

What's New



New spot for Indian groceries, fresh chai, butter chicken and more in Lafayette

Fresh, hot bowls of daal, butter chicken and samosas are cooking up in the kitchen of Lafayette's newest Indian grocery store.



Fish Box Sushi Expanding to Broussard with Second Acadiana Location

Fish Box Sushi, the locally owned fast-casual sushi concept known for its innovative self-service, pay-by-weight dining model, is expanding with […]



Meet the man bringing life back to one of south Louisiana's oldest malls

The mall has gone from collecting $15,000 a month in rent from tenants to $60,000. Several vacant spaces remain, but there is progress.



What’s Creole la-la? In Lafayette, young musicians explore roots of Louisiana zydeco music

In Acadiana, young musicians are drawn to roots music that predates modern zydeco and swamp pop sounds.

Member Mentions



Inside The Newly Opened Legends on Johnston Street & Rena Dr.
Legends Bar & Grill has officially opened its newly constructed 4401 Johnston Street location, replacing its former spot at 4559 […]



9 Best Places To Live In The Southern United States In 2026
Nine affordable Southern cities combine steady jobs, modest housing costs, lively downtowns, outdoor access, and distinctive culture for 2026 relocators.



'Halfwy Up The Road' Climbs To Number One — A Lafayette Jazz Story Worth Hearing
Lafayette pianist and vocalist Jill Butler hit number one on a global jazz chart with a song that blends piano, harmonies, and fiddle — and she wrote it as a nod to James Taylor's Walking Man.



Mustang World Series brings global competition, economic boost to Youngsville
The Mustang World Series is bringing teams from around the world and across the country to Youngsville this weekend, creating an economic boost beyond the ballpark.



Parish Ink Coming Soon to Youngsville, LA, Moving From River Ranch
Parish Ink is relocating its River Ranch retail store to a larger space at 209 Centre Sarcelle Blvd., Suite 104, […]

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 LOUISIANA
LafayetteTravel.com

Lafayette Nominated for USA Today's Best Place to Visit for Fall

***Lafayette, LA** – Lafayette has been nominated for Best Place to Visit for Fall in USA Today's 10Best Readers' Choice Awards. Over the next four weeks, the public can vote for their favorite destination once per day until voting closes on Monday, September 7, at 10:59 a.m.*

The top 10 winners will be revealed on Wednesday, September 16, at 11 a.m. Lafayette is proud to be recognized for its unique blend of culture, food, and outdoor activities, making it an ideal destination for fall travelers.

“For three consecutive years, Lafayette has earned national recognition as one of America’s best destinations to experience fall—a testament to the culture, hospitality, and quality of life that make our community unique,” said Lafayette Mayor-President Monique B. Boulet.

"Fall is a great time to visit the area with many of our wonderful festivals taking place. We appreciate USA Today's 10Best for recognizing that, and we encourage everyone to vote daily so the rest of the world can know what a special place this is," says Ben Berthelot, President and CEO of Lafayette Travel.

To vote for Lafayette, Louisiana, and help secure its spot as a top fall destination, visit https://10best.usatoday.com/qr/63730/.

This marks the third consecutive year Lafayette has been nominated for USA TODAY's 10Best Readers' Choice Award for Best Place to Visit for Fall. Lafayette placed fourth in 2024 and third in 2025.

