

What's New



[Primo's Bowl & Burrito Factory Coming Soon To Youngsville, Louisiana]
Primo's Bowl & Burrito Factory is coming soon to 209 Centre Sarcelle Boulevard, Suite 100, in Youngsville's Metairie Centre, taking […]



[Inside The Hormone Retreat of Youngsville, Personalized Hormone & Nutrient Therapy]
The Hormone Retreat, located at 2761 E. Milton Avenue, Suite B-5 in Youngsville, is a newly open & locally owned […]



[A Nashville hot-style chicken place is opening a Carencro location in what used to be a BBQ spot]
Blazin' Hot Chicken currently has locations in Lafayette and Broussard.



[Bagels!, A New Locally Founded Bagel Shop Coming Soon To Lafayette]
A new locally owned & founded bagel shop, called Bagels! Lafayette, is coming soon to Lafayette, Louisiana. As for the […]



[Caroline's Cookies founder reveals new Bagels location in River Ranch]
The space is being designed to accommodate a grab-and-go order or to enjoy a bagel sandwich while getting some work done.



[10 Small Southern Towns Where Retirees Can Live Like Millionaires on $50,000 a Year]
See 10 small Southern towns where retirees stretch a $50,000 income with low rent and generous state tax breaks on Social Security and retirement money.



[7Sports hits the ice with Lafayette's Bayou Women's Hockey Association]
The Bayou Women's Hockey Association is focused on building community, growing the sport in South Louisiana, and getting women of any skill level out on the ice. That includes first-timers.

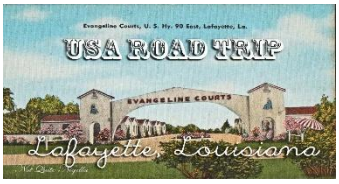
Member Mentions



[Acadiana Musicians Form Band to Preserve La-La Music - Acadiana Profile]
La-La music, the precursor to modern Zydeco, inspired the creation of the local band Le Nouveau Zydeco, led by Zydeco Izreal.



[This Louisiana Seafood Kitchen Serves a Crawfish Boil So Good, You'll Think You're in the Middle of the Bayou]
Louisiana crawfish spot in Cajun Country with barn-style charm and a legendary boil. Spice, steam, and hospitality that keeps people coming back.



[Cajun Food Lafayette, Louisiana]
"I've got my haul!!" a lady says as she is exiting Old Tyme Grocery in Lafayette, New Orleans. She's happy and smiling and holding a brown paper bag of goodies-no doubt a shrimp po'boy or two and a packet of chips […]



[New Vermilionville Living Bayou Exhibit Dedicated to 2016 Floods - Acadiana Profile]
On Saturday, Aug. 15, the Bayou Vermilion District dedicated the new Living Bayou exhibit to commemorate the August 2016 floods in Acadiana.



[A Serene and Peaceful Garden in Louisiana – Travel Blog | TravelGumbo]
Marilyn Jones visits an island paradise near New Iberia, Louisiana



[Festivals Acadiens et Créoles: Louisiana's Cajun & Creole Festival - Get Lost]
Experience Festivals Acadiens et Créoles in Lafayette, Louisiana, a free three-day celebration of Cajun music and Creole cuisine.



[Cajun Experience: Embracing the Vibrant Culture and Cuisine]
As you explore the Cajun experience, become immersed in a world where food, music, and language create a vibrant atmosphere like no other.



[Acadiana Music Showcase: A.J. Haynes - WXPN | Vinyl At Heart]
The lead vocalist of the Louisiana band Seratones joins us for the final installment of the Acadiana Music Showcase.

LCVC & Industry News

DTN + Lafayette Convention and Visitors Commission | sponsored content on LafayetteTravel.com

LafayetteTravel members, you may receive a phone call or email from a company called "DTN". DTN is a partner of Lafayette Convention and Visitors Commission and has worked with us to develop a unique sponsored content program that will deliver your message on LafayetteTravel.com in front of a highly qualified, ready-to-spend visitor audience! The DTN Paid Content program offers a variety of placements, and programs can be tailored to meet your specific marketing and budget needs. And the DTN team offers *free creative services* to help get your program running quickly, *easy access to performance reporting*, and a friendly support team.

If you're interested, please let me know! I'd be happy to help connect you with the DTN team. Otherwise, the DTN team will be reaching out to partners about the program in the coming weeks!

Thank You in Advance!

Lafayette Travel has been named a 2026-2027 Travel South USA Global Champion Destination



Lafayette Travel Named 2026–2027 Travel South USA Global Champion Destination Lafayette, LA (September 1, 2026) – Lafayette Travel has been named a 2026–2027 Travel South USA Global Champion Destination for its continued commitment to growing international visitation to the area and the Southern United States. The designation is awarded to destinations that demonstrate an exceptional commitment to international tourism through active participation in Travel South USA programs, partnerships, cooperative marketing initiatives, sponsorships and strategic investments. Global Champion Destinations are organizations whose annual participation in Travel South USA activations, cooperative marketing programs, sponsorships and in-kind contributions totals $40,000 or more.

