



Announcements from our Staff

July 2011

The Rand McNally/USA Today "Best of the Road" team was in Lafayette July 6-7. Lafayette has been nominated as one of the six best food cities in the United States. Announcement of the winning city in this category will be done at the Destination Marketing Association International meeting in New Orleans on July 22.

The "EatLafayette" campaign is in full swing thru August 15. Advertisements on radio, television, newspapers and social media are currently in place. A large portion of this year's "EatLafayette" campaign is being funded by the Lafayette Parish BP funds.

Burrelle's/LUCE has calculated that the equivalent ad costs for articles run on Acadiana in the United States during 2011 had a value of \$3,394,062.

Anthony Bourdain filmed a segment of his "No Reservations" Travel Channel show in Lafayette in June. This program is scheduled to debut on August 29 (the anniversary of Katrina).

Matador Pictures is scheduled to begin shooting the movie, Dirt Road to Lafayette, in September in Lafayette. Actors signed for lead roles include Sam Shepard and Blythe Danner.

The July/August 2011 issue of AAA Southern Traveler featured a "Best of the South" round-up. McGee's Landing in Henderson was voted "Best Swamp Tour". Also, Lafayette was in the top three for the "Best Small City for a Weekend Getaway" and the Hilton Lafayette was in the top three for the "Best Large Hotel".

The Lafayette Science Museum is getting ready for installation of this fall's dinosaur exhibit that should have impact on family travel to Lafayette.

The Grammy organization has issued a statement that the decision to combine several categories (including the Cajun/Zydeco category) into one will stand for the 2012 presentations. Grammy award restructuring still may be reviewed in future years.

New Hotels – The SpringHill Suites in River Ranch, Comfort Suites on Pinhook Rd., Comfort Inn & Suites in Scott, and Homewood Suites on Kaliste Saloom.

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