

Atchafalaya Trace

Prepared for:

Louisiana Department of Culture,
Recreation and Tourism



The Louisiana Research Team



Acknowledgements

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Executive Summary

Return on Objective

Goal: to promote the Atchafalaya Heritage Area as a world-class eco- and heritage tourism destination, thus building awareness, expanding opportunity and strengthening place.

- When asked to recall tourism sites close to the Atchafalaya Heritage Area in an unaided format, almost 60% were familiar with the Atchafalaya Basin. However, just 37.1% of these said that they were aware of any of the tourism opportunities in the Atchafalaya Trace Heritage area. In an unaided format, many of the sites in the Atchafalaya Trace Heritage Area were not named by any of those who said that they were familiar with the Atchafalaya Basin. 92.3% could not remember any of the sites.
- Awareness may be greater than suggested by these questions. When prompted with names of specific sites, many remembered specific sites near the Atchafalaya Trace Heritage Area. This fact suggests that respondents are aware of the sites, but are not associating them with the Atchafalaya Trace Heritage Area.

Objective 1: National Heritage Area Designation

Steps are being taken to obtain federal grants and National Heritage Area designation.

Objective 2: Increased participation in Atchafalaya Days Celebration

Budget freezes and Hurricane Rita have slowed the progress in increasing the Atchafalaya Days celebration attendance. Still, awareness programs and Atchafalaya Days events in the Northern portion of the Heritage Area were held. Cooperative marketing opportunities and partnerships with four entities have been pursued.

Objective 3: Increased applications for Atchafalaya Trace Heritage Area Development Zone Tax Credit Program

Tax Credit ATC received 9 tax credit applications in FY 2003-2004 and 7 in 2004-2005, moving away from the stated objective, and no tax incentives have been received to date. However, desired partnerships with other state agencies have been established.

Objective 4: Increased traffic to Atchafalaya Trace Heritage Area's website

The performance indicators for the Atchafalaya Trace Heritage Area web site are well-stated in quantifiable terms. The number of hits on the website went down minimally from FY 2003-2004 to FY 2004-2005 and fell again in the following fiscal year by 42.2%. In contrast, unique hits increased by more than 10% in each year. Cooperative marketing opportunities have been pursued with several entities.

Objective 5: Increased visitation to Atchafalaya Welcome Center

Just over 5% more visitors frequented the welcome center. Brochures and itineraries were distributed for visitors to take with them as they proceeded to visit the area.

Objective 6: Enhanced rural tourism by increasing the product in the Atchafalaya Heritage Area

With no information on the baseline (or present number) of tourism product(s) in the Atchafalaya Heritage Area, it is impossible to tell whether progress has been made. Several desired partnerships with attractions in the area have been established.

Return on Investment

The Atchafalaya Trace Heritage Area has the potential for substantial return on investment. Federal grant money and tax incentive programs can yield such return. In addition, out-of-state visitors to this area generate economic impact as they spend money in the area and during their stay in Louisiana. In particular, the Atchafalaya Days Celebration generates economic impact of visitors who come into the state for that event. Information is required to calculate such returns. At the time of this report, this information is not available.

Conclusion and Recommendation

The Atchafalaya Trace Commission has clearly stated measurable objectives. However, some key indicators are not readily available and/or are not being monitored regularly. It is recommended that the promotion campaign for the Atchafalaya Trace Heritage Area establish a clear brand with associated collateral materials. Research on visitors to the area (in particular attendees to the Atchafalaya Days Celebration) could determine the value of the Atchafalaya Trace Heritage Area. Conversion studies and associated economic impact studies are recommended.

Introduction

This report examines role of the Atchafalaya Trace in terms of its contribution to the mission, goals and objectives of the Louisiana Department of Culture, Recreation, and Tourism.

The Atchafalaya Heritage Area is described on the CRT web site as “a national treasury of nature, culture, and history in south-central Louisiana.” It is also spoken of as “one of the most complex and least understood places in Louisiana and the nation.” It is a natural area that encompasses the largest river swamp in the nation that is rich in tradition, culture, and history; one of the most dynamic land areas in the world. It has people with diverse cultural backgrounds and it also has exciting music.

