
*P.O. Box 1070
Alexandria, LA
1.800.551.9546
www.theheartoflouisiana.com*

You will find small town charms with big city options in the **Alexandria/Pineville Area**. Centrally located in the state, this area is known as the Heart of Louisiana.

At the Heart of Arts

The Alexandria/Pineville Area offers several art museums and enrichment centers, as well as local art exhibits showcased in area restaurants and coffee shops. The downtown Alexandria Cultural Arts District, where original art purchases are tax-free, is a great place to start your art excursion. Stop by River Oaks Square Arts Center to watch local artists while they work in their studios.

The Heart of Louisiana is also a great place to catch a theatrical, dance, or musical performance at one of our many state-of-the-art venues.

At the Heart of History

Central Louisiana is rich in many areas of history, especially military history. From the Civil War's Red River Campaign to the Louisiana Maneuvers of World War II, thousands upon thousands of soldiers have marched through this area. Stroll the ramparts of the Civil War-era earthen forts at Forts Randolph & Buhlow State Historic Site.

At the Heart of Outdoors

Alexandria The varied landscapes in the area provide for a wide variety of outdoor activities, from
/Pineville hunting and fishing to hiking and cycling. The longest hiking trail in Louisiana, the Wild Azalea Trail, is located in Rapides Parish in the Kisatchie National Forest. Take time to play one of our six traditional golf courses, or for a nontraditional twist, play one of our disc golf courses.

At the Heart of Plantations

From the oldest standing structure in Central Louisiana to the historic homes set among present day working fields, houses of a time gone by are located throughout the Alexandria/Pineville Area. Take a tour at one of the homes, experience the agriculture, and stroll the grounds for a complete plantation experience. Visit Ingleswood Plantation's Harvest Barn to purchase locally grown produce.

At the Heart of Family Fun

Central Louisiana is a great place for a family escape with affordable lodging, family-friendly restaurants, and lots of great kid-friendly activities. Catch the fun each Spring with our family-friendly Mardi Gras or enjoy our twinkling holiday lights in December. From museums, zoos and safaris to hot-air balloons and train rides, the whole family is sure to enjoy their stay in the Heart of Louisiana.

Alexandria
/Pineville
Zoo Train

At the Heart of Music

From bar backrooms to Beethoven, the Central Louisiana musical experience has a tune for every taste. Come for a festival and a show, stay for the live music nightlife. Whether you crave the intimate live music indie scene with new talent and local favorites or the national and regional big bands, your ticket to a good time is in the Alexandria/Pineville Area. Discover the area where Blues Harmonica player Little Walter was raised.

At the Heart of Shopping

Whether antiques are your cup of tea or you simply are looking for a great gift, the shops and boutiques in the Alexandria/Pineville Area will have you covered. From décor and kitchenware to clothing and accessories, the locally owned shops are truly a unique experience.

At the Heart of Cuisine

From the fields where the beans and corn grow to the table where they are served, food is a way of life in the Alexandria/Pineville Area. We are drawn to the dinner table, grill, and crawfish pots where the flavors of this area can be found. From fine dining to fried pickles, come enjoy our locally owned and operated restaurants.

For additional information, contact the Alexandria/Pineville Area Convention and Visitors Bureau. We look forward to helping you experience “The Heart of Louisiana.”