

# 66 Acres On Contraband Bayou

Lake Charles, LA

Close To Major Casinos & Golf Resorts Making This An Ideal Destination Property



**Mary Kay Hopkins, Broker**

120 Dr. Michael DeBakey Dr.

Lake Charles, LA 70601

337.439.1079 | [mkh@mkh.com](mailto:mkh@mkh.com)

Licensed by the Louisiana Real Estate Commission



# Near L'auberge & Golden Nugget Casino & Golf Resorts

Fronting Contraband Parkway and Contraband Bayou



## Property Description

Contraband Pointe is considered the crown jewel of real estate in Southwest Louisiana due to its proximity to Golden Nugget and L'auberge Casino and Golfing Resorts, retail, medical, and I-210. These factors, combined with the bayou and road frontage, make this property prime for hospitality, restaurant, recreation, entertainment, retail, multi-family, residential, and, of course, water-related activities.

The January Gaming Report indicated that the total admissions for L'auberge and Golden Nugget in 2023 averaged over 500,000/month! If your development vision would benefit from the proximity of these gaming visitors, convention attendees, and a local market eager to capitalize on additional water-related development, Contraband Pointe deserves your immediate attention.

Construction is underway on the new Nelson Road Extension Bridge that brings even greater value to Contraband Pointe due to the improved connectivity to and from the prestigious Shell Beach Drive area, Christus Ochsner Hospital and medical community, and Historic Downtown Lake Charles.

## Mary Kay Hopkins, Broker

120 Dr. Michael DeBakey Dr.  
Lake Charles, LA 70601  
337.439.1079 | mkh@mkh.com  
Licensed by the Louisiana Real Estate Commission

## Location Description

Contraband Pointe is in the heart of Lake Charles, which is midway between Houston and New Orleans. It is easily accessed from I-210 via Lake Street or Nelson Road.

## Property Highlights

- Strategically located between casino resorts and a collection of hotels built nearby to capitalize on the resorts' popularity.
- 3300+/- hotel rooms within 1.5 miles
- Thriving tourism market
- Easy access to I-210, W Prien Lake Road, and Lake Street

## Offering Summary

Sale Price:	\$16,400,000
Lot Size:	66 Acres
Price/SqFt:	\$5.70
Water Frontage:	4,000'+
Contraband Parkway Frontage:	1,795' +/-



# An Average Of 500,000\* Gaming Admissions/Month

\*Average based on 2023 Louisiana Gaming Reports for L'auberge and Golden Nugget Casino & Golf Resorts

While The Conceptual Rendering Provided Does Not Adequately Explore The Potential Of This Portion, Consider:

-a boardwalk along the entire North and East side of Contraband Pointe similar to the stock image below that can become a part of the proposed Bayou Greenbelt, a project initiated by Just Imagine SWLA and the Community Foundation of SWLA.

-first-class vacation rental cottages and condos with easy access to enjoy boat riding, fishing, or exploring the bayou, Prien Lake, Lake Charles, the East and West Fork of the Calcasieu River, or the Gulf of Mexico!

-marina facilities that allow guests to enjoy their boat or the convenience of renting one on-site. After a day of fishing in the renowned Sportsman's Paradise, return to your guest cottage or a Culinary Center to prepare your catch for a memorable meal with family and friends.

-waterfront food and beverage establishments with connecting boardwalks that lead to a theater featuring live entertainment, even theatrical productions.

-family activities such as fishing camps, recreational boating, a wetlands habitat, culinary lessons, pop-up restaurants, sporting complexes, and more.

-fitness, spa, conference, and banquet facilities.

-up-scale professional offices and retail offerings along Contraband Parkway, seeking to capitalize on the easy access to all points in Lake Charles, as well as the major east-west interstate.



**Mary Kay Hopkins, Broker**

120 Dr. Michael DeBaKey Dr.

Lake Charles, LA 70601

337.439.1079 | mkh@mkh.com

Licensed by the Louisiana Real Estate Commission



06/20/2024

**Development Friendly Zoning Provides Developers With A Vast Array Of Possibilities, Including A Destination Resort.**  
Vacation Cottages or Condos, Build-To-Rent Units, Senior Housing, Entertainment, Recreation, Boating & Culinary Venues are but a few.