The heritage area has four sub-regions: At the Atchafalaya River's headwaters is **Upper Atchafalaya**; **Between Two Rivers** includes the State's Capital of Baton Rouge; the **Bayou Teche Corridor** weaves south from the zydeco prairie to Cypremort Point State Park; and the **Coastal Zone** is at the Gulf of Mexico, along Louisiana's ever-changing coast and at the center of America's Wetland.

The Goal of the Atchafalaya Heritage Area is:

To promote the Atchafalaya Heritage Area as a world-class eco- and heritage tourism destination, thus building awareness, expanding opportunity and strengthening place.

Methodology

Several methods were used to gather information for this report. First, the website was examined. Second, Louisiana residents were surveyed by telephone to determine their awareness and use of facilities in the Atchafalaya Heritage Area. Next, a personal interview with Chuck Morse, Senior Advisor to the secretary of the Department of Culture, Recreation and Tourism, was conducted by telephone. Mark Northington, Research Director, Office of Tourism, Louisiana Department of Culture Recreation and Tourism, provided visitor information for the Atchafalaya Welcome Center. Finally, Robert Wilson, Executive Director, Atchafalaya Trace Commission, furnished valuable statistics for the evaluation of return on investment.

Information Review

In a search of the Internet, using the Google search engine, the official website appeared as the first and the third entries. The website is technically impressive, interactive and informative. One of the most interesting features of the site is the identification of particular points of interest by region of the Atchafalaya Heritage Area. Maps can be requested for any of the geographic areas by a point and click. The only flaw is that the “Reading Room” was non-functional at the time of this writing.

Daryl Burckel of McNeese State University provided the following recent budget history for the Atchafalaya Trace.

Budget of the Atchafalaya Trace

Actual 2003-2004	Actual 2004-2005	Requested 2005-2006	Average 2003-2005	Average 2003-2006
\$195,566	\$185,329	\$169,766	\$190,448	\$183,554

Survey Results

As a means of measuring the Atchafalaya Trace's objective to increase awareness of the unique cultural, natural and native resources near the Atchafalaya Basin, The Louisiana Research Team conducted a statewide telephone survey of Louisiana residents that included several questions designed to determine the awareness and use of facilities near the Atchafalaya Basin. The survey was conducted by LSU during the period of May 1- 6, 2006. There were 290 responses to the questions pertaining to the Atchafalaya Trace.

Are you familiar with the Atchafalaya Basin?

Response	Percentage
Yes	59.7%
No	39.6%
Don't Know	0.3%
Total	100%
Valid Cases	287

- Almost 60% of survey respondents indicated that they are familiar with the Atchafalaya Basin.

The region including the Atchafalaya Basin, called the Atchafalaya Trace Heritage Area, contains many tourism opportunities including, state parks, historic sites, museums, tourism/hospitality amenities and roadways. Have you heard of any of these?

Response	Percentage
Yes	37.1%
No	60.6%
Don't Know	2.3%
Total	100%
Valid Cases	175

- Of the 60% of respondents who said they were familiar with the Atchafalaya Basin, just 37.1% said that they were aware of any of the tourism opportunities in the Atchafalaya Trace Heritage area.

If yes, which ones have you heard of?

