



New Visitor Center Opens in Louisiana's Cajun Bayou

Raceland, Louisiana (August 4, 2025) – Last Friday, nearly four years after Hurricane Ida destroyed its predecessor, the brand-new and long-awaited [Louisiana's Cajun Bayou Visitor Center](#) officially opened to the public. It's located in the Lafourche Parish town of Raceland and situated just off Route 90, a highway traveled by thousands of motorists each year as they explore Louisiana's Gulf Coast. The new center was purpose-built to function as a facility that warmly welcomes those visitors to the region while also educating them about all that makes [Louisiana's Cajun Bayou](#) such a remarkable destination.

The new visitor center sits on the exact footprint of its predecessor, measuring 4,874 square feet and encompassing offices for the tourism staff as well as an interactive visitor experience aimed at ensuring that all who pass through it are captivated by the region's special appeals. Louisiana's Cajun Bayou embraces an authentic and unapologetically Cajun approach to life here along Bayou Lafourche, celebrating a unique culture that has endured since the late 1700s.

Among the elements designed with the needs and curiosity of visitors in mind is a three-dimensional map of Lafourche Parish, an element that's been nicknamed the "Fun Finder" and which features more than 30 interactive buttons that can be pressed to learn more about the places, people, tastes and sounds ready to be discovered up and down the bayou. Visitors learn the inspiring story of the Acadians, who sought exile in Louisiana in the late 1700s and became known as "Cajuns." A telephone feature on the Fun Finder allows users to listen to the sounds of Cajun French, which is still spoken by many area residents. The visitor center also honors the flora and fauna of the region, with a replica oak tree standing in one corner and a pair of mock alligators situated in another. Visitors can even pose for a photo with a larger-than-life washboard, an old household tool that doubles as an essential instrument in Cajun music.

In addition to all the interactive displays that help travelers navigate their way through this fascinating region that's located less than an hour southwest of New Orleans, the visitor center is staffed by travel counselors on Mondays through Fridays from 9 a.m. to 5 p.m. and on Saturdays

from 9 a.m. to 3 p.m. These specially trained residents can answer questions about the region and provide insider tips about the best places to stay, visit and eat.

On the subject of food: Lafourche Parish is the proud home of the [Cajun Bayou Food Trail](#), launched by Louisiana's Cajun Bayou Tourism in 2017 to pay homage to the restaurants and people that keep Cajun cooking traditions alive. Currently, 18 restaurants and six special events are highlighted on the trail. Visitors can pick up a food trail passport at any of the participating sites or the new visitor center. And after getting that passport stamped at five sites, they earn a T-shirt, which can also be collected at the restaurants or the visitor center.



Beyond getting literal tastes of Cajun traditions along the food trail, visitors can experience more of that [distinctive culture](#) by taking a swamp tour, exploring a variety of historic sites, or attending a festival. An overarching theme of any visit to Louisiana's Cajun Bayou and its attractions is the resiliency of its residents, from the displaced Acadians who settled here more than two centuries ago to modern-day residents who continue to find ways to recover from a variety of challenges ... including those put forth by Mother Nature.

Such was the case following the events of August 29, 2021, when Hurricane Ida swept through coastal Louisiana. The impact on Lafourche Parish was devastating, and the former tourism office and visitor center was among the buildings that were deemed a complete loss. It took a total of 1,433 days – or 3 years, 11 months and 3 days – for the new center to be rebuilt, coming back better than ever.

Though the tourism office's staff was uprooted, the team remained nimble and ready to serve the community and traveling public. In the early days after the storm, they worked from their

homes and hotel rooms, and they've been operating from a modular office on the building site for the past few years. Lafourche Parish Government worked with FEMA to secure the funds to build this permanent structure, which was designed by Gros Flores Positerry (GFP), built by Onshore Construction, and features exhibits created by Cote Blanche Productions. Ground broke on the new facility on May 17, 2024, and less than 15 months later, the facility's opening was celebrated with a ribbon-cutting and open house.

"The best part about our new visitor center is that it's more than just a building. It's a testament to the resiliency of our parish and a celebration of our authentic Cajun culture," said Cody A. Gray, President and CEO of Louisiana's Cajun Bayou Tourism. "It was thoughtfully designed as both a functional space for our team and an inspiring, interactive experience for visitors. Through engaging exhibits, guests will discover the people, places and flavors that make Lafourche Parish unlike anywhere else while also being encouraged to explore, support and stay longer in our communities."

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