Developing Louisiana’s Great Gulf Coast Birding Trail
Mary Jeanne Packer
Chief Operating Officer

www.fermatainc.com
Sustainable Nature Tourism Strategies

About the project

FERMATA’s approach

Project Status
About the project – The Sponsors and Partners

- State Department of Culture, Recreation and Tourism - Louisiana Office of Tourism, Louisiana Heritage Tourism Development Division
- Louisiana Office of State Parks, Division of Outdoor Recreation
- Louisiana Dept. of Transportation – National Scenic Byway Enhancements Program
About the project – The FERMATA team

- Ted Lee Eubanks, Jr. – President
- Bill Fontenot – Biologist
- Carol Thailing – Recreation Planner
- Kay Radlauer – Public Involvement
- Writers, graphic designers, web developers, landscape architects.
NEW!
Project Update - September 30, 2003

The Louisiana Great Gulf Coast Birding Trail is well on its way towards becoming a world class birding trail! FERMATA received completed nomination forms for 177 sites in 28 different parishes. These were organized and mapped, and placed them 14 different loops. Local naturalist, Bill Fontenot, is working with FERMATA to conduct site assessments. Not one to disappoint, Bill, a Louisiana native and area expert, is quickly making headway. To date, Bill has visited and assessed the sites on twelve of the 14 proposed loops.

The sites assessed so far including a variety of coastal Louisiana habitats including fresh and saltwater marshes, cheniers, upland pines, riparian hardwood forests, and cypress-tupelo swamps. Bill plans to complete all assessments by the middle of October. Moving east from the Texas border, Bill has followed the proposed Trail into eight parishes so far including Calcasieu,
About the project – Deliverables

- Identification of the Louisiana Great Gulf Coast Birding Trail Driving Route;

- Data Collection, Inventories and Interpretation Development;

- Analyze and Assess Current Birding/Bird Trail Infrastructure;
About the project - Identify the route

• The Louisiana Great Gulf Coast Birding Trail will connect individual state and national scenic byways to larger themes and opportunities to enhance routes,

• add more experiences for visitors to the state,

• link the individual routes to a greater transportation network extending across the southern region of the state from the Texas border to the Mississippi state line.
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About the project – Infrastructure
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About the project – Infrastructure
About the project – Deliverables

- Interpretive Materials Development;
- Louisiana Great Gulf Coast Birding Trail Comprehensive Strategic Development Plan;
- Draft Grant Applications
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About the project – Interpretation
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About the project – Interpretation
About the project – Timeline

- Project start – April 2003
- Site nominations – May and June
- Assessments and route selection – July to October
- Infrastructure assessment and recommendations October - December
- Interpretive planning and materials preparation – Winter
- Final report – Spring 2004
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FERMATA’s approach

- Concept
- Nominate
- Assess

Implement and Measure Outcomes

Plan

Phase I

Phase II
Market Segmentation in Nature Tourism

<table>
<thead>
<tr>
<th>Avid</th>
<th>Active</th>
<th>Casual</th>
<th>Uninitiated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Primary Recreationist</td>
<td>Secondary Recreationist</td>
<td>Peripheral Recreationist</td>
</tr>
<tr>
<td></td>
<td>Avitourist</td>
<td>Nature Tourist</td>
<td>Experiential Tourist</td>
</tr>
<tr>
<td></td>
<td>Committed Birder</td>
<td>Naturalist</td>
<td>Adventure Traveler</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Wildlife Viewer</td>
<td>Cultural/Historical Traveler</td>
</tr>
<tr>
<td></td>
<td></td>
<td>General Nature Traveler</td>
<td></td>
</tr>
</tbody>
</table>
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Concept

Experiential trails
Trails to support experiential tourists

Trails = thematic itineraries

a means of arraying experiences along a linear path…
The trail is the **mechanism** by which we orchestrate the nature experience.
And moves markets to messages.
Trails also serve to move markets to merchandise.
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**Nomination process**

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**LOUISIANA GREAT GULF COAST BIRDING TRAIL SITE NOMINATION FORM**

Your opinion is important to the success of the Louisiana Great Gulf Coast Birding Trail. If you know of a good location to see wildlife, please complete the following nomination form. The information will be submitted to a team of trained assessors, who will then visit and evaluate the site based on key criteria. To prevent duplication of effort, please check the project website (http://www.fermatainc.com/la/sites.html) before submitting a site to see whether the site has already been nominated.

