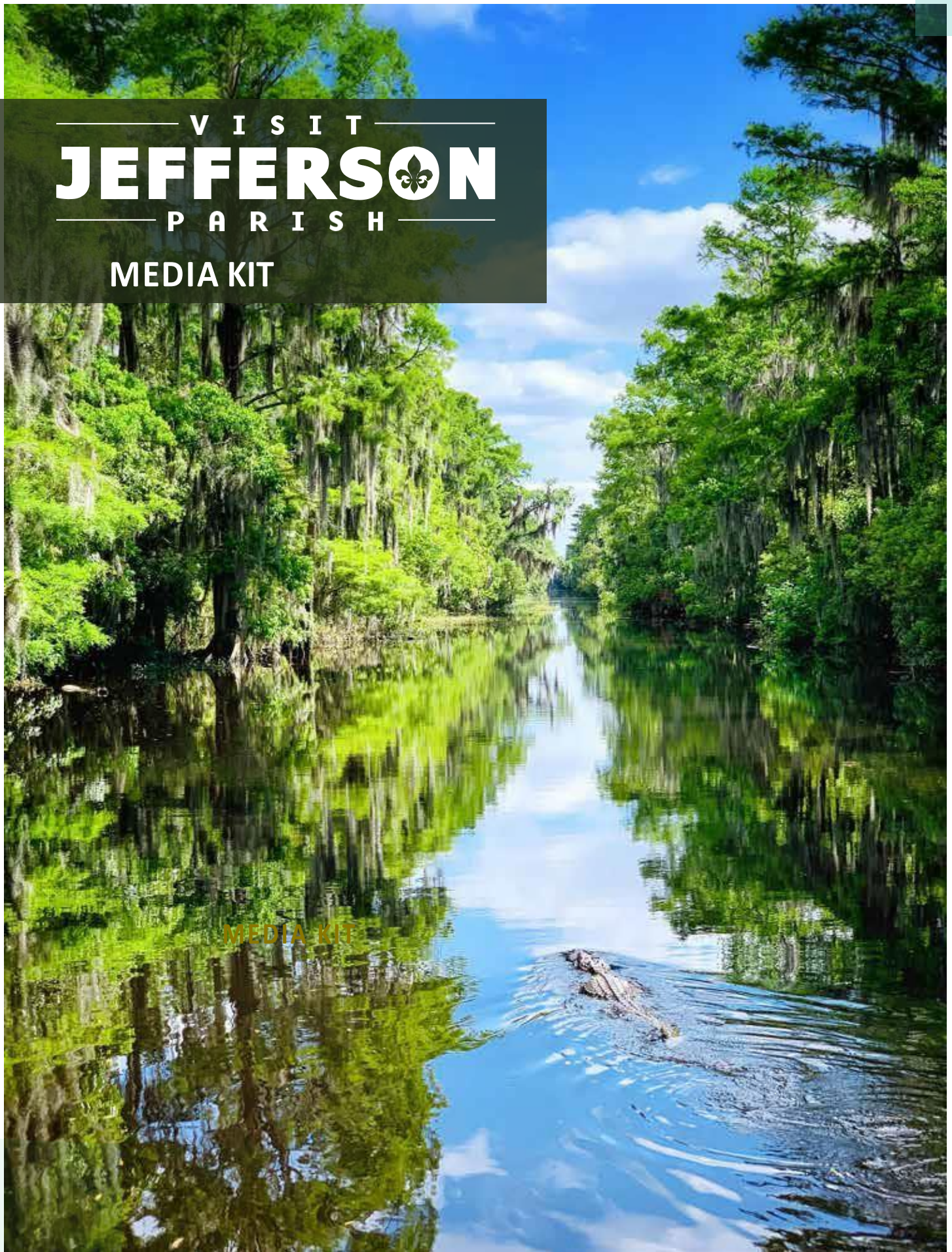


V I S I T
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ABOUT JEFFERSON CVB \

Our Vision

As a brand driven and destination leader, the Jefferson Convention & Visitors Bureau, Inc. (JCVB) is innovative and influential in bringing new visitor business to the Parish tourism/hospitality industry and host communities.

