

SALONE JAMBOREE

Arts, Entertainment, Culture & Tourism

*17 Years
One Voice*

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Music

Movies

Celebrity

Fashion

Lifestyle

Tourism

Events

ENTERTAINMENT & LIFESTYLE

“SUPPORT YOUR CHILDREN’S DREAMS”

– Mariyam Konneh’s Message After Miss World



ENTERTAINMENT

“I FEAR FOR MY LIFE AND SECURITY”

– Drizilik



TRAVEL & SUCCESS

FROM CALABA TOWN TO AUSTRALIA: The Journey of SLEEPNORDAE



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The Movies That Raised Us: How Film Shaped My Childhood and Prepared Me for the World

By Murtala Mohamed Kamara

Movies have played an important part in many of our lives.

They have entertained us, but more importantly, they have shaped our upbringing, introduced us to different cultures and traditions, and opened our minds to a world beyond our immediate surroundings.

For me, movies have been part of my life from childhood.

I grew up in a family that loved films. My father, Alhaji Abdulai Kamara, was the person who introduced us to the magic of cinema and television.

He is on record as being one of the first people to take television into his home in Tonga Field in the 1980s. Those who grew up around Tonga Field will remember Abdulai Daima and his home, which became a popular spot for movie viewing.

My father would open his home to people from the community to come and watch films with our family. Whenever he built and fully furnished a new house, he made sure a television set and VHS cassette player were among the essentials.

Growing up in Calaba Town, weekends were special. After the morning Subha prayers, my father would often put on a movie.

One of his favourite Hollywood films was Danga Jamboro, starring the legendary Amitabh Bachchan. He played that movie so many times that all of us children knew how to sing one of its popular songs.

My father was a huge Amitabh Bachchan fan. During my childhood, however, my favourite actors were Mithun Chakraborty and Sanil Shetty, while my elder sister Hawa Kamara was a big fan of Shah Rukh Khan.

Looking back now, I realise that those movies were giving us much more than entertainment. They were teaching us about people, cultures, traditions, cities and lifestyles we had never experienced.

Through Bollywood films, I learnt words such as pyaar, meaning love, and mohabbat, meaning love or deep affection.

Long before I ever dreamed of travelling around the world, I was already familiar with places such as New York. I could watch a scene in a movie and sometimes tell you what city it was filmed in. I knew about Times Square in Manhattan long before I ever set foot in New York.

And this was not unique to me.

The United States has successfully exported its culture to the rest of the world through Hollywood, television and music. Much of what people outside America know about American lifestyles, cities, fashion and popular culture has been shaped by what they see on screens.

India has done something similar through Bollywood. Bollywood has arguably been one of India's greatest cultural exports. Through its films, music, actors and stories, Indian culture has reached millions of people around the world.

For many of us growing up in Sierra Leone, India was not a distant country we knew little about. Bollywood brought India into our living rooms.

When the legendary Bollywood actor Dharmendra recently passed away, many of us felt as though we had lost a member of our own family. We grew up watching his films. We called him "Dharam" for short, and he was my mother's favourite actor.

That is the power of movies. They create emotional connections with people we have never met and places we have never visited.

In our family, the love for movies went beyond watching them. On weekends, my siblings and I would sometimes go with our elder sister Hawa Kamara to Abu Kombe Cinema on Wellington Industrial Estate. Every movie fan became almost like a member of our extended family.

At home, we would form a circle and turn our love for movies into competitions. We would ask one another how many films we had watched, which new films had been released, who starred in them and whether they were worth watching. We would even review the movies.

Today, I look back at those moments with great nostalgia. Sometimes I wish I could bring back that period when watching a movie was an event.

Before streaming platforms, smartphones and social media, watching a film was something we shared with family, friends and sometimes an entire community.

Sadly, Sierra Leone's cinema culture has changed dramatically. Many of the big cinemas that once provided spaces for people to gather and enjoy films are gone.

But the love for movies has not disappeared. The movie lovers are still here. The memories are still here. And the stories are still here.

I have travelled extensively today, but in many ways, films prepared me for the world long before I travelled. Movies made the world feel smaller. They gave me a glimpse of places, people and cultures I had never experienced. They made me curious. They made me want to travel.

Even today, despite a busy schedule, I still find time to watch movies on streaming platforms such as Netflix and Amazon Prime.

Because for some of us, movies are not simply something we watch for entertainment. Movies are part of who we are. They are part of our childhood, our family memories and our journey through life.

That is why we are now trying to bring movie lovers together again.

We want to create a platform where movie enthusiasts can reconnect through indoor and outdoor movie watch parties, discuss films, share memories and stories, discover new movies and, most importantly, bring back that spark that made watching movies such a special experience.

Through SaloneJamboree Arts & Entertainment Newspaper, we will also dedicate a page to films and movie culture. We will share personal movie stories, recommend films, highlight actors and filmmakers, and promote movie screening events.

This is more than a movie club. It is an attempt to reconnect with a part of our childhood and preserve the memories of a generation that grew up believing that, for a few hours, a screen could take you anywhere in the world.

