Visit Loveland Launches Its First All-Digital Visitors Guide

*Guide includes actionable ways to explore city’s wide-open spaces, public art, local shops and new way to purchase love locks online*

LOVELAND, Colo. – May 22, 2020 – Visit Loveland, the official, award-winning tourism arm and destination marketing organization for the City of Loveland today launched its first all-digital visitors guide. The 59-page guide, which is accessible at visitlovelandco.org, is Loveland’s largest guide to-date, focused on the places and attractions to experience in the city.

“Our print guide has been available in a PDF format on our website for years, but this digital guide was designed for an online environment, allowing us to keep the content fresh in this ever-changing tourism landscape,” said Cindy Mackin, visitors services manager for the City of Loveland. “In addition to what has been launched today, we will be adding and sharing additional content over the year.”

**Guide highlights include:**

- Features on Loveland’s wide-open spaces and outdoor recreation
- Local art and culture including public art, live entertainment, art gallery, sculpture garden and bronze foundry highlights
- Top 10 and Top 10 lists for families, general visitors/locals, hiking, biking and water spots
- Loveland Locks tips and a new online store for people to purchase locks directly
- Several eat/drink spotlight for inspiration across the city
- A focus on downtown Loveland and ways to explore the heart of the city
- An exploration of valentine season in Loveland
- Lodging and campgrounds
- Signature events
- Day trips to and from Loveland

Interactive elements of the guide include links to google maps for directions, embedded videos (look for the play icon on each page) and resources for certain activities and open spaces, ways to engage online and more. Learn more and get your guide [here](#).

**About Visit Loveland**

As the official tourism art and destination marketing organization for the City of Loveland, Visit Loveland’s mission is to strengthen Loveland’s share of the Colorado travel market by promoting the unique assets of Loveland to increase visitation and maximize the economic impact of travelers. Visit Loveland launched in 2012 following the approval of a 3% lodging tax approved by Loveland voters in 2009. Visit Loveland is comprised of five full-time City of Loveland staff members in the Economic Development Department. Visit Loveland staff reports to the seven-member Community Marketing Commission, an advisory board to city council on the City’s use of the revenues received from the Lodging Tax levied under Code Chapter 3.24 to promote tourism, conventions and related activities within Loveland. Learn more at VisitLovelandCO.com.

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