Our Mission

The mission of the Jefferson Convention and Visitors Bureau, Inc. (JCVB) is to actively partner with the tourism and hospitality industry by marketing and selling the destination brand experience with resulting additional spending by leisure and group travel visitors leading to enhanced community economic vitality and resident quality of place.

ABOUT JEFFERSON PARISH \

What if it were possible to explore a variety of towns each with its own charm, atmosphere and background, all while being minutes away from the Big Easy? Home to the Louis Armstrong New Orleans International Airport, and the gateway to New Orleans, we can't tell our story without our famous next-door neighbor. Encompassing both sides of the Mississippi River, each town offers its own personality with sceneries ranging from swamps and bayous to cityscapes and high-rises. Our various communities are comprised of outdoor centric attractions, quaint historic districts, as well as a trendy art presence, contemporary restaurants, modern theatres, as well as shopping and metropolitan expanses. Rich in culture, diverse in its people, and steeped in tradition, Jefferson offers all the heart of New Orleans, with a unique Jefferson experience.

We invite you to embrace the outdoors when you hike or stroll one of our nature trails or boardwalks at Jean Lafitte National Historical Park. Relax and unwind when you overnight in a furnished floating cabin at Bayou Segnette State Park, or camp on the beach of Louisiana's only barrier island at Grand Isle State Park. You'll find that art and cuisine collide when you dine along the Jefferson Parish Louisiana Oyster trail, where each restaurant along the trail is marked with a 3-foot-tall oyster sculpture each uniquely hand-painted by a local artist. Navigate through coastal wetlands and encounter aquatic wildlife when you board a swamp tour along the bayous of Jefferson. Whether discovering one of only three lifesize NASA prototypes at the Rivertown Space Science Complex and Planetarium, or shopping at Lakeside Mall, the retail capital off Louisiana, you will come to expect the unexpected.

A world-class airport, two convention centers, numerous recreational facilities, and over 8,000 hotel rooms are only a two-step from New Orleans in Jefferson. Our ideal proximity offers convenient transportation access, affordable accommodations all while enjoying the ease of being next door to New Orleans. Jefferson Parish offers venues and accommodations to a broad spectrum, hosting conferences, meetings, exhibits, theatrical performances and sports tournaments. With attractions such as Jean Lafitte National Historical Park, Bayou Segnette and Grand Isle State Parks, German American Cultural Center, and the Jefferson Parish Louisiana Oyster Trail, Jefferson Parish prides itself on its family friendly accommodations, serene green spaces, charming historic districts, and savory seafood cuisine. Whether traveling solo, for business, or on a family vacation, Jefferson's convenient airport location, family-friendly accommodations, and ideal proximity to New Orleans provides a significant value to your visit.



／ HISTORY OF JEFFERSON ／

With Jefferson being home to some of history's most outlandish characters such as Huey P. Long and Jean Lafitte, the history of Jefferson Parish is sure to intrigue you. Learn the history of Jean Lafitte and his controversial contributions to the Battle of New Orleans, and discover the history of Huey P. Long and the significance of the Huey P. Long Bridge. Jefferson is also home to three historic districts, Kenner, Gretna and Westwego.



Westwego Historical Museum



Historic Rivertown, Kenner



German American Cultural Museum, Gretna, Louisiana



Restaurant des Familles, Crown Point, Louisiana

COMMUNITIES OF JEFFERSON

Grand Isle

Located at Jefferson's southern most tip, Grand Isle is Louisiana's only barrier Island with a thriving seaside community with petroleum and seafood industries as well as everything the visiting sportsman, tourist or camper would enjoy. The State of Louisiana maintains a mile of beachfront at Grand Isle State Park on the easternmost end of the island. The park looks out toward nearby Grand Terre island, once the lair of the legendary pirate (or smuggler, if you choose) Jean Lafitte and site of the ruins of U.S. Army Fort Livingston. Grand Isle State Park has a 400-foot long public fishing pier with a nearby fish-cleaning station. State officials say that over 280 species of fish are known to live in the waters around this sandy spur. The camping area of the park can accommodate up to 100 families or groups with nearby bathhouses with running water and an adjacent dump station.