Response	Percentage
Alligator Bayou Swamp Tours	6.2%
Louisiana's Old Governor's Mansion	4.6%
Louisiana's Old State Capitol	4.6%
Acadian Swamp Tours	3.1%
Acadian Village	3.1%
Airboat Tours, Inc.	3.1%
Alexandria Mouton House and Lafayette Museum	3.1%
Nottoway Plantation	3.1%
A Cajun Man's Swamp Cruise	1.5%
Acadian Cultural Ctr., Jean Lafitte Nat. Historic Park	1.5%
Atchafalaya Basin Backwater Adventure	1.5%
Bayou Black Airboat Swamp Tours	1.5%
Bayou Terrebonne Waterlife Museum	1.5%
Bayou Vue Café	1.5%
Bergerons on the Bayous Campground	1.5%
Delta Music Museum	1.5%
Frogmore Plantation and Gins	1.5%
Grand Cote National Wildlife Refuge	1.5%
Ma Mama's Kitchen	1.5%
Marksville State Historic Site	1.5%
Plaquemine Lock State Historic Site	1.5%
A Bear's Café	0.0%
African-American Museum	0.0%
Angelle's Whiskey River	0.0%
Annie Miller's Son's Marsh and Swamp Tours	0.0%
Atchafalaya Trace Heritage Area Online	0.0%
Avoyelles Commission of Tourism	0.0%
Bayou Country Bed & Breakfast	0.0%
Bayou Teche Visitors Center	0.0%
Bayou Vermillion Boat Tours	0.0%
Beau Reve Cruise	0.0%
Brownell Memorial Park	0.0%
Bunkie Train Depot and Welcome Center	0.0%
Cajun Houseboats and Rentals	0.0%
City Café	0.0%
David's Cottage Café and Bed & Breakfast	0.0%
Dr. Jules Charles Desfossee House	0.0%
Honeysuckle Bed & Breakfast	0.0%
Hypolite Bordelon House	0.0%
Magnolia Mound Plantation	0.0%
"Other"	7.7%
Do not remember	92.3%
Valid Cases	65

- Many of the sites in the Atchafalaya Trace Heritage Area were not named by any of those who said that they were familiar with the Atchafalaya Basin. Others were named by 3.1% or less of the respondents.
- Alligator Bayou Swamp Tours was named most often (6.2%), but sites that were not actually part of the Atchafalaya Trace Heritage Area were named more often (7.7%). Louisiana's Old State Capitol and Old Governor's Mansion were named by 4.6% of respondents who were familiar with the Atchafalaya Basin.

Have you ever visited any of these? If yes, which ones have you visited?

Response	Percentage
Louisiana's Old State Capitol	88.3
Louisiana's Old Governor's Mansion	80.0
Acadian Village	76.7
Acadian Cultural Ctr., Jean Lafitte Nat. Historic Park	71.7
Acadian Swamp Tours	70.0
Magnolia Mound Plantation	70.0
Alligator Bayou Swamp Tours	63.3
Nottoway Plantation	58.3
Alexandria Mouton House and Lafayette Museum	51.7
Airboat Tours, Inc.	50.0
Atchafalaya Basin Backwater Adventure	50.0
A Cajun Man's Swamp Cruise	48.3
African-American Museum	43.3
Marksville State Historic Site	43.3
Avoyelles Commission of Tourism	36.7
Bayou Vermillion Boat Tours	35.0
Bunkie Train Depot and Welcome Center	35.0
Angelle's Whiskey River	33.3
Bayou Teche Visitors Center	33.3
Ma Mama's Kitchen	33.3
Bayou Terrebonne Waterlife Museum	31.7
Grand Cote National Wildlife Refuge	31.7
City Café	30.0
Bayou Black Airboat Swamp Tours	28.3
Frogmore Plantation and Gins	28.3
Plaquemine Lock State Historic Site	28.3
Delta Music Museum	23.3
Annie Miller's Son's Marsh and Swamp Tours	21.7
Atchafalaya Trace Heritage Area Online	21.7
Bayou Vue Café	21.7
Bayou Country Bed & Breakfast	20.0
Cajun Houseboats and Rentals	18.3
A Bear's Café	16.7
Bergerons on the Bayous Campground	15.0
Brownell Memorial Park	15.0
David's Cottage Café and Bed & Breakfast	10.0
Beau Reve Cruise	8.3
Honeysuckle Bed & Breakfast	8.3
Dr. Jules Charles Desfossee House	6.7
Hypolite Bordelon House	6.7
Valid Cases	65

- When asked in an aided format which sites they had visited, the Old State Capitol (88.3%) and Old Governor's Mansion (80.0%) were mentioned most often.
- In general, with the prompt of a specific site, awareness was much higher than when no such assistance was provided. Respondents remembered visiting a number of sites that they could not name in the previous question.

When did you last visit one of these sites?

