Visit Loveland Launches #LovelandLovesTourism Campaign to Rally The Community and Celebrate Destination Amenities

*The celebration runs June 8-14 with focus on being a local Loveland tourist*

LOVELAND, Colo. – June 3, 2020 – Visit Loveland, the official, award-winning tourism arm and destination marketing organization for the City of Loveland, is launching a weeklong #LovelandLovesTourism campaign from June 8 - 14 to celebrate the local people, places and amenities that make Loveland a destination. The celebration was announced through a City of Loveland proclamation last night.

“Our job as the destination marketing organization is to encourage visitors to shop, eat, stay, and play in Loveland. COVID has impacted our spring and summer travel seasons, but our commitment to travel and our community has only grown,” said Cindy Mackin, visitor services manager for the City of Loveland. “Tourism starts locally, and we see this as a great way to get everyone in Loveland involved by sharing the great things about our destination and rally support for our community.”

Starting June 8, Visit Loveland’s #LovelandLovesTourism campaign invites residents, businesses, and Loveland supporters to share what they love most about Loveland. A campaign logo, "Be a Local Tourist," has been created and is a cornerstone of the campaign. Visit Loveland urges locals to step up and be tourists in their city as part of a larger effort to help the community understand, celebrate, and become tourism advocates for Loveland. The campaign will also highlight local itineraries and "Live Like A Local" stories to inspire visitors when it is time to visit again.

A #LovelandLovesTourism toolkit includes social media profile frames, logos, and signs for businesses and community members to use and share. The link will be available and shared on Visit Loveland's website and social media channels Monday when the campaign begins.

All are welcome to share their love for Loveland with the world by posting photos, videos, and Loveland tips like favorite stores, hikes, and restaurants on social media with the hashtag #LovelandLovesTourism. Selected material will be showing up on Visit Loveland Colorado's Facebook page and Instagram.

“All of us are fortunate to live in a city as vibrant and beautiful as Loveland is,” City Manager Steve Adams said. “As we all cope with the effects of a global pandemic, opportunities arise for us to become reacquainted with our city in ways we might have overlooked before. Let’s all take time to enjoy Loveland the way that visitors do and, at least for now, become tourists in our own hometown.”

**About Visit Loveland**

As the official tourism arm 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 four 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](http://VisitLovelandCO.com).

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