## Site Description

This 66-acre tract on the north side of Contraband Parkway, just minutes from the casino and golf resorts, offers over 4,000 feet of bayou frontage.

Build-to-Rent units, culinary venues, recreation, hospitality, senior housing, multi-family, residential, and a lifestyle center are just a few possibilities for this strategically located parcel. It is an especially ideal setting to satisfy the demand of residents and casino visitors for waterfront restaurants, bars, vacation cottages or condos, boating, and sports or entertainment venues.

L'auberge and Golden Nugget Casinos and Golf Resorts are extremely close via Contraband Parkway, the new, 4-lane road that connects W. Prien Lake Road at the traffic circle to Nelson Road at L'auberge Avenue.

A Traffic Impact Analysis has been approved by the Louisiana DOT, and a wetland's jurisdictional determination has been achieved. As the wetland map indicates, most of the wetlands are along the shoreline.

The buyer is responsible for infrastructure and survey. Dimensions and acreage estimated.

Water and sewer are in place along Contraband Parkway, as well as the conduit for electricity.

For more information, visit [ContrabandPointe.com](http://ContrabandPointe.com) or contact Mary Kay Hopkins. Better yet, call to make an appointment to review larger images and discuss this property.

Be sure to check out videos and 360-degree aerials at [ContrabandPointe.com](http://ContrabandPointe.com).

For insight into the significance of tourism in Southwest Louisiana, the number one resource is the Convention and Visitor's Bureau website, [VisitLakeCharles.org](http://VisitLakeCharles.org) (VLC).

VLC marketers constantly work to cover the latest updates to area attractions, pitch new story ideas that are in line with regional and national media's editorial calendars, and reach new audiences via eight social media platforms, including the weekly Louisiana Playground podcast and a new YouTube series (VLC-TV).

### Mary Kay Hopkins, Broker

120 Dr. Michael DeBakey Dr.  
Lake Charles, LA 70601  
337.439.1079 | [mkh@mkh.com](mailto:mkh@mkh.com)  
Licensed by the Louisiana Real Estate Commission

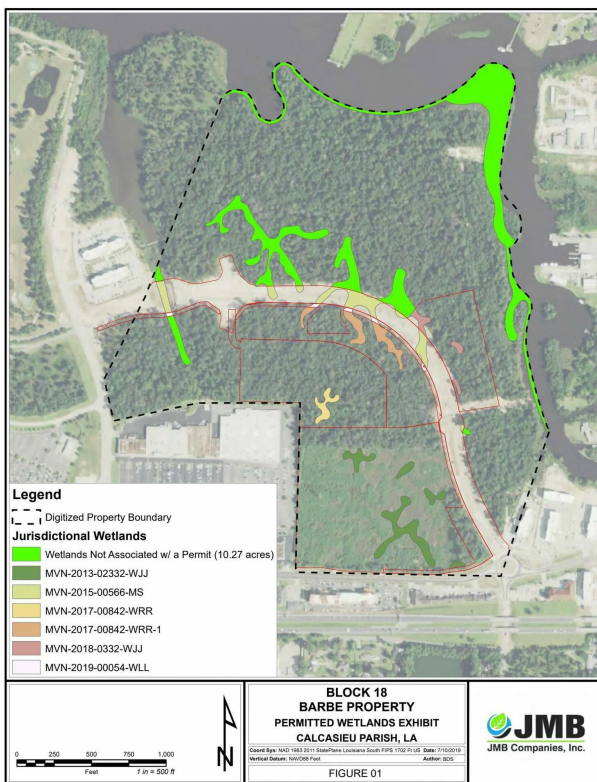






### TOURISM FACTS AND FIGURES FROM THE CVB

- **VISITOR NUMBERS:** In 2023, Southwest Louisiana, including Lake Charles, saw a notable increase in tourist arrivals compared to previous years, with a 10.79% rise in confirmed group bookings. This growth was attributed to enhanced meeting incentive programs, marketing campaigns, and increased accessibility via regional transportation.
- **REVENUE GENERATION:** Tourism revenue for Southwest Louisiana in 2023 surpassed \$500 million, driven by expenditures on accommodations, dining, entertainment, and shopping.
- **MARKETING EFFORTS:** The Visit Lake Charles team launched the new “As Much Joy As You Can Pack In” campaign with activations in major markets like Austin, San Antonio, and Houston in 2023. The campaign reached 950,000+ through social media ads, streaming ads, and influencer partnerships. The campaign will continue to grow in 2024 to reach our target markets and capture the diversity of the destination.