Response	Percentage
Last Year	35.0%
1 to 2 years	18.3%
3 to 5 years	11.7%
Do Not Remember	28.3%
Don't Know	6.7%
Total	100%
Valid Cases	60

- Just over one-third of the respondents familiar with the Atchafalaya Basin visited one of the sites in the last year; another 30% of them visited one of the sites one to five years ago.

Will you be likely to travel to the Atchafalaya Trace Heritage Area in the future?

Response	Percentage
This Year	43.1%
In 1 to 2 years	21.5%
3 to 5 years	6.2%
Not Sure	18.5%
Not planning to do that	10.8%
Total	100%
Valid Cases	65

- Many (43.1%) of the respondents familiar with the Basin are likely to visit sites in the Atchafalaya Trace Heritage Area this year.
- Just 10.8% are not planning to visit any of the sites.

Phone Interview with Chuck Morse

On May 4, 2006, Chuck Morse, Senior Advisor to the Secretary of the DCRT, spoke to Marianne Marcell and Janet Speyrer at length, via telephone, about the baselines for and measurable impact on the metrics identified for each of the division's objectives. He answered questions such as whether a federal grant had been received, whether a Corridor Management Plan had been completed, and whether strategic partnerships had been created (and with whom). He referred to Robert Wilson questions such as how many hits or unique visitors a web site had experienced, or how many people had attended a festival.

Correspondence with Mark Northington

ATCHAFALAYA WELCOME CENTER			
	2004-05	2005-06	Change
July	10,335	14,304	38.4%
August	9,445	13,671	44.7%
September	8,187	17,832	117.8%
October	10,923	7,202	-34.1%
November	11,410	7,093	-37.8%
December	6,479	7,014	8.3%
January	6,600	5,326	-19.3%
February	8,290	8,007	-3.4%
March	12,742	8,301	-34.9%
Total YTD	84,411	88,750	5.1%
April	21,258		
May	22,276		
June	15,349		
FY Total	143,294		

Mr. Northington stated that the most representative state welcome center for the Atchafalaya region is the Atchafalaya Welcome Center. The baseline number of visitors to the Atchafalaya Welcome Center (in FY 2004-2005) is about 143,300 people. It opened in June 2004. A year-to-date comparison reveals that the Atchafalaya Welcome Center has experienced growth of 5.1% over the same period in FY 2004-2005.

Correspondence with Robert Wilson

Mr. Wilson provided information on the number of applications for the Atchafalaya Trace Heritage Area Development Zone (ATHADZ) Tax Credit Program. The Atchafalaya Trace Commission received nine tax credit applications in FY 2003-2004 and seven in FY 2004-2005. He also furnished valuable statistics on the number of website hits and unique hits for those years and FY 2005-2006. From June 15, 2003 through June 30, 2004 website hits totaled 567,745; they were 542,339 in FY 2004-2005; and hits were 287,373 from July 1, 2005 through May 31, 2006.

The percentage increase in unique website users from the baseline year to FY 2004-2005 is 11.0% and from FY 2004-2005 to FY 2005-2006 is 13.2%. Mr. Wilson also confirmed the cooperative partnership information provided by Mr. Morse and added the local convention and visitor bureaus to the list.

Return on Objective

As the stated goal of the Atchafalaya Trace is to promote the Atchafalaya Heritage Area as a world-class eco- and heritage tourism destination, thus building awareness, expanding opportunity and strengthening place, questions were placed in a survey to measure how well the Atchafalaya Trace Commission is meeting its goal. Summary responses to the survey are as follows:

- When asked to recall tourism sites close to the Atchafalaya Basin in an unaided format, almost 60% were familiar with the Atchafalaya Basin. However, just 37.1% of these said that they were aware of any of the tourism opportunities in the Atchafalaya Trace Heritage area.
- In an unaided format, many of the sites in the Atchafalaya Trace Heritage Area were not named by any of those who said that they were familiar with the Atchafalaya Basin. Alligator Bayou Swamp Tours was named most often (6.2%), but sites that were not actually part of the Atchafalaya Trace Heritage Area were named more often (7.7%). Louisiana's Old State Capitol and Old Governor's Mansion were named by 4.6% of respondents who were familiar with the Atchafalaya Basin. 92.3% could not remember any of the sites.
- Awareness may be greater than suggested by these questions. When prompted with names of specific sites, many remembered specific sites near in the Atchafalaya Trace Heritage Area. This fact suggests that respondents are aware of the sites, but are not associating them with the Atchafalaya Trace Heritage Area.
- More than one-third of the sites were visited within the last year and almost 90% of respondents planned to visit them again.

