

For Immediate Release

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St. Martin Parish Tourism Executive Director Named

(St. Martinville, La.) –Laci Laperouse has been appointed as Executive Director for St. Martin Parish Tourism. Laperouse steps into the position after former executive director, Dona Richard, passed away last summer.

Laperouse is an effective, results-driven leader with advanced skills who will apply her expertise, relationships and extensive experience as the recent Clerk of the Council in St. Martin Parish to take on the challenging role within the tourism/hospitality sector during the pandemic. “I am excited to have the opportunity to introduce Laci as the new Tourism Director for St. Martin Parish,” said Chester Cedars, parish president for St. Martin Parish. “She brings to the position renewed energy and excitement as well as vast experience in all areas which tourism embraces.”

Laperouse was born in Breaux Bridge and raised in St. Martinville. She is currently raising her family in Catahoula and is a 1997 High School graduate of St. Martinville Senior High. She served as the Clerk of the Council since 2009 that is bringing expertise in public policy, communications, finance and budget for the parish. That experience also helped her establish and maintain ongoing effective communication and relationships with state and local government leaders, business leaders, and the public. That is especially important to the Parish since many of the tourism programs are coordinated with the Louisiana Office of Tourism.

Travel, especially daycations and staycations are family traditions she grew up camping and trail riding with her grandparents. Although these were some of her best memories, she makes sure her children experience all sorts of food, culture and landscapes. “Every year my husband and I try to bring them somewhere different,” said Laperouse. “I believe travel plays a big part in how our children evolve into accepting and being open-minded adults.”

“While the challenges of the pandemic have restricted travel, it has opened the door for daycations and staycations that are fueling St. Martin Parish,” stated Laperouse. “Our parish showcases authentic Cajun with the Atchafalaya swamp and a plethora of food, landscapes and experiences that are uniquely Cajun.”

Laperouse is engaged in her community. She is a member of CF337 located in Breaux Bridge. She is a parent volunteer at Catahoula Elementary and St. Martinville Senior High School, a former dance instructor at the St. Martin Academy of Fine Arts, a former Secretary for the Police Jury Association of Louisiana for the Region 3 Annual Meeting, a former American Cancer Society Relay for Life Event/Fundraiser, Organizer for United Way of Acadiana Volunteer, and a St. Martinville Early Learning Center volunteer reader and a volunteer for Heartstring and Angel Wings Organization.

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