Please only submit sites on private land if you are the owner of the site. Respect for the property of private landowners is very important to us. The only privately-owned sites that will be considered for possible inclusion in this trail are those that are nominated by their owners.

**DEADLINE FOR SITE NOMINATIONS IS JUNE 30, 2003**

### SITE DATA

**Site location information**

- **Site name**
- **Street address (or nearest address, if a facility that does not have an official address)**
- **Parish**
- **Tourism Region**
- **Phone**
- **FAX**
- **Email**
- **URL**
- **Site size**

**Directions to Site** (please also include relevant city, county or topographic maps indicating site):

**Latitude/Longitude or GPS Coordinates (optional):**

**Site contact information (if different from site location information):**

- **Contact Name/Title**
- **Organization**
- **Email**
- **Mailing Address**
- **Phone**
- **FAX**
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Assessment

Zone of Influence

Applied Site Assessment Protocol

Intrinsic Values

Extrinsic Values

Modifiers

Waypoints
Applied Site Assessment Protocol ™

• Comparative method of assessing resource potential (interpretive, educational, recreational, tourism) at given sites / waypoints.

• Provides quantified approach (Likert Scale) to assessing potential.

• Designed to control observer bias.
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ASAP - Intrinsic values

Landscape

- Scale
- Integrity
- Aesthetics

Assess
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ASAP - Intrinsic values

Resource
- Diversity
- Specialty
- Conspicuousness
- Appeal
- Scope
- Dynamics
- Significance

Assess
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ASAP - Extrinsic values

• Social
• Recreational

Assess
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ASAP - Extrinsic values

• Historical
• Cultural
• Economic

Assess
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ASAP - Modifying Factors

– Ecological
– Physical
– Social
– Cultural

Assess
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ASAP - Modifying Factors

- Health and Safety
- Regulatory
- Political
- Economic

Assess
Plan

Executive Summary

April 2002

A proposal by

FERMATA, Inc.

PO Box 5485

Auburn, TX 76262-5485

512.472.0052 • 512.472.0497 (FAX)

Strategic Plan for Developing Experiential Tourism

Lake Erie Coastal Ohio
LGGCBT Project status

Phase I
Project status

• Worked with LA Office of Tourism, established Zone of Influence.
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Project status

• Worked with LA Office of Tourism, established Zone of Influence.

• FERMATA received completed nomination forms for 177 sites in 28 different parishes.
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Variety of coastal Louisiana habitats including

- fresh and saltwater marshes,
- cheniers,
- upland pines,
- riparian hardwood forests,
- cypress-tupelo swamps
- beaches
Project status

• Worked with LA Office of Tourism, established Zone of Influence.

• FERMATA received completed nomination forms for 177 sites in 28 different parishes.

• These were organized and mapped, and placed in 14 different loops.
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### Project status

- Assessments completed on twelve of the 14 proposed loops
- Recommendations to LOT for decision
Special thanks to those who offered special assistance during the assessment phase