Objective 1: To receive National Heritage Area Designation by June 30, 2007.

Performance Indicators

National Heritage Area designation achieved – The division is currently working toward achieving this designation. They have the application and are working to educate legislators about the strengths of the Atchafalaya Heritage Area.

Federal dollars appropriated – Although no funds have been raised specifically for the Heritage Area, a federal grant was received for the completion of Corridor Management Plans for the Scenic Byways in the area.

Number of visitors to Atchafalaya Welcome Center – A total of 143,294 people visited the Atchafalaya Welcome Center in 2004-2005. Through the first nine months of 2005-2006 that figure has increased by 5.1% over the same period in 2003-2004.

Number of cooperative marketing/educational opportunities – Two such partnerships have been formed to date: the Lake Fausse Pointe State Park, and the Atchafalaya Adventure Race.

Summary

Welcome Center numbers are up and partnerships for promotion and education are being formed. Steps are being taken to obtain federal grants and National Heritage Area designation.

Objective 2: By June 30, 2010, increase participation in Atchafalaya Days Celebration to 25,000 attendees.

Performance Indicators

Number of participants in Atchafalaya Days celebration – No data was made available for the Atchafalaya Days Celebration in 2004 and the October 2005 Atchafalaya Days Celebration was cancelled because of Hurricane Rita. Still, awareness programs and Atchafalaya Days events in the Northern portion of the Heritage Area were held.

Number of Atchafalaya Heritage awareness programs offered annually – Just three were offered this year. Travel was curtailed by budget cuts and out-of-town travel freeze.

Number of Atchafalaya Days events hosted in October – Five were held in the northern portion of the Heritage Area.

Number of cooperative marketing opportunities – Four such opportunities are currently being pursued: Army Corps of Engineers, Atchafalaya Adventure Race, St. Martin Parish, and New Iberia Parish.

Number of links on the website - Data not available.

Number of partnership opportunities – At least four partnerships exist currently: Army Corps of Engineers, Atchafalaya Adventure Race, St. Martin Parish, and New Iberia Parish

Summary

Budget freezes and Hurricane Rita have slowed the progress in increasing the Atchafalaya Days celebration attendance. Still, awareness programs and Atchafalaya Days events in the Northern portion of the Heritage Area were held. Cooperative marketing opportunities and partnerships with four entities have been pursued.

Objective 3: By June 30, 2006, increase applications for the Atchafalaya Trace Heritage Area Development Zone (ATHADZ) Tax Credit Program by 5%.

Performance Indicators

Baseline number of applications for tax credit (FY 03-04) – Nine applications were made in FY 2003-2004.

Number of applications for tax credit – ATC received 9 tax credit applications in FY 2003-2004 and 7 in FY 2004-2005.

Percent increase in applications for tax credit – Applications **decreased** by 22.2%.

Number of tax incentives received – None were received.

Number of partnerships with other state agencies – Four partnerships with state agencies have been established: Department of Natural Resources, Department of Revenue, Department of Economic Development, and The Department of Transportation Development.

Summary

Tax Credit applications declined, moving ATC away from the stated objective, and no tax incentives have been received to date. However, desired partnerships with other state agencies have been established.

Objective 4: By June 30, 2006, increase traffic to Atchafalaya Trace Heritage Area's website by 10%.