# The Development Amenities Are Endless

Event stage, Outdoor Concert Venue, Dog Friendly Facilities, Boardwalk & Golf Paths, Spa & Fitness Center, Zipline, Food Hall, and more





Sports Bars, Pop-Up Restaurants, and Shops along the Bayou and Boardwalk, Vacation and/or Build-to-Rent Condos or Cottages with bayou views scattered throughout, and plenty of recreational and water activities.

Sports Bar next to Shucks & close to 5 hotels on the North Side of W Prien Lake Rd.



Shops/carts selling ice cream, gelato, lemonade, beer, wine & Louisiana products such as Boudin & Pralines along the Boardwalk



Condos along the Bayou



Disc Golf / Outdoor Venue



Ferris Wheel with view of Bayou and beyond



Condos on both sides of canal

Pickleball, private or pickleball franchise restaurant, tennis, & volleyball courts



One of multiple outdoor bars



## Development Possibilities continued

**Create a Family Atmosphere with Retail Therapy and Plenty of Activities for Friends and Family!**

Up-scale professional offices, retail offerings, restaurants, coffee shops, and outside eating/play areas accessible from Contraband Parkway or by golf cart, bike, or walking from the condos, cottages, and hotels within Contraband Pointe.



**Parking Garage with a Rooftop Terrace Bar/Restaurant**



**Plenty of room for multiple Putting Greens and Croquet Courts!**





Catch dinner in the morning, sharpen cooking skills at the Culinary Center in the afternoon and enjoy meals and memories in the evening.



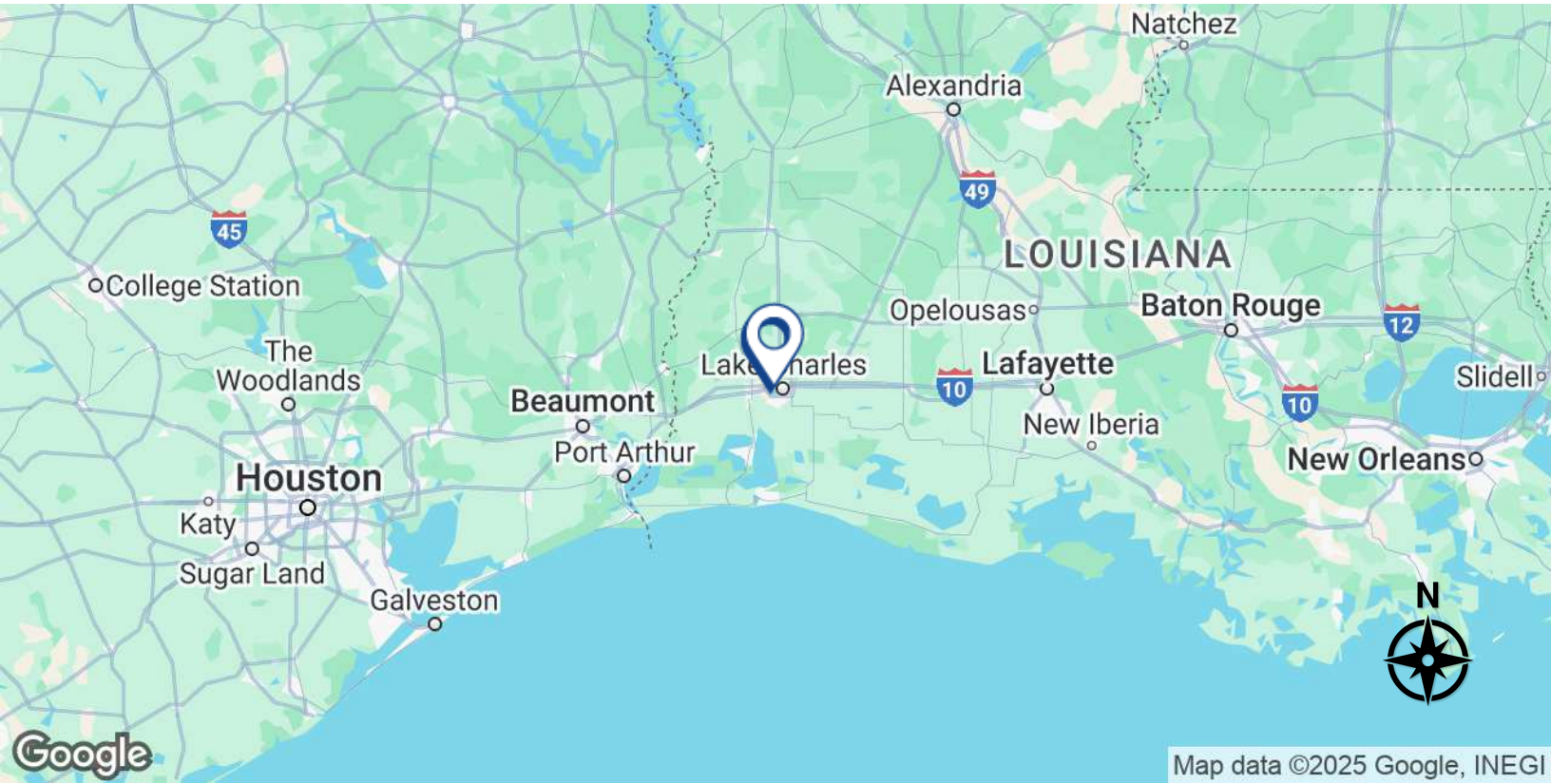
Vacation cottages around one of two ponds