Gretna

The name Gretna, immortalized by a popular play from the last century, recalls Gretna Green, Scotland - a haven for young couples who wish to elope. Gretna captures this romantic history by offering Valentine's Day weddings at its Gretna Green Blacksmith Shop. Gretna welcomed German immigrants to the West Bank and their story, along with the earlier migration into southeast Louisiana, is magnificently told in the German American Cultural Center. Gretna was also an important railroad center. In the city's historic area, one can find the oldest Firehouse in America - the David Crockett Fire Company #1, complete with a museum and a blacksmith shop that recall the area's nineteenth century heyday. Gretna's historic area is home to several charming shops and restaurants, as well as the Jefferson Parish courthouse and other public, historical buildings.

Harahan

Named for the onetime president of the Illinois Central Railroad, James Harahan, Harahan is an industrial community that is comprised of Jefferson and River Ridge, two quaint towns nestled at the bend of the Mississippi River. Harahan is also home to the infamous Huey P. Long Bridge, the bridge that unites the parish.

Harvey

A business community fueled by its vital shipping route to the Gulf of Mexico, Harvey is a hub of activity along its port as well as its boulevards. This community is out front continuing the effort in maintaining Jefferson's role and position in the environmental, energy and shipping industries. Harvey is also home to numerous subdivisions, businesses, hotels, and the Fountain Park Centre, a 20-acre commercial development with retail, banquet facilities, restaurants, and office space.

Kenner

Named for early plantation owner Duncan Kenner, this town boasts the historic area of Rivertown along the banks of the Mississippi, the Pontchartrain Center on Lake Pontchartrain and its neighbor the Treasure Chest Casino. Science and nature exhibits, theater performances, even a NASA Prototype are among the exciting possibilities found in Rivertown. The Kenner Planetarium and Megadome Cinema are a must-see. Kenner is also home to the Louis Armstrong New Orleans International Airport.

Marrero

This West Bank community, Marrero, is home to the Barataria Preserve, part of the Jean Lafitte National Historic Park and Preserve offering bayous, swamps, marshes and hardwood forests with eight miles of boardwalks and walking trails for exploring Jefferson. In addition, Marrero is a thriving community of neighborhoods, schools, businesses, and restaurants.

Metairie

This East Bank community on the south shore of Lake Pontchartrain was once the site of the Colapissa Indian Village on the natural raised banks of a bayou along which a trail ran into New Orleans. This Metairie Ridge was ideal for farming, the name Metairie in French refers to small, leased farm holdings. Today in "Old Metairie", Metairie Club Gardens is a charming residential area first developed in the early decades of the twentieth century. Metairie Road winds along the old trail through upscale shopping centers and new developments. Metairie also has great retail shopping, with Lakeside Shopping Center and Clearview Mall, and countless free-standing boutiques. Metairie is home to schools, churches, hospitals, subdivisions, restaurants and an abundance of hotels.

Town Of Jean Lafitte

Named for the legendary pirate who once made his hideaway here, the Town of Jean Lafitte is a waterway refuge rich in Louisiana culture. You can explore the bayou country, dance to Cajun music or stay overnight at one of the many inns that overlooks the marshes of the breathtaking Bayou Barataria Basin. A thriving fishing village since the 1700s, the Barataria region is still the point of departure for fishermen and their trawling nets filled with shrimp, crab and oysters. You, too, can experience some of the best fishing in Louisiana, whether by boat, private charter or atop Lafitte's public fishing pier. Lafitte is an excellent way to be immersed in the beauty and mystique of Louisiana wildlife.

Westwego

Once a passageway for pioneers headed to the Western frontier, Westwego borders some of Louisiana's most picturesque bayous and swamps. Westwego's adjacent 580-acre Bayou Segnette State Park is a great escape from the hustle and bustle of the city. Nestled on the banks of Bayou Segnette, the park's extensive grounds comprise the most popular state park in Louisiana.

It is also home to the John A. Alario Event Center and Bayou Segnette Sports Complex, developed for conferences, tournaments and performance events. The City of Westwego is the launching point for several swamp tours and bayou excursions and is the locale of an excellent seafood market offering fish caught fresh from Louisiana waters.