Performance Indicators

Percent increase of Atchafalaya Trace Heritage Area website traffic – Not Available

AtchafalayaTrace	Baseline year	Year 2	Year 3	%change	%change
	Adjusted FY 2003-04	FY 2004-05	Adjusted FY 2005-06	Baseline - Year 2	Year 2 - Year 3
Total hits	545,035	542,339	313,498	-0.5%	-42.2%
Total unique hosts	8,012	8,897	10,069	11.0%	13.2%

Baseline number of website hits (FY 2003-2004) – 545,035 (estimated using number of hits from June 15, 2003 through June 30, 2004 of 567,745.)

Number of website hits – 542,339 FY 2004-2005; 313,498 FY 2005-2006 (estimated using number of hits from July 1, 2005 through May 31, 2006 of 287,373). Website hits decreased

slightly (-0.5%) from the baseline year to FY 2004-2005, and decreased again (by a more substantial -42.2%) in the following fiscal year.

Number of converted website hits – Not Available

Number of unique website users – The best measure of unique website hits is unique hosts. Using this measure, the percentage increase in unique website users from the baseline year to FY 2004-2005 is 11.0% and from FY 2004-2005 to FY 2005-2006 is 13.2%.

Number of links on the website – Not Available

Number of cooperative marketing opportunities – There have been several such opportunities: Atchafalaya Adventure Race, State Parks, St. Martin Parish, Iberia Parish and local convention and visitor bureaus.

Summary

The performance indicators for the Atchafalaya Trace Heritage Area web site are well-stated in quantifiable terms. The number of hits on the website went down minimally from FY 2003-2004 to FY 2004-2005 and fell again in the following fiscal year by 42.2%. However, unique hits to the website increased by more than 10% in each fiscal year. Cooperative marketing opportunities have been pursued with several entities.

Objective 5: By June 30, 2010, increase visitation to Atchafalaya Welcome Center (AWC) by 10%.

Performance Indicators

Percent increase of visitors to Welcome Center - Year-to-date comparison reveals that the Atchafalaya Welcome Center has experienced growth of 5.1% in FY 2005-2006 over the same period in FY 2004-2005.

Baseline number of visitors to Atchafalaya Welcome Center (FY 2005-2006) – 143,294 in FY 2004-2005; figure for the twelve months of FY 2005-2006 is not yet available

Number of website hits – Project not funded

Number of brochures and itineraries distributed at the Center – There is an Explorer's map and four "tear-off" maps, but there is no good tracking data.

Number of hits generated from the web site banner – Not done yet.

Summary

More visitors frequented the welcome center. Brochures and maps were distributed at the AWC, but the results of these efforts were not tracked.

Objective 6: By June 30, 2010, enhance rural tourism by increasing the product in the Atchafalaya Heritage Area by 3%.

Performance Indicators

Percent of new products specified – Unknown

Baseline number of products (FY 03-04) – Unknown

Number of new products specified – Unknown

Federal dollars appropriated – Will use analysis from Corridor Management Plan

Number of strategic partnership opportunities developed – Five consolidated partnerships with attractions in Heritage Area have been developed.

Summary

Atchafalaya Trace Commission is currently working on a strategic plan including a variety of sites and programs. Several desired partnerships with attractions in the area have been established.

Return on Investment

The Atchafalaya Trace Heritage Area has the potential for substantial return on investment. Federal grant money and tax incentive programs can yield such return. In addition, out-of-state visitors to this area generate economic impact as they spend money in the area and during their stay in Louisiana. In particular, the Atchafalaya Days Celebration generates economic impact of visitors who come into the state for that event. Information is required to calculate such returns. At the time of this report, much of this information is not being tracked.

Conclusions and Recommendations

The Atchafalaya Trace Commission has clearly stated measurable objectives. However, some key indicators are not readily available and/or are not being monitored regularly. It is recommended that the promotion campaign for the Atchafalaya Trace Heritage Area establish a clear brand with associated collateral materials. Research on visitors to the area (in particular attendees to the Atchafalaya Days Celebration) could determine the value of the Atchafalaya Trace Heritage Area. Conversion studies and associated economic impact studies are recommended.