“International visitors bring significant economic and cultural value to our area, and growing that visitation is an important part of our long-term tourism strategy,” said Ben Berthelot, President & CEO of Lafayette Travel. “Our partnership with Travel South USA gives us the resources and relationships to reach these travelers and introduce more people around the world to Lafayette Parish and the region. We are honored to receive this designation.”

As a Global Champion Destination, Lafayette Travel will receive recognition throughout the year at Travel South USA’s premier industry events, including International Showcase and Global Week, as well as recognition on the Travel South USA website and the ability to use the official Global Champion Destination logo in its marketing materials and on its website.

The designation also provides Lafayette Travel with access to International Profile Deeper Dive Reports and Trade Landscape Reports for Travel South USA’s Global Network Program markets, supporting the organization’s efforts to better understand and reach international travelers.

Lafayette Travel will be formally recognized during Travel South USA’s Honors Night Celebration on Sunday, Nov. 29, at the Country Music Hall of Fame in Nashville, Tennessee. The event will take place from 7 to 10 p.m.

About Travel South USA
Travel South USA is the official regional destination marketing organization for the 13 Southern states. It works to increase international visitation to the region through global marketing, trade development and industry partnerships. For more information, visit industry.travelsouthusa.com/global-champion-destinations/.

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America250: Help Us Reach 250 Stories

As part of the national **America250** celebration, Lafayette Consolidated Government is collecting **250 stories of pride and service** from across Lafayette Parish. As a partner in this effort, **Parish Proud is helping highlight acts of environmental stewardship** that keep our community vibrant and resilient from plantings to litter pickups to beautification efforts.







So far, we have captured nearly 100 stories, including efforts by **Alpha Phi Alpha Fraternity, Inc, UL Lafayette's The Office of Residential Life,** and **Girl Scout Troop 832 -** but we need your help to reach 250!

Have a story to share? Submit your story **here** and help celebrate the people behind the work!

Want to get involved? Fill out our interest form **here** to join future projects.

Together, let's show what Parish Proud looks like.

Board Member Spotlight



• **Name:** Jessica Leger, PhD.
• **Title:** Deputy Director of Athletics/Senior Woman Administrator
• **Organization/Business:** University of Louisiana at Lafayette
• **How long have you been in your current role?** 19 years
• **How long have you been involved with LCVC?** 2 years
• **In one or two sentences, describe what your business/organization does.** Ragin' Cajuns Athletics mission is to foster an environment of academic and competitive success that enhances fan and alumni loyalty, school pride, and the institutional brand.
• **What makes your business unique in Lafayette?** Ragin' Cajuns Athletics serves as the primary advertising and marketing vehicle of the University and connects community by fostering high-level engagement and meaningful relationships that build trust and advance the Ragin' Cajuns brand locally, regionally, and nationally.
• **Is there anything new, exciting, or upcoming you'd like to highlight?**
If you haven't yet attended game day for the Ragin' Cajuns, you are in for a real treat!
• **What do you love most about Lafayette?** I love our culture and the prioritization of faith and family. When family becomes a part of all we do, nothing feels like work.
• **Your can't miss festival or annual event?** I love any chance to Cajun dance - whether it's a festival or Ragin' Cajuns tailgate!
• **Favorite hidden gem or must-do experience?** Nothing beats a day on the water in south Louisiana. I really enjoy a day in Henderson watching my kids go tubing and taking in the exquisite views of the Cypress trees along with the occasional gator.
• **What's one Lafayette memory that always makes you happy?** Every time I see past photos of my children growing up at Mardi Gras, it puts a smile on my face. Nothing beats the smile on your child's face when they catch a float's prized throw!
• **If you were giving a first-time visitor a 24-hour itinerary, what would you include?**
I love a trip to Breaux Bridge and a good Zydeco brunch! I would check out the alligators at Lake Martin and take a swamp tour in Henderson. Randol's was always my birthday dinner location of choice growing up so that I could Cajun dance and eat boiled crawfish.

Quick Hits (Fun Section)
• **Coffee or cocktail?** Cocktail
• **Early bird or night owl?** Early bird (but my husband would say neither - I require a great deal of sleep to keep up with my busy schedule).

• **Go-to local hangout?** You will find me at every local ballpark (but I have recently learned to love Mahjong and highly recommend Maison De Mahj).

• **Best advice you've ever received?** I try to live according to 1 Thessalonians 5:16-18, "Rejoice always, pray without ceasing, give thanks in all circumstances."

"Gratitude makes sense of your past, brings peace for today, and creates a vision for tomorrow." - Melody Beattie

• **One word that describes Lafayette?** Rich.

I love Lafayette for its: culture that prioritizes faith and family and never miss a chance to Cajun dance.

You'll find me hanging at: You'll find me hanging out at all Ragin' Cajuns games.

Be sure to check out: Be sure to check out Ragin' Cajuns Athletics and connect with me on X at @drjleger or on LinkedIn at https://www.linkedin.com/in/jessica-leger-ph-d-239955196/

Downtown Alive! Presents the Fall 2026 Lineup



LAFAYETTE, LA – Downtown Lafayette is thrilled to announce its Downtown Alive! lineup for the Fall 2026 season presented by long-standing downtown supporter, Evangeline Maid.