# Between Houston And New Orleans

The map on the bottom indicates sold property and available parcels within the full 95 +/- acres remaining



Map data ©2025 Google, INEGI



**Mary Kay Hopkins, Broker**  
 120 Dr. Michael DeBakey Dr.  
 Lake Charles, LA 70601  
 337.439.1079 | mkh@mkh.com  
 Licensed by the Louisiana Real Estate Commission

**MKH**  
 MARY KAY HOPKINS, LLC  
 06/20/2024







# Legend For Potential Destination Resort

## Conceptual Considerations for a Destination Resort at Contraband Pointe



Clockwise from #1:

- |   |  |  |
|---|--|--|
| 1. Boardwalk meandering through Louisiana Bald Cypress  | 11. Disc Golf Course/Outdoor Entertainment   | 21. Restaurant overlooking the bayou, canal, and marina                  |
| 2. Golf Cart Paths  | 12. Ferris Wheel   | 22. Canal from Bayou to Ferris Wheel with Condos/Apartments on each side |
| 3. Dog-Friendly Bar/Restaurant/Dog Daycare & Park   | 13. Pickleball, tennis, & volleyball courts  | 23. Vacation Cottages along the Bayou                                    |
| 4. Zip-Line   | 14. Retail shops, entertainment, and restaurants along Contraband Parkway with outside seating overlooking the canal | 24. One of several golf putting ranges                                   |
| 5. Event Venue or Food Hall overlooking the Bayou featuring Restaurants, Bars, Wine, Specialty Shops, Bike, Kayak, and Paddle Board Rentals | 15. Vacation Cottages around the pond  | 25. Event stage overlooking the pool and green area for outdoor concerts |
| 6. Condos or cottages along the Bayou   | 16. Two hotels at the entrance   | 26. Splash pool and play equipment                                       |
| 7. Pop-up bars with seating along the boardwalk   | 17. Parking Garage with rooftop terrace bar/restaurant   | 27. Pool/Spa, Fitness Center, Grill, & Indoor Games                      |
| 8. Pop-up shops with seating selling ice cream, gelato, lemonade, and Louisiana Products such as Boudin & Pralines along the Boardwalk      | 18. Culinary, Event Center & Courtyard   | 28. One of two fishing ponds   |
| 9. Condos along the Bayou   | 19. Marina Condos  | 29. One of multiple docks  |
| 10. Sports Bar overlooking the Bayou  | 20. Fishing Charter Central, Marina & Boat Storage   |  |

**Mary Kay Hopkins, Broker**

120 Dr. Michael DeBaakey Dr.  
Lake Charles, LA 70601  
337.439.1079 | mkh@mkh.com  
Licensed by the Louisiana Real Estate Commission



06/20/2024