Wordy Duhon
Arlene White
Mr. and Mrs. Gremillion
Joe Baucum
Earl Robicheaux

Virginia Rettig
Chris Brantley
Lisa Robichaux
Mac Myers
Chris Hightower
Jean Landry
Sustainable Nature Tourism Strategies
<table>
<thead>
<tr>
<th>Loop 1</th>
<th>Site Name</th>
<th>Habitats</th>
<th>Species</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Niblett's Bluff Park of Ward Seven</td>
<td>park-like setting with contiguous canopy mature loblolly pines</td>
<td>Red-bellied and Downy woodpeckers, Eastern Bluebird, Brown-headed Nuthatch</td>
</tr>
<tr>
<td>2</td>
<td>Welcome Center at Lake Bienvenue</td>
<td>lake, marsh, and Baldcypress-Tupelo Gum swamp</td>
<td>Northern Shoveler, Blue-winged Teal, American Coot, year round residents such as Pileated Woodpecker, Carolina Wren, Carolina Chickadee and Tufted Titmouse are joined in spring and summer by neotropical breeders like Prothonotary and Northern Parula warbl</td>
</tr>
<tr>
<td>3</td>
<td>Fabacher Road Area</td>
<td>remnants of coastal tallgrass prairie occasionally dotted with shrubs</td>
<td>small breeding colony of Crested Caracara, the only such site in all of Louisiana; Northern Bobwhite, Dickcissel, and Blue Grosbeak; and Northern Cardinal, Northern Mockingbird, and White-eyed Vireo in the summer months</td>
</tr>
<tr>
<td>4</td>
<td>Intracoastal Park</td>
<td>freshwater marsh and associated pool</td>
<td>Ring-billed Gull, Laughing Gull, Forster's Tern, Caspian Tern, and Osprey; Black-necked Stilt, American Avocet (during winter and migration), Greater Yellowlegs, and Long-billed Dowitcher. During the winter months, look also for Blue-winged Teal, Northern</td>
</tr>
<tr>
<td>5</td>
<td>Volunteer Lane Rookery</td>
<td>lake and deciduous woodland</td>
<td>Roseate Spoonbills and Tricolored Herons, along with Great, Snowy, and Cattle egrets maintain active nests; Carolina Chickadees, Downy and Red-bellied woodpeckers, and Carolina Wrens during the breeding season; and during winter months, American Robin, Ye</td>
</tr>
<tr>
<td>6</td>
<td>Sabine National Wildlife Refuge, Headquarters</td>
<td>fresh, brackish, and salt marshes; moss-draped Live Oaks</td>
<td>Snowy egrets, King Rail; and Sora and Virginia rails during the winter months; wintering or “lingering” warblers. In the late winter of 2003, a Townsend's Solitaire spent several weeks here.</td>
</tr>
<tr>
<td>7</td>
<td>Sabine National Wildlife Refuge, Wetland Walkway</td>
<td>freshwater marsh</td>
<td>Marsh Wren, Barn Swallow, Eastern Kingbird, Common Yellowthroat, Orchard Oriole, and Purple Gallinule. Wading birds especially Little Blue and Tricolored herons, as well as Roseate Spoonbills</td>
</tr>
<tr>
<td>8</td>
<td>Holly Beach</td>
<td>beach</td>
<td>Laughing, Ring-billed, Herring, and Bonaparte's gulls, and Royal, Caspian, Forster's, Least and Sandwich (summer only) terns. Black Tern during migrations periods, as well as from mid-late summer. Common Terns during migration periods as well as winter,</td>
</tr>
<tr>
<td>9</td>
<td>Peweto Woods Bird and Butterfly Sanctuary</td>
<td>coastal woodland</td>
<td>spring and fall migration periods Lesser Nighthawk, Black-throated Gray Warbler, Black-headed Grosbeak, Western Tanager, Cape May and Black-throated Blue warblers, Groove-billed Ani, Buff-bellied Hummingbird, Black-whiskered Vireo, and Yellow-green Vireo.</td>
</tr>
<tr>
<td>10</td>
<td>Martin Beach</td>
<td>beach</td>
<td>Snowy and Piping plovers, Semipalmated and Wilson's plovers, American Avocet, Sanderling, and other sandpipers; Surf Scoter, Lesser Scaup, and Red-breasted Merganser flying and foraging just offshore.</td>
</tr>
<tr>
<td>11</td>
<td>Sabine Pass Bridge</td>
<td>lake</td>
<td>only place in Louisiana where Cave Swallows are routinely observed; Common Loon, Horned and Eared grebes, Redhead, Bufflehead, Common Goldeneye, Red-breasted Merganser, and Surf Scoter;</td>
</tr>
</tbody>
</table>
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Project status

• Descriptions for all recommended sites listed on Great American Trails website:
  www.greatamericantrails.com
Sabine National Wildlife Refuge
Wetland Walkway
Latitude: +29.8664 NORTH
Longitude: -93.4557 WEST
State: Louisiana
County: Cameron
Nearest Community: Cameron

Direction:
From the intersection of SR 27W (Exit 20) and I 10 in Sulphur, go south on SR 27W for 28.2 miles. The facility is on the right (west) side of the road.

