



MEETING DATE: March 27, 2019

TO: Community Marketing Commission

FROM: Cindy Mackin, Visitor Services Manager

TITLE: February Update

SUMMARY: This is a report for the month of February

This position was created with the vision to establish and promote Loveland as a world-class destination for art, leisure and business through the implementation of the Destination Loveland Strategic Plan. Over the last month, the following has been accomplished:

Lodging Tax - Lodging Tax collections for February were \$60,850. This reflects a 6% increase over 2018. Year to date, collections are up 3% with total collections at \$114,406.

Visitors Center - Visitors Center sales in February were \$26,900, a 61% Increase over 2018. This is the single highest month of sales on record. This increase is due to the Love Locks sales at both the Visitors Center and at the Loveland Sweetheart Festival the weekend of February 8th and 9th.

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PR and Social Media – The PR/social media focus for February was Valentine’s Day and promoting the Loveland Sweetheart Festival as a destination event. The PR value for February was **\$430,265 with over 104.9 million** impressions and 8.71k media social shares. Staff, including the Chamber and Valentina, appeared on multiple television segments in Colorado Springs and Denver. Loveland was featured on 9 News, CBS 4, Coloradoan, Fox 31, KDVR, Laranue Kuvem Wyoming News, Yahoo and many others.



Loveland gets some LOVE from China – Visit Loveland partnered with the Colorado Tourism Office and our representatives in China for a special promotion and contest that they ran on Weibo (a microblogging social media platform – basically equivalent to our Facebook but with over 445 million monthly users.) Visit Loveland worked to craft a fun press release on Loveland during the Valentines month, playing up the Sweetheart City Angle, the new LOVE sculpture, the chambers

valentines remailing program and newly launched Sweetheart City Festival. The results were phenomenal! Visit Loveland’s press release and our photos were picked up by the chinese wire and covered on over 27 different chinese websites including Travel Weekly! Our :30 video that we created for Weibo was viewed 89,000 times! To put that into perspective our next highest video viewing is our basic Loveland commercial that has been viewed 18,000 times. With a advertising Value of over **\$280,000** just for the websites alone, this was a HUGE success! To incentivise people to interact with the contest, they won prizes like our Visit Loveland Heart Pens, Love Locks, Pins, Loveland Coffee, 2019 Valentines, heart necklaces and more! It was an amazing partnership and a GREAT way to spread the LOVE of Loveland around the World!!!

TRAVEL WEEKLY CHINA 旅讯

为即将到来的情人节，科罗拉多州爱之地(Loveland)推出情人节礼物邮寄活动 (Valentine Re-Mailing Program) 和爱心情人节等活动。

情人节将近 科州爱之地掀起“全城热恋”

2019-01-18



环旅世界
Premium Traveler

科州爱之地 (LOVELAND) 为爱而生——爱情传奇黑色情人节

admin · 2周之前 · 北美洲



在科罗拉多州北部，有一座为爱而生小城——爱之地 (Loveland)，它是美国著名的甜心城 (The Sweetheart City)。平日里，这是座浪漫文艺的艺术之城，汇集了全球知名雕塑家的精彩作品；而当每年2月临近，这里就充满了浓浓的爱意，各式各样的庆祝活动将让这座甜心城陷入一场轰轰烈烈的全城热恋。

爱意转弯——以爱为名的情人节独特惊喜

科罗拉多州旅游局

1月21日 11:40 来自 微博 weibo.com

#玩出新花样# 在科罗拉多州北部，有一座以爱为名的小城——爱之地 (Loveland)。平日里，这是一座浪漫文艺的艺术之城；而当每年2月来临，这里充满了浓浓的爱意，各式各样的庆祝活动将让这座美国著名的甜心城 (The Sweetheart City) 陷入一场轰轰烈烈的全城热恋。不管是独具匠心的爱之地情人节礼物，还是参加独特的冰火节，爱之地一定会为你的情人节增添浪漫幸福的回忆。#精彩科罗拉多# #科罗拉多州旅行# 科罗拉多州旅游局的秒拍视频

收藏全文



阅读 1.9万 · 赞 38 · 评论 18 · 转发 43

Topic: Lock your love and experience a Valentine’s Day unlike any other, only in the nation’s Sweetheart City, Loveland!
Views: 89,000
Retweets: 38



Monthly E-Newsletter - The February newsletter was focused around Valentine's Day and happenings in Loveland during the month of February. The Loveland Sweetheart Festival was the primary focus but also included shopping at the Visitors Center, lodging packages and events throughout the month.



