink to your website, location video (if you have one), plus an interactive map link that lets visitors navigate directly from your business to Crater Lake!

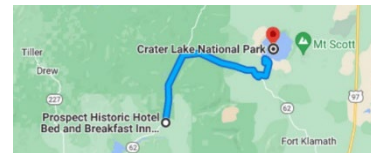


KLAMATH FALLS

DISCOVER KLAMATH (Highway 97 in Klamath Falls, 56 miles from Crater Lake) With Discover Klamath's help, you'll travel like a local and realize that Klamath County has an abundance of attractions and activities for you. There's just MORE here. More sights to see, more things to do, and more places to explore in 300 days of sunshine each year. With over 6,000 square miles to venture, Klamath County is home to Oregon's premier national park, Crater Lake, and is only a stone's throw away from Lava Beds National Monument. You can paddle in brilliant blue waters, hike and explore vast open spaces, marvel at breathtaking views, and hit the trails on the diverse range of mountain biking trails for all skill levels. Let Discover Klamath help you plan your trip! Location: Visitor Center, 205 Riverside Drive, Klamath Falls, Oregon. Phone: 800-445-6728.

[VISIT THE WEBSITE](#)
 [MAP LOCATOR](#)
 [LOCATION VIDEO](#)

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 - 69,000+ referrals to listings and websites in 2025.



A top-rate American small town, Ashland, is the ideal basecamp for visiting Crater Lake Country. Come explore their trails, taste their flavors and sip their wines. Ashland is the ideal basecamp destination for visiting Crater Lake. It offers amazing hospitality...

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

A SOCIAL MEDIA AND E-BLAST CAMPAIGN - The Crater Lake Country Facebook (FB) page – 14,000 followers – continuously highlights our partners. We constantly review your social media efforts to share them. We also run Facebook and Instagram contests, plus we have a monthly e-mail marketing effort (10,000 opt in list) that features our partners.

What partners think of their Crater Lake Country Partnership

96%	SAY THEY ARE SATISFIED (61% EXTREMELY SATISFIED)
100%	WOULD RECOMMEND CLC TO OTHERS (83% VERY LIKELY)

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 more than half million annual visitors to the Park!

LEVEL 3 - LODGING PARTNERS - This partnership is designed to position you as a top lodging option within a specific category: (1) hotel/motel/B&B, (2) resorts, (3) RV park, or (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.

2026 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 OR EMAIL NOW TO FIND OUT IF WE ARE RUNNING
ANY CURRENT DISCOUNTS FOR NEW PARTNERS!**

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WHO IS VISITING CRATER LAKE COUNTRY.COM?

(2012-2025 Data - DCG Research)

- *61% will visit the area within the next 12 months*
- *92% live in Oregon, Washington, Idaho, and California*
Top traffic cities: Medford, Grants Pass, Ashland, Portland, Klamath Falls
- *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).