Description:
Sabine National Refuge’s Wetland Walkway features a 1.0-mile cement “sidewalk” which loops out into an extensive freshwater marsh. During the summer months, local breeding birds here include Marsh Wren, Barn Swallow, Eastern Kingbird, Common Yellowthroat, Orchard Oriole, and the gaudy Purple Gallinule. Wading birds frequent this marsh on a year round basis. Look especially for Little Blue and Tricolored herons, as well as Roseate Spoonbills. For those birds close enough to scrutinize, check the facial pattern of all dark ibis. White-faced Ibis is the “default"
### Sustainable Nature Tourism Strategies

**Sites not recommended for inclusion are listed in notebook**

<table>
<thead>
<tr>
<th>Order</th>
<th>Site Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loop 2</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Sam Houston Jones State Park</td>
</tr>
<tr>
<td>2</td>
<td>Holmwood Mini-Loop</td>
</tr>
<tr>
<td>3</td>
<td>Cameron Prairie National Wildlife Refuge Headquarters &amp; Visitors Center</td>
</tr>
<tr>
<td>4</td>
<td>Cameron Prairie National Wildlife Refuge Pintail Drive</td>
</tr>
<tr>
<td>5</td>
<td>Gibbstown Bridge South Boat Launch</td>
</tr>
<tr>
<td>6</td>
<td>Little Chenier Road</td>
</tr>
<tr>
<td>7</td>
<td>Rockefeller State Wildlife Refuge Nature Drive</td>
</tr>
<tr>
<td>8</td>
<td>Nunez Woods</td>
</tr>
<tr>
<td>9</td>
<td>Rutherford Beach</td>
</tr>
<tr>
<td>10</td>
<td>Cameron East Jetty Park</td>
</tr>
</tbody>
</table>

**Scenic Byway links:** Creole Nature Trail & Jean Lafitte
## Sustainable Nature Tourism Strategies

### Loop 3

<table>
<thead>
<tr>
<th>Order</th>
<th>Site Name</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Louisiana Oil &amp; Gas Park</td>
</tr>
<tr>
<td>2</td>
<td>Lorraine Park / Parish Park Park</td>
</tr>
<tr>
<td>3</td>
<td>Lacassine Pool</td>
</tr>
<tr>
<td>4</td>
<td>Thornwell Site</td>
</tr>
<tr>
<td>5</td>
<td>Lacassine National Wildlife Refuge - Streeter Road / Unit B North Levee</td>
</tr>
<tr>
<td>6</td>
<td>Lacassine National Wildlife Refuge Headquarters</td>
</tr>
<tr>
<td>7</td>
<td>Lake Arthur Boardwalk &amp; Park</td>
</tr>
<tr>
<td>9</td>
<td>Maree Michel Road</td>
</tr>
<tr>
<td>10</td>
<td>Intersection of SR 14/ Meridian Line Road</td>
</tr>
</tbody>
</table>

**Scenic Byway link:** *Jean Lafitte*
## Sustainable Nature Tourism Strategies

<table>
<thead>
<tr>
<th>Order</th>
<th>Site Name</th>
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</thead>
<tbody>
<tr>
<td>Loop 4</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Abbeville RV Park</td>
</tr>
<tr>
<td>2</td>
<td>Gladu Road</td>
</tr>
<tr>
<td>3</td>
<td>Bancker Grotto at Live Oak Road</td>
</tr>
<tr>
<td>4</td>
<td>Bobwhite &amp; Pelican Roads</td>
</tr>
<tr>
<td>5</td>
<td>Pleasant Road/ Palmetto Island State Park</td>
</tr>
<tr>
<td>6</td>
<td>Mouton Cove Area/ Prairie Road</td>
</tr>
<tr>
<td>7</td>
<td>Pine Island Road</td>
</tr>
<tr>
<td>8</td>
<td>LA 82 Fishing Piers</td>
</tr>
<tr>
<td>9</td>
<td>Fresh Water City Road/ LA 3147</td>
</tr>
<tr>
<td>10</td>
<td>Pecan Island Front Ridge Road</td>
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</tbody>
</table>