Sala Avenue is the city's Historic District and is currently being redeveloped for the enjoyment of locals and visitors. The Westwego Farmers and Fisheries Market, opened summer 2008, features fresh produce, seafood, arts and crafts Wednesday and Saturday from 9am to 1pm. The Westwego Historic Museum is located in the century-old fisherman's exchange building and features an old-time hardware store and completely furnished upstairs living quarters with antique furniture.



Murals of Fat City, Metairie



Murals of Gretna



STORY IDEAS

OUTDOOR CENTRIC

• *Flight of the Purple Martins, the largest swallow bird in North America*

The Purple Martins can be found under the Causeway Bridge, the longest bridge over water in the world. Experience one of the most unique natural habitats in America, annually April - July, when thousands of Purple Martins flock to this region.

• *The Louisiana Iris*

This exquisite local wildflower is grown only in Louisiana and covers the swamps with a blanket of lavender.

• *Grand Isle, the Tarpon Rodeo, Since 1928 the oldest fishing tournament in the U.S.*

This Louisiana oasis becomes the center of the sport fishing world when the annual tarpon rodeo takes to the waters of the Gulf. Some of America's best fishing is just off the coast of Grand Isle. The Island boasts more than two dozen different fishing tournaments and rodeos featuring species of all kinds.

• *Bird Migration & the annual birding celebrations in Lafitte & Grand Isle*

Birders can see over 170 species from songbirds to shorebirds. Experience bird watching tours, history, food and bird arts and crafts..

• *Grand Isle, the only inhabited barrier island in Louisiana*

For generations the island of Grand Isle has enjoyed the distinction of being Louisiana's only inhabited barrier island. Experience the culture and recreation of Grand Isle on the Gulf.

• *Swamp tours*

Navigate through swampy waters and coastal wetlands as you embark on a swamp tour adventure and encounter the aquatic and diverse wildlife that the bayous of Jefferson have to offer.

• *Jean Lafitte National Historical Park, Barataria Preserve*

Jean Lafitte is one of the most biologically productive estuaries in the world. Explore a live gallery of wetland creatures when you explore the Barataria Preserve of Jean Lafitte. Stride along boardwalks and nature trails through hardwood forest, marsh, and swamp that provide a scenic view of Louisiana wetlands. Also learn how Louisiana's Cajuns coined the phrase "Acadians," and enjoy a ranger guided tour.

• *Fishing Communities*

The fishing is second to none. Fishing rodeos are a great way to pass a good time. Here is a sampling: Grand Isle Speckled Trout Rodeo, Louisiana Sportsman's Invitational, World Cat Fishing Rodeo, Creole Classic Fishing Rodeo, Swollfest Fishing Rodeo and, of course, the world's oldest International Tarpon Rodeo.

• *Blessing of the Fleet*

Grand Isle, Lafitte, Westwego, and Metairie's "Bucktown" each practice this tradition as scrubbed and decorated seafaring vessels of all shapes and sizes are blessed with a prayer for safety and a good harvest from the deep.

• *Lafitte, Barataria Museum and Wetland Trace*

The Lafitte Barataria Museum tells the story of the 200-year-old fishing community by showcasing the beauty of the bayou and its rich heritage. The museum features a multi-media theatre presentation and an animated museum exhibition. It showcases the life of the infamous pirate Jean Lafitte, the stories and traditions of its residents, and the realities of coastal erosion. Exit the museum to a mile and a half boardwalk trail over a Cypress swamp teeming with exotic birds, snakes, gators and other wildlife.

• *Bayou Segnette State Park*

Bayou Segnette State Park offers an array of recreational activities and facilities. Test your wave handling skills when you visit one of Bayou Segnette's most popular park amenities, a 22,000 square foot wave pool. Cast your line for salt or fresh water fishing or stay overnight in a furnished floating cabin!

HISTORIC PARISH

• *The Hurricane of 1893*

The Westwego Historical Museum tells the history of the hurricane that destroyed Chenier Caminada and forced survivors to move to Westwego.

