



## **New Tourism Campaign Urges Visitors to “Geaux Bold” in Louisiana’s Cajun Bayou**

Raceland, Louisiana (October 1, 2025) – Today [Louisiana’s Cajun Bayou Tourism](#) announced its new tourism campaign, “Geaux Bold,” which encourages visitors to immerse themselves in a destination that doesn’t hold back and where the authentic spirit of the people who have set this region apart live an unapologetically bold approach to life.

Lafourche Parish, popularly referred to as “Louisiana’s Cajun Bayou,” is located less than an hour’s drive from New Orleans, but it’s light years away in terms of experiences. Life along Bayou Lafourche is simultaneously laid-back and full of excitement, and the bold personalities who live here are eager to introduce visitors to their unique world. It’s a cultural experience unlike anything else in the United States.

The original bold explorers were the Acadians who settled here about 250 years ago, forging a new life in the face of adversity. Their strength of character, refusal to relinquish their traditions, and ability to both work and celebrate hard are all woven into the region’s DNA.

For those unfamiliar with the term (read: those living outside Louisiana), “geaux” is a playful version of the word “go” ... spelled with a French twist. It’s what you’ll hear fans screaming at sporting events throughout Louisiana, including the local university, Nicholls State.

“When deciding on a new marketing campaign, we wanted to focus on the experiences that truly resonated with our visitors and highlighted our Cajun culture,” says Ian Wallis, Sales & Marketing Manager at Louisiana’s Cajun Bayou Tourism. “When we looked at everything one can do in Lafourche Parish, it was a no-brainer that the focus of the new campaign needed to emphasize the incredible amount of bold things our parish has to offer.”

To “Geaux Bold” means paddling through the untamed waterways of Bayou Lafourche, keeping an eye out for the birds above and the alligators lurking at the water’s edge, or sampling authentic Cajun dishes prepared by chefs whose recipes have been passed down from their maw

maws and paw paws. It means heading to a festival, letting the music flow through you and learning how to dance like the Cajuns do, or casting a line into the Gulf and reeling in scale-tipping fish. It means celebrating Mardi Gras with people who were strangers this morning and who now feel like family, or strolling through historic sites to learn about the incredible assortment of people who came together in this unique destination to create a “cultural gumbo.”

The new campaign from Louisiana’s Cajun Bayou encourages travelers to come get a taste of both the literal and figuratively bold flavors of the bayou. All they need to pack is a sense of adventure ... and probably their stretchy pants.

The new campaign brings with it updated designs for the tourism office’s visitor guide and newsletter, plus a new look for the coveted [Cajun Bayou Food Trail](#) T-shirt, which is awarded to visitors who pick up a Food Trail passport and get it stamped at any five of the 18 participating restaurants or six food-related special events.

For more information about planning a trip to Louisiana’s Cajun Bayou, start at [www.lacajunbayou.com](http://www.lacajunbayou.com). And while you’re in the area, be sure to stop by the all-new Cajun Bayou Visitor Center, which offers an interactive introduction to Lafourche Parish and which will help you boldly plan your visit.

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