Scenic Byway link: Jean Lafitte
### Sustainable Nature Tourism Strategies

#### Order Site Name

<table>
<thead>
<tr>
<th>Loop 5&amp;6</th>
<th>Site Name</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Lake Martin - Cypress Island Preserve</td>
</tr>
<tr>
<td>2</td>
<td>Evangeline Oak Park</td>
</tr>
<tr>
<td>3</td>
<td>University of Louisiana at Lafayette Experimental Farm</td>
</tr>
<tr>
<td>4</td>
<td>Spanish Lake</td>
</tr>
<tr>
<td>5</td>
<td>New Iberia City Park</td>
</tr>
<tr>
<td>6</td>
<td>Avery Island/ Jungle Gardens</td>
</tr>
<tr>
<td>7</td>
<td>Lake Fausse Point State Park</td>
</tr>
<tr>
<td>8</td>
<td>Levee from Charenton to St. Martinville</td>
</tr>
<tr>
<td>9</td>
<td>Cajun Coast Visitors &amp; Convention Bureau- Franklin Visitors Center</td>
</tr>
<tr>
<td>10</td>
<td>Bayou Teche National Wildlife Refuge</td>
</tr>
<tr>
<td>11</td>
<td>Cajun Coast Visitors &amp; Convention Bureau- Patterson Visitors Center</td>
</tr>
<tr>
<td>12</td>
<td>Cotton Road at Kemper Williams Park</td>
</tr>
</tbody>
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### Sustainable Nature Tourism Strategies

#### Scenic Byway link: *Bayou Teche*

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<tr>
<td>Loop 7</td>
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</tr>
<tr>
<td>1</td>
<td>Morgan City Walking Trail</td>
</tr>
<tr>
<td>2</td>
<td>Victor Guarisco Lake End Park</td>
</tr>
<tr>
<td>3</td>
<td>Brownell Memorial Park &amp; Carillon Tower</td>
</tr>
<tr>
<td>4</td>
<td>Stephensville Road (Hwy 1397)</td>
</tr>
<tr>
<td>5</td>
<td>Berwick Walking Trails</td>
</tr>
<tr>
<td>Order</td>
<td>Site Name</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------------------------------------</td>
</tr>
<tr>
<td>Intro</td>
<td>Bayou Terrebonne Waterlife Museum</td>
</tr>
<tr>
<td>Intro</td>
<td>Southdown Plantation House &amp; Terrebonne Museum</td>
</tr>
<tr>
<td>1</td>
<td>Lumen Christi Retreat Center</td>
</tr>
<tr>
<td>2</td>
<td>Mandalay Refuge Nature Trail</td>
</tr>
<tr>
<td>3</td>
<td>Pointe Aux Chenes WMA</td>
</tr>
<tr>
<td>4</td>
<td>Marguerite Moffet Sanctuary</td>
</tr>
<tr>
<td>5</td>
<td>Louisiana Universities Marine Consortium</td>
</tr>
<tr>
<td>6</td>
<td>Hwy 57 and Falgout Canal Road</td>
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</tbody>
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Scenic Byway link: Cultural Wetlands
### Sustainable Nature Tourism Strategies

<table>
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<tbody>
<tr>
<td>Loop 10</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Fourchon Beach, Ponds, and Sand Dunes</td>
</tr>
<tr>
<td>2</td>
<td>Gulf Stream Marina</td>
</tr>
<tr>
<td>3</td>
<td>Grand Isle Port Commission Property</td>
</tr>
<tr>
<td>4</td>
<td>Bobby Santiny Property</td>
</tr>
<tr>
<td>5&amp;6</td>
<td>TNC Lafitte Woods &amp; Maples Tract</td>
</tr>
<tr>
<td>7</td>
<td>Landry House B&amp;B</td>
</tr>
<tr>
<td>8</td>
<td>Cemetery Lane/ LSU Property</td>
</tr>
<tr>
<td>9</td>
<td>Thomas/ Gloria Bradberry Property</td>
</tr>
<tr>
<td>10</td>
<td>Exxon-Mobil Fields and Pond</td>
</tr>
<tr>
<td>11</td>
<td>Grand Isle State Park</td>
</tr>
</tbody>
</table>
Sustainable Nature Tourism Strategies

Phase I

Next steps

Complete assessments (loops 8 & 11)

Compile write-ups and publish on website

Prepare detailed assessment of infrastructure needs
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Next steps

Interpretive planning include exhibit templates

Prototype materials preparation

Final report – strategic plan

Public meetings
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Next steps

Implement and Measure Outcomes

- Design and install directional and wayfinding signs
- Fabricate Interpretive exhibits
- Publish map and guide – paper and online

Phase II
Sustainable Nature Tourism Strategies

Phase II

Next steps

- Implement and Measure Outcomes
- Create and market itineraries
- Fund and develop infrastructure
- Develop regionally branded natural resource based products
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www.fermatainc.com

www.greatamericantrails.com