Valentine's season just got sweeter.

The first annual [Loveland Sweetheart Festival: Love Locks and Lights](#) kicks off Feb. 8 - 9. The festival will feature the LOVE lock sculpture, Palace of Sweets inside the largest inflatable igloo, live music, lost love luminarias, mapping projections and laser light shows, Sweetheart Classic 4-miler, kids zone with the largest inflatable toboggan slide, beer and wine garden, community art installations, kids contests, and much more!



Group Sales Report, February 2019

Site Visits - On Monday, February 11th, Chris Bierdeman hosted in a Loveland site visit for representatives from the American Association of Physicists in Medicine, who are in the process of sourcing their annual conference for 2023. After touring the Embassy Suites, Chris was able to take them on an abbreviated tour of area attractions, including a sculpture park, shopping areas, the Loveland Visitors Center and the Love Lock sculpture.

RFPs - Visit Loveland received and responded to four (4) new RFPs during the month of February 2019, compared to one (1) new RFP during February 2018.

Loveland Sweetheart Festival – The first annual Loveland Sweetheart Festival: Love Locks and Lights took place on February 8-9th this year! With only 6 months to plan, the Chamber and Visit Loveland worked hard to develop an event which focused on further enhancing the sweetheart brand and attracting visitors to a true destination event. Highlights of the event included the 35 foot Love Lock sculpture that was placed in the center of 4th Street. The enormous inflatable Visit Loveland heart that set the scene with special Mapping projections visible in the evening. The Palace of Sweets Igloo featuring Local loveland chocolatiers and confectionaries. A Huge heated tent featuring 7 breweries and wineries from Loveland. Food Trucks, Art installations Live bands and performances and the first annual Little Miss Valentines and Little Mr. cupid contest was a crowd favorite for sure!! Inside the 4th Street Gallery a temporary store was set up for the visitors center to sell Loveland Locks for the weekend. The other side of the gallery was occupied by a Love in a Steampunk World exhibit. In addition to the Love Lock, the festival had a kids zone with a giant inflatable toboggan slide and other family friendly activities. Overall it was a wonderfully attended event, we learned a LOT about what worked, what did not and

what we can do better going forward to create a world renowned destination event for years to come. A HUGE thank you to the Chamber and their staff for working so hard with Visit Loveland on this event!



Advertising – In February, ads were placed in the Chamber Annual Dinner program, Colorado Meetings + Events Magazine, and ArtSource Magazine.



LOVELAND
Sweetheart Festival
 LOVE LOCKS & LIGHTS

FEBRUARY 8-9 | Love Lock Sculpture ♥ Laser Light Shows
 Live Music ♥ Interactive Art Displays
 Mapping Projections ♥ Snowzilla Slide
 Sweetheart Classic 4 Miler ♥ Luminarias
 Beer + Chocolate ♥ Little Cupid Contests

DOWNTOWN LOVELAND

Proudly Presented By:
 Loveland Chamber of Commerce and Visit Loveland



www.LovelandSweetheartFestival.com

A MEETINGS DESTINATION WITH Heart



MEETLOVELAND.COM



Home to the largest outdoor sculpture show in the U.S., the largest love locks sculpture in the U.S., and named one of the top five art towns in America, Loveland has culture you will love and so much more. With a world-renowned public art collection, a nationally accredited art and history museum and a 1920's historic theater, the arts are an integral part of Loveland's culture.



Visit LovelandCO.com/Artsource | 970.667.3882 • I-25 at US 34 • Loveland Exit 257