“We welcomed thousands of people to Parc Sans Souci in the spring for this long-standing, family-friendly tradition,” says Jessica Hauerwas, Executive Director of Downtown Lafayette. “Downtown Alive! this season celebrates local talent, community partner engagement, and safe, free music programming for everyone to enjoy.”

The Fall season kicks off with the Fourth Annual Ragin’ Cajuns DTA! which celebrates the connection between Downtown and its neighboring university, UL. There will be special activations with UL athletics, UL alumni, the on-campus Career Closet, and other community vendors and partners. As Lafayette’s urban core continues its efforts to build connection, this event gives students a glimpse into life off-campus in our city. Downtown restaurants are also celebrating all week with Ragin’ Cajuns®-inspired specials – more info to come soon.

2026 DTA! Fall lineup
Friday, August 28: Ragin’ Cajuns DTA!
The Vermillionaires
Opening set by The Pride of Acadiana Marching Band

Friday, October 2
LeTrainiump
Opening set by Whiskey Bay

Friday, November 6
Pine Leaf Boys
Opening set by Josh Mendoza Experience

Downtown Alive! is considered Acadiana’s longest-standing free concert series. What began as an initiative to drive foot traffic to Downtown has grown into a celebration of the music and culture for which Lafayette is best known.

Downtown Alive!, Downtown Lafayette, and Evangeline Maid merchandise is available for purchase online and during all DTA! events. Proceeds from this merchandise go back to Downtown Lafayette to help continue the DTA! tradition.

All shows take place in Parc Sans Souci, and the music starts at 6 p.m. and concludes at 8:30 p.m. Please leave ice chests at home to help keep DTA! free to the public – grab a drink from the beverage tent and a bite to eat from food vendors and downtown restaurants.

This season of Downtown Alive! is presented by Evangeline Maid with support from Cox and Lafayette Consolidated Government.

For more information about Downtown Alive! and Downtown Lafayette, visit downtownlafayette.org and follow Downtown Lafayette on Facebook and Instagram.

Convention and Sports

Notable Closed Sales in August:

- 2026 FASA Softball - MVP Blast Off
- 2026 Diamond Legacy The Cajun Softball
- 2026 Zeta Phi Beta Sorority – Louisiana State Workshop

Notable Leads Generated in August:

- 2026 Society of Government Meeting Professionals – Annual Conference
- 2027 Louisiana Federation of Teachers Meeting
- 2027 Louisiana Recreation and Parks Association - LAPREC
- 2028 Louisiana Recreation and Parks Association - LAPREC
- 2028 USA Powerlifting Nationals

Notable Sales Activities in August:

- Danielle attended the Louisiana Society of Association Executives “meetup” at Pork City in Baton Rouge where she met with 7 different planners about Lafayette.
- Danielle conducted a Sales Blitz in Baton Rouge where she conducted sales calls with state associations.
- Carl attended one of the largest sports-industry trade shows in the country, SportsETA, August 23-27, where he held over 30 appointments with sporting events producers. This marks the most appointments for Lafayette in the history of attending this show and resulted in more than 10 high engaged leads for Lafayette Parish.
- Carl attended the Moore Park Soccer Complex dedication honoring Lafayette soccer pioneer Deanna Bostic on August 19, 2026. The new sign honors a woman whose passion helped establish Lafayette as a hub for youth soccer in Louisiana.
- Carl conducted a USATF site visit of the Moncus Park course enhancements with the local cross country clubs that are assisting with the National Junior Olympic Cross Country Championships in December 2026 and 2027.

Travel Trade

Connect Travel Marketplace:

Eugenie Mitchell attended Connect Travel Marketplace for the International market. We had 37 business appointments including 6 definite bookings and 14 prospective bookings.

Irene Breaux attended SYTA – Student Youth Travel Association to connect with student-tour operators and promote Lafayette as an educational and cultural destination. The conference provided opportunities to build relationships with tour planners, identify potential student group business, and learn about emerging trends in the youth travel market. She had 29 Appointments, 3 Definite, 3 Tentative and 12 Prospect Bookings.

Travel Trade Bookings:

- US Tours 80 rooms
- American Holidays 60 rooms
- Itravel Sutherland 40 rooms
- Journeys by Design 25 rooms
- Perform International 25 rooms
- Tumbleweed Tours 10 rooms

Prospects Accounts:

- EMI Global
- OTS Global
- MAD Tours and Events
- RevAmerica
- America and Beyond

Communications

Earned Media Mentions

Acadiana hosts 2026 USSSA National All State Championship

33 Destinations Receive DMAP Accreditation at Destinations International 2026 Annual Convention

33 Destination Organizations Honored with DMAP Accreditation at Destinations International Annual Convention

Lafayette Travel Received DMAP Designation

Blog Round-Up

Fall in Lafayette: Seasonal Fun in America's Happiest City

Authentic Cajun & Creole Experiences in Lafayette

Wellness & Eco-Tourism Experiences in Lafayette