

IRVING - LAS COLINAS



📍 The Most Romantic City in Texas

Irving-Las Colinas has been named the Romance Capital of Texas thanks to a rare mix of European-style charm, waterfront beauty, and elevated experiences—all in a city that's easy to access and easy to fall in love with.



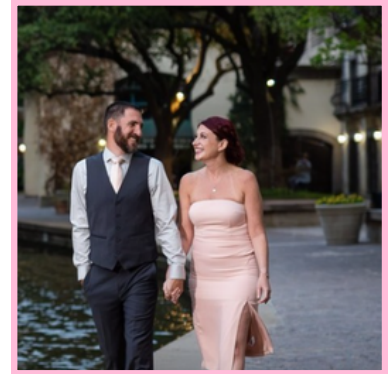
European-Style charm of Las Colinas



Gondola Rides



Love Lock Bridge



Mandalay Canal Walk



Live Music & Entertainment



Luxury Romance Stays



High-End Globally Inspired Dining



Located in the Heart of DFW

With love already in the Irving air, we're launching a citywide campaign to grow Irving as a romantic destination—with the help of our partners.

The Most Romantic City in Texas Campaign



Who:

We are looking for help from YOU, our amazing Irving-Las Colinas partners!

When:

February 1st - 28th, 2026
Help us fill the calendar EVERY DAY of February!

Where:

We are looking to bring Valentine's fun to hotels, restaurants, and attractions throughout the city.

Why:

A strong romance identity gives people a reason to choose Irving-Las Colinas in February (and beyond)—driving visits to local businesses, increased spending, and repeat date nights and celebrations year-round.

How:

Visit Irving and the Las Colinas Association will promote all romance-themed events, specials, deals, and Insta-worthy experiences through our social media, email newsletters, public events calendar, Romance website pages, local media, and targeted ads.

How to get involved?

→ Choose from the following!

Share the Love with **Promotions & Deals**

- Valentine's-themed service or product bundle
- Wear red or pink & get a discount
- Couples or friends discount (His & Hers, Besties, Galentine's)
- Complimentary upgrade with purchase (champagne, chocolate, rose)
- Limited-edition Valentine's item or treatment
- Gift-with-purchase for Valentine's week
- Two-for-one experience or add-on
- Pre-set Valentine's packages for easy booking
- Galentine's group discounts
- First Date Specials

Attractions: Date-night ticket bundles, themed concessions

Nail salons: Valentine's mani-pedi for two, heart nail art add-on

Spas: Couples massage upgrade, rose or chocolate aromatherapy

Boutiques: Curated Valentine's gift bundles, complimentary gift wrap

Florists: Pre-designed bouquets, grab-and-go Valentine's arrangements

Fitness studios: Couples or friends class discounts, Valentine's-themed workout, bring-a-date free or reduced-rate class

Why?

Valentine's promotions help attract new visitors, turn first-time guests into repeat customers, drive bookings and foot traffic during a high-interest season, encourage guests to try new services or products, and help your business stand out in Irving.



Host your own

Love Event in February

- Couples Experience Classes
- Build-Your-Own Bouquet Bar
- Galentine's Workout Class
- Sip & Shop Event
- Speed Dating
- Two-Step Lessons
- Rom Com Movie Party
- Romantic performance
- Love letter writing station
- Puppy Love event with dogs
- Salsa Night
- Valentine's tea, tasting, or dessert night
- Self-Care Social
- Valentine's Crafts with Kids



Or create
Instagrammable Moments
all month long


- Storefront décor
- Photo Ops & Backdrops
- Romantic Live Music
- Balloon arches & floral displays
- Lipstick mirror messages
- Window paint & Valentine messaging
- Seasonal interior décor



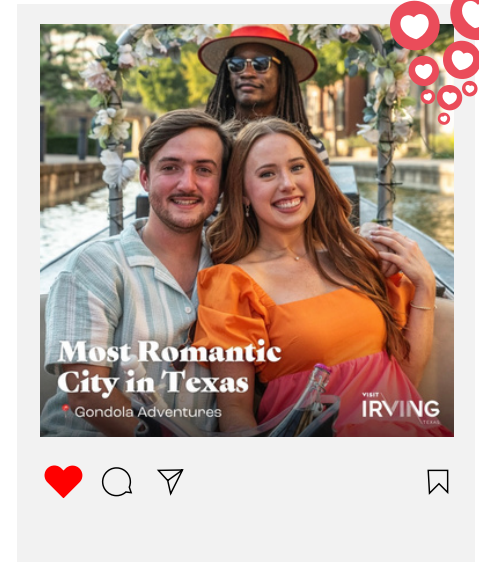
Or help us share the love!

Contribute to a Giveaway!

We have a variety of giveaways in the works—both big and small. Businesses that are able to giftcards or dining experiences will be featured in our high-visibility Social Media Giveaways that receive thousands of views and entries.

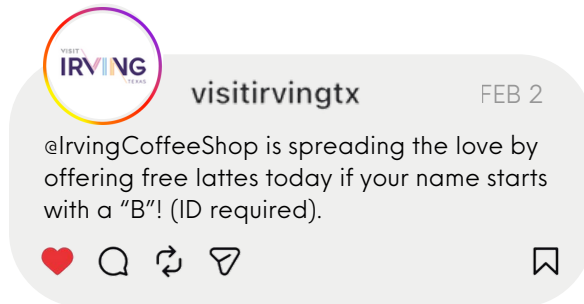
2025 Stats: 

Giveaway Entries: 732
Social Impressions: 885,000
Website Sessions: 58,845



Alphabet Giveaways:

Each day of February we will feature an Irving-Las Colinas business on social media who is offering a free item for guests whose names start with the chosen letter for that day (Free dessert, coffee, appetizer, rose). Gets them in the store & talking about your business!



Ready to Participate?

Let us know what you're planning! Share your events, menu specials, and unique experiences to be featured on the [Visit Irving Romance Page](#), [Las Colinas Association Romance Page](#), and promoted through our various social channels.

Deadline

Submissions are encouraged by January 23rd, 2026. Rolling submissions will still be accepted.

**CLICK HERE
TO SHARE YOUR
FEBRUARY PLANS
WITH US!**



We're Here to Help!

Have an idea for your business but aren't sure how to execute it? We are here to help make it come to life!

Contacts

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