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:** Vincent G. June
• **Title:** Chancellor
• **Organization/Business:** South Louisiana Community College
• **How long have you been in your current role?** Almost 6 years (5 years, 6 months)
• **How long have you been involved with LCVC?** January 2022
• **In one or two sentences, describe what your business/organization does.** South Louisiana Community College (SoLAcc) helps people build better futures through education, workforce training, and career opportunities. With campuses across Acadiana, SoLAcc connects students, employers, and communities to strengthen the region's workforce, grow the economy, and transform lives.
• **What makes your business unique in Lafayette?** SoLAcc is the only comprehensive community college in the Acadiana region.
• **Is there anything new, exciting, or upcoming you'd like to highlight?**
We are rolling out the SoLAcc 2026-2031 strategic plan entitled, SoLAcc Next: Accelerating Impact. SoLAcc finalized a new building, the former ACS building on Dulles Street to house workforce, cont. ed, and IT. We rolled out the first ever SoLAcc Economic Impact Study.
• **What do you love most about Lafayette?** Its people, its culture, and food.
• **Your can't miss festival or annual event?** Both the Mardi Gras and the Festival International
• **Favorite hidden gem or must-do experience?** Avery Island, Home of Tabasco people are born and raised here who do not know nor have they experienced the tabasco factory, museum, restaurant, or the Jungle Gardens.
• **What's one Lafayette memory that always makes you happy?** When I interviewed for the job at South Louisiana Community College, I asked the hotel customer service representative to recommend a restaurant where I could get authentic Lafayette food. The Blue Dog Café was recommended and until their closure, I frequented them weekly. I enjoyed how they featured musicians and their delicious Sunday brunches.
• **If you were giving a first-time visitor a 24-hour itinerary, what would you include?**

- I'd give the most recent Allons, Lafayette's Inspirational Journal.
- Check out South Louisiana Community College and University of Louisiana at Lafayette.
- Visit Avery Island, Home of Tabasco and the Zoosiana
- Eat at the Bon Temps Grill or Billy's Boudin for the chicken and pork cracklings
- Get Chip's Daiquiri for a delicious "Home Wrecker"

Quick Hits (Fun Section)

• **Coffee or cocktail?** Coffee

• **Early bird or night owl?** Early bird

• **Go-to local hangout?** Tsunami

• **Best advice you've ever received?** My grandmother would always say, "you can't do wrong, and expect good to happen".

• **One word that describes Lafayette?** It feels like HOME.

Social Media Captions

Meet Dr. Vincent June, Chancellor of SoLAcc, at V Gerard June on Facebook or @DrVincentJune on X

I love Lafayette for its: CULTURE and never miss FESTIVALS.

You'll find me hanging at: THE GYM OR THE CASINO.

Be sure to check out: SOUTH LOUISIANA COMMUNITY COLLEGE and connect with me at CHANCELLOR@SOLACC.EDU.



Promote Love Our Waterways in Your Newsletter

Please help promote Love Our Waterways Boot in your newsletter. Whether you are promoting your own Love Our Waterways event or encouraging general involvement, we appreciate you spreading the word. Below are ideas for newsletter copy. You can also use one of the supplied social media graphics or digital ads for a visual.

General Promotion:

Love Our Waterways this September!

Volunteer for a New Statewide Waterway and Shoreline Cleanup

Keep Louisiana Beautiful needs your help this September to clean up our state's rivers, lakes, bayous, and shorelines. Love Our Waterways is a month-long waterway and shoreline cleanup taking place across Louisiana. Ways you can get involved in Love Our Waterways:

• Clean up shorelines.

• Clean out drains and ditches.

• Clean up by paddle or motorized boat.

• Promote on social media

.

• Donate to amplify the impact.

Register your cleanup event or find a local volunteer opportunity near you at LoveLaWaterways.org!

Promoting Your Event:

Volunteer at Company Name's Love the Boot Week Event on Date!

We are excited to partner with Keep Louisiana Beautiful and participate in Love Our Waterways, a statewide waterway cleanup! We will be hosting a cleanup event on [date], from [time to time] at [location]. Include directions on how to register and any other pertinent details.



