

LAFAYETTE LOUISIANA

People from the entire Acadiana region travel into the Hub City of **Lafayette, LA** for business and pleasure. Lafayette is a mid-sized market recognized for blending its unique Cajun and Creole heritage with modern-day amenities creating an environment conducive to a contemporary lifestyle.



Why do retailers choose Lafayette?

Named the *Happiest City in America* by Wall Street Journal's Market Watch, Lafayette serves as a safe and convenient market for shopping, education, entertainment, recreation, dining, health services, and other business-related services. With the intimacy of a small town and the sophistication of a big city, you've never been anywhere quite like Lafayette, Louisiana.



A Robust Market: Businesses located in Lafayette Parish are able to capitalize on a market of nearly 700,000 people, with over one million tourists visiting this area each year.

Above Average Spending: A strong workforce and competitive wages are two attributes that greatly influence confident spending patterns of consumers in any market. Lafayette Parish's personal per capita income is among the top 20% of all counties in the United States. These outstanding benchmarks illustrate the size and vigor of the Lafayette trade area.

Development and Growth: Commercial construction is flourishing in Lafayette Parish. 2024 saw an impressive 1,558 residential permits and 48 commercial permits filed, totaling more than \$564 million in real estate development.

Lafayette is...

- home to the University of Louisiana at Lafayette and South Louisiana Community College with more than 25,000 students enrolled.
- one of the 50 Best Places to Live for Families. (Fortune.com, 2024)
- #1 Best Place for Young Professionals in Acadiana. (Niche, 2025)
- packed with cultural attractions, delicious eats, and an endless list of unique and exciting things to do.



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Demographics

2025 Population^c

Parish	MSA [*]	Region ^{**}
250,819	413,428	671,395

Race Distribution^c

White	61.9%	66.1%	62.9%
African-American	26.1%	23.7%	27.1%
Asian	2.4%	1.9%	1.6%
Other	9.5%	8.3%	8.3%
Hispanic Population	6.7%	5.6%	5.5%

Median Age ^c	37.5 yrs	38.6 yrs	39.2 yrs
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Educational Attainment^c

High School Graduate	30.4%
Some College/Associate	25.4%
Bachelor's Degree	24.9%
Advanced Degree	10.8%

Households ^c	103,993	169,722	274,143
Avg. Household Income ^c	\$92,375	\$85,429	\$79,172
Households >\$100K Income ^c	32.3%	29.6%	26.3%

Real Estate

2024 Avg. Home Sale Prices	\$292,682
2024 Construction Dollars	
1,558 Residential Permits	\$339,533,288
48 Commercial Permits	\$224,921,386
Property Tax Millage (within City)	105.20 mills

Market

2023 Per Capita Income	\$661,179
2024 Total Estimated Retail Sales	\$8,587,048,241
Food	24.2%
Apparel	3.2%
General Merchandise	25.6%
Auto	11.7%
Furniture	4.8%
Building Materials	8.9%
Services	10.0%
Other	11.1%

Lagniappe (Something Extra)

2024 Air Traffic	
Enplanements	268,159
Deplanements	264,652
2024 Hotel/Motel Receipts	\$104,278,032
UL Lafayette Fall 2024 Enrollment	19,213
South Louisiana CC Enrollment	5,888

^c denotes 2025 ESRI Estimates; for other sources, please contact LEDA

^{*} Lafayette MSA includes: Acadia, Iberia, Lafayette, St. Martin and Vermilion parishes

^{**} Lafayette Region includes Acadia, Evangeline, Iberia, Jefferson Davis, Lafayette, St. Landry, St. Martin, St. Mary and Vermilion parishes.



Lafayette Economic Development Authority
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MORE ABOUT LAFAYETTE, LA

With 250,000 residents in the heart of South Louisiana, Lafayette Parish (county) serves as the region's premier economic hub. Our world-renowned Cajun and

Creole heritage creates an authentic, vibrant atmosphere that attracts visitors and businesses alike—providing a built-in customer base and unique competitive advantage for retailers.

Lafayette offers everything retailers need to succeed: a skilled workforce, a strategic location with integrated transportation networks, and robust infrastructure including cutting-edge technology systems. Our diversified economy spans energy, healthcare, technology, finance, education, and entertainment—creating multiple revenue streams and economic stability that translates to consistent consumer spending power.

What sets Lafayette apart is our entrepreneurial culture rooted in Southern hospitality and strong work ethic. Local businesses thrive here because residents value authentic experiences and actively support homegrown enterprises. Our strategic position as a regional hub means your Lafayette location serves not just our metro area, but draws customers from across Acadiana's nearly 700,000 residents and more than one million annual visitors.

In Lafayette Parish, you're not just opening a store—you're joining a community that celebrates local business and provides the economic foundation for long-term retail success.

LAFAYETTE RETAIL SUCCESS STORIES



Coming Soon



Opening 2026



Opened Nov 2023



TOPGOLF

Opened Dec 2023