APPENDIX A

Introduction

ATCHAFALAYA TRACE HERITAGE AREA

Are you familiar with the Atchafalaya Basin? Y/N/DK (If no, end)

The region close to the Atchafalaya Basin, called the Atchafalaya Trace Heritage Area, contains many tourism opportunities including, state parks, historic sites, museums, tourism/hospitality amenities and roadways. Have you heard of any of these? Y/N/DK (If no, go to end)

If yes, which ones have you heard of? **(Do not read the list)**
(Check all that apply)

A Bear's Café
A Cajun Man's Swamp Cruise
Acadian Cultural Ctr., Jean Lafitte Nat. Historic Park
Acadian Swamp Tours
Acadian Village
African-American Museum
Airboat Tours, Inc.
Alexandria Mouton House and Lafayette Museum
Alligator Bayou Swamp Tours
Angelle's Whiskey River
Annie Miller's Son's Marsh and Swamp Tours
Atchafalaya Basin Backwater Adventure
Atchafalaya Trace Heritage Area Online
Avoyelles Commission of Tourism
Bayou Black Airboat Swamp Tours
Bayou Country Bed & Breakfast
Bayou Teche Visitors Center
Bayou Terrebonne Waterlife Museum
Bayou Vermillion Boat Tours
Bayou Vue Café
Beau Reve Cruise
Bergerons on the Bayous Campground
Brownell Memorial Park
Bunkie Train Depot and Welcome Center
Cajun Houseboats and Rentals
City Café
David's Cottage Café and Bed & Breakfast
Delta Music Museum
Dr. Jules Charles Desfossee House

Frogmore Plantation and Gins
Grand Cote National Wildlife Refuge
Honeysuckle Bed & Breakfast
Hypolite Bordelon House
Louisiana's Old Governor's Mansion
Louisiana's Old State Capitol
Ma Mama's Kitchen
Magnolia Mound Plantation
Marksville State Historic Site
Nottoway Plantation
Plaquemine Lock State Historic Site
"Other" _____

Have you ever visited any of these? Y/N/DK (If no, go to "will you be likely")
If yes, which ones have you visited? **(Do not read the list)**
(Check all that apply)

A Bear's Café
A Cajun Man's Swamp Cruise
Acadian Cultural Ctr., Jean Lafitte Nat. Historic Park
Acadian Swamp Tours
Acadian Village
African-American Museum
Airboat Tours, Inc.
Alexandria Mouton House and Lafayette Museum
Alligator Bayou Swamp Tours
Angelle's Whiskey River
Annie Miller's Son's Marsh and Swamp Tours
Atchafalaya Basin Backwater Adventure
Atchafalaya Trace Heritage Area Online
Avoyelles Commission of Tourism
Bayou Black Airboat Swamp Tours
Bayou Country Bed & Breakfast
Bayou Teche Visitors Center
Bayou Terrebonne Waterlife Museum
Bayou Vermillion Boat Tours
Bayou Vue Café
Beau Reve Cruise
Bergerons on the Bayous Campground
Brownell Memorial Park
Bunkie Train Depot and Welcome Center
Cajun Houseboats and Rentals

City Café
David's Cottage Café and Bed & Breakfast
Delta Music Museum
Dr. Jules Charles Desfossee House
Frogmore Plantation and Gins
Grand Cote National Wildlife Refuge
Honeysuckle Bed & Breakfast
Hypolite Bordelon House
Louisiana's Old Governor's Mansion
Louisiana's Old State Capitol
Ma Mama's Kitchen
Magnolia Mound Plantation
Marksville State Historic Site
Nottoway Plantation
Plaquemine Lock State Historic Site
"Other" _____

When did you last visit one of these sites? (Read responses)

LAST YEAR, 1 TO 2 YEARS, 3 TO 5 YEARS, DO NOT REMEMBER

Will you be likely to travel to the Atchafalaya Trace Heritage Area in the future? (read responses)

THIS YEAR, IN 1 TO 2 YEARS, 3 TO 5 YEARS, NOT SURE, NOT PLANNING TO DO THAT

DEMOGRAPHICS

What is your home zipcode?

Use same demographics as from statewide phone survey:

Ethnicity
Education level
Gender
Family Income