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 July:

- 2026 Louisiana Little League State Baseball Championships
- 2026 Louisiana Little League Softball State Championships
- 2026 IEEE Midwest Symposium on Circuits and Systems
- 2026 Louisiana State Championships
- 2028 LA Assoc. Public, Community, & Adult Education Annual Conf

Notable Leads Generated in July:

- 2026 LMEA- Louisiana State Marching Championship
- 2026 Diamond Legacy The Cajun
- 2027 US Senior Pickleball Nationals
- 2028 USA Boxing National Championships
- 2028 The United Methodist Church Louisiana Annual Conference
- 2028 LA Assoc for Public, Community, & Adult Education Conference

Notable Sales Activities in July:

- The LCVC Team hosted the USSSA National All State Games July 27-Aug 02. A total of 43 states were represented by 2,200 players and 171 teams, competing at fields across the parish, bringing families, fans, and an unforgettable atmosphere to our community. Early estimates indicate the total visitation exceeded 8,000 total guests.
- Carl and Jimmy attended the Little League World Series breakfast at the Youngsville Sport Complex. The 9-team tournament consisted of teams throughout the US, and as far away as China. Close to 1,000 room nights were utilized for this event with an estimated Economic Impact of over $548,000.
- Danielle had a site visit with board members of the Louisiana Association for Public Community and Adult Education Conference for 2028 and LAFAYETTE WON!!!
- Danielle conducted Sales Calls in Baton Rouge for Louisiana Association convention business.
- Danielle had conference call to amend the Beta contracts for 2027 and 2028 ADDING SUNDAY NIGHT ROOM NIGHTS for Elementary Beta!

Travel Trade

Orlando Sales Mission:

Eugenie Mitchell planned and hosted 21 top clients in Orlando in conjunction New Orleans, Baton Rouge, and Lake Charles. In addition, she also did office visits and presentations in market.

Jane's Journeys FAM Tour:

Irene Breaux hosted this FAM tour to help with planning a new for Mardi Gras 2027 group tour details.

America 250:

Irene Breaux represented Lafayette during the America 250 celebrations in Washington DC for the Louisiana Pavillion to give more information regarding Louisiana and visiting Lafayette.

Travel Trade Bookings:

- HBX 4,894 room nights

Prospects Accounts:

- Hooper
- Ocean Holidays
- Webbeds
- Kaléidoscope Adventures
- Itravel
- Chris Watson Travel

Communications

Staff News

Welcome Amanda Blanchard to the Lafayette Travel Team

We're excited to welcome Amanda Blanchard as Lafayette Travel's new part-time Communications Coordinator! Amanda joins our Communications team and will help maintain the events calendar and assist with website updates. We're thrilled to have her on board and look forward to the creativity and enthusiasm she'll bring to sharing Lafayette's story.

Community Comes Together for *Traveling with Denella: America 250*
Thank you to everyone who joined us at the Acadiana Center for the Arts for the premiere screening of *Traveling with Denella Ri'chard: America 250*. The evening brought together community members, partners, and history enthusiasts to celebrate the area's rich heritage and its role in America's story. Following the screening, guests enjoyed an engaging panel discussion exploring the region's Revolutionary War connections and the cultural traditions that continue to shape Acadiana today.

Earned Media Mentions

Lafayette Convention & Visitors Commission Receives DMAP Designation from Destinations International.

Experience America's 250th Anniversary Through a New Lens with 'Traveling With Denella: America 250'.

Grants of $34,500 bring America 250 projects to 23 Louisiana parishes.

These plants once healed Acadiana. Now volunteers are racing to preserve them.

"Traveling with Denella: America 250" to air on KATC June 13.

Spanish Heroes of American Revolution Honored in D.C.

My personal America 250 story.

TV host highlights Lafayette in story of American Revolution in upcoming special.

Sugar Bowl LHSAA Boys' Basketball State Championships returns to CAJUNDOME in Lafayette.

State boys basketball tournament to return to Cajundome in 2027.

How "Traveling with Denella" Is Celebrating America's 250th Anniversary.

LHSAA Moving Marsh Madness to Lafayette's Cajundome in 2027.

Louisiana's Role in Shaping America.

America 250 TV Special Highlights Historic Travel Destinations.

Lafayette to Host "Traveling with Denella Ri'chard: America 250".

Blog Round-Up

Marvelous Rebels: Audrey deMahy.

Lafayette Weekly.

Gardens, Parks & Zoos in Lafayette.

Craft Breweries & Distilleries in Lafayette.

New Restaurants Open in Lafayette.