• *German settlers of Gretna*

Settled by German immigrants in 1836, it beckons to all history buffs. It is named for Gretna Green, Scotland where the blacksmith would perform marriage ceremonies.

• *The David Crockett Fire Company Fire Station*

The Louisiana Fire Museum in the David Crockett Fire Company No. 1’s 1859 firehouse proudly displays its “pride and joy,” an 1876 steam fire pumper originally pulled by men. Organized in 1841, the David Crockett Steam Fire Company No. 1 is the oldest, continuously active volunteer fire company in the U.S. The museum houses two floors of historical artifacts that educate visitors on the history of fire fighting the David Crockett Fire company’s origin. Nestled in the Gretna historic district, the museum is adjacent to the Gretna Green Blacksmith Shop and historic homes.

• *Military Veteran Memorials*

World War I in Gretna, World War II and Korean War in Metairie, Century of Sentries in Kenner

• *Rivertown Museums*

Travel beyond earth and discover outer space! Explore a timeline of space explorations of the 20th century aboard a NASA prototype. Discover a science center where you can explore a variety of exhibits relating to weather, minerals, optical illusions and more. Soar to new heights at the Planetarium. From discovering the milky way to experiencing a musical laser display, it’s out of this world.

• *Jean Lafitte the Pirate*

In 1808 the brothers, Jean and Pierre Lafitte organized smugglers and privateers. During the War of 1812, Jean Lafitte helped defend the city during the Battle of New Orleans. Learn the history behind the notorious pirate in the interactive museum, stroll the wetlands trace and ride through the swamps & bayous.

• *Native Americans*

Before Europeans arrived, the Barataria region was home to Native Americans. Their shell middens, burial and ceremonial mounds can still be found along the bayous.

MURALS ART

• *Fat City Murals*

The Fat City Mural Project creates a new visual identity for Fat City by adding distinctive artworks by local and nationally recognized artists to enhance this Metairie community.

• *Theatres*

All of Jefferson is a stage when you immerse yourself in the arts and experience a production by the Jefferson Performing Arts Society and Rivertown Theaters of the Performing Arts. Don’t miss your cue, and attend a performance at the Jefferson Performing Arts Theatre, Teatro-Wego or Westwego Performing Arts Theatre, and the Rivertown Theaters for the Performing Arts.

SEAFOOD HAVEN

• *Jefferson Parish Louisiana Oyster Trail*

Jefferson is your oyster along the Jefferson Parish Louisiana Oyster Trail! Savor both iconic and innovative Louisiana oyster dishes ranging from raw, charbroiled, and fried, to sautéed and baked along the Jefferson Parish Oyster Trail. Participating restaurants have a unique 3ft tall oyster sculpture hand-painted by a local artist. Visit www.louisianaoystertrail.com for a list of locations and signature dishes.

• *Seafood restaurants in Bucktown*

Enjoy some of the best seafood in New Orleans in Bucktown along Lake Pontchartrain.

• *Traditional crawfish boil celebration*

An authentic tradition is held when family & friends come together at the boiling pot.

• *Farmer’s markets: Gretna, Westwego, Kenner, and Harahan Farmers Markets*

Local farmers and artists showcase their wares.

• *The Shrimp Lot in Westwego*

Fresh seafood caught and sold daily in what the locals know as a staple seafood market.

SPORTS

• *NOLA Motorsports Park*

The largest go-kart course in America with driving experiences, spectator racing and special event facilities.

• *New Orleans Saints*

Jefferson is home to the New Orleans Saints offices and training camp and home of the Saints Hall of Fame Museum.

• *NOLA Gold Rugby*

Jefferson Parish is home to professional rugby. NOLA Gold Rugby is the pinnacle of the sport in the American South East.

• *Tournament Players Club of Louisiana*

This premier golf course is part of the Audubon Golf Trail & home of the Zurich Classic.

• *Disc golf course in Lafreniere*

This 24-hole course featuring all grass tees is set in the 155-acre Lafreniere Park.

• *Disc golf at Parc des Familles*

A premier course in a hardwood cypress swamp featuring 18 holes.



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