If you are a movie lover and would like to be part of this film club, reach out to me on WhatsApp: +232 78 510579

And if you have your own movie story - a film that changed your life, an actor you grew up admiring, a cinema you remember, or a special family movie tradition - share it with us. Your story could be featured in SaloneJamboree Arts & Entertainment Newspaper, both in print and online.

Because every movie lover has a story. And every story deserves a screen.



Family memories: Murtala Mohamed Kamara with siblings and relatives during childhood.

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Tell us about the film that changed your life, the actor you admired, a cinema you remember or a treasured family tradition.

Your story could appear in SaloneJamboree, in print and online.

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"Support Your Children's Dreams"

- Mariyam Konneh's Message After Miss World



Miss World Sierra Leone 2025, Mariyam Konneh, has returned home to a celebratory welcome following her representation of Sierra Leone at the Miss World competition in Vietnam.

Speaking to the media at Lungi International Airport upon her arrival, the beauty queen expressed deep gratitude to Sierra Leoneans at home and in the diaspora for the overwhelming support she received throughout her journey.

"Carrying Our Dreams with Pride"

Reflecting on her time at the international pageant, Mariyam said she was pleased with her overall performance on the global stage.

She shared that despite coming from a very relatively low-income household, her parents fully understood her ambitions and backed her completely.

"Emphasizing the impact of that encouragement, she urged parents across the country to stand behind their children and support their dreams.

"Representing Sierra Leone at Miss World was one of the greatest honours of my life. I carried the dreams, hopes, and spirit of our people with pride. I am grateful for the love and support I received from Sierra Leoneans everywhere," she said.

Hero's Welcome in Aberdeen

Following her arrival at Lungi, Mariyam was received by government officials, family members, beauty and fashion industry stakeholders, media personalities, and supporters at the Sea Coach Terminal in Aberdeen.

Focus for Her Reign

Her return marks the beginning of a new phase of her reign. Mariyam plans to use the global exposure, networks, and insights gained in Vietnam to drive community development across Sierra Leone.

Her key areas of focus include:

- **Youth & Education:** Championing girls' education, youth empowerment and practical skills development.
- **Social Impact:** Tackling poverty, combating drug addiction, and raising awareness for mental health and well-being.
- **National Representation:** Promoting Sierra Leone's tourism sector, cultural heritage, and charitable community outreach.

National Commendation

Stakeholders and tourism officials commended Mariyam for representing the nation with dignity, grace, and confidence. They noted that international platforms like Miss World help showcase Sierra Leone's rich culture and talent to a global audience.

Her participation was facilitated by the Miss World Organization and the Miss Sierra Leone Limited Board — led by Chairman Dr. Ade-S Adhead — in partnership with the Ministry of Tourism and Cultural Affairs.



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“I Fear for My Life and Security” —Drizilik

Drizilik Drops New Banger ‘Alpha and Omega’ Amid Sold-Out London Show



Drizilik performing at a sold-out show in London.



Sierra Leonean rapper Drizilik is back in the spotlight with a new single titled 'Alpha and Omega', a track that is already sparking conversation online and offline across the country.

The song dropped alongside Drizilik's high-energy performance at a sold-out show in London on September 4th, 2026, where fans filled the venue to see the Afropop star live.

"Alpha and Omega" — Lyrics That Hit Hard

In 'Alpha and Omega', Drizilik addresses issues of politics, drugs, and personal safety with his signature blend of rap and street commentary.

He raps:

> "5 months for 50 kilo lek den bribe the judge. E tan lek say the Government nor able fight the drugs, so e lef to we the youth for make we fight the urge. The Big alejo nor the pity we. I fear for my life and security. Normally politics is not my cup

of tea."

The line "I fear for my life and security" has quickly gone viral, with fans and critics debating the message behind it. Many see it as a commentary on the challenges facing young people in Sierra Leone, while others view it as a personal statement from the artist.

From London to Australia

Following the London show, Drizilik has now left the UK for Australia, where he is scheduled to perform next as part of his

international tour.

The release of 'Alpha and Omega' continues Drizilik's run of trending music in 2026, cementing his place as one of Sierra Leone's biggest musical exports. The song is currently gaining traction on TikTok, Instagram, and local radio stations.

Fans have praised the track for being bold, raw, and timely — a reflection of both the artist's growth and the realities he sings about.

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Where Style Meets Comfort

FROM CALABA TOWN TO SYDNEY: The Journey of SLEEPNORDAE

By **Ahmed Sahid Nasralla**
(De Monk)

Long before social media, streaming platforms and viral videos became the norm, Freetown's entertainment scene thrived on raw talent, street credibility and packed jam sessions.

Among the young dreamers chasing the microphone in those days was a passionate rapper known simply as "Ludacris."

Those who frequented the rap battles and entertainment events organised by Xclan Posse and Universal Arts Studio in the late 1990s and early 2000s will remember him well. Confident, energetic and ambitious, Ludacris was one of the young talents who believed music could take him beyond the boundaries of Sierra Leone.

Today, that young man is known professionally as SLEEPNORDAE.

Born and raised in Calaba Town, Freetown, Christopher Cole has transformed himself from a local entertainer and youth organiser into an international Afropop artist, entrepreneur and creative director



based in Sydney, Australia.

His story is about music, resilience, reinvention and refusing to give up on a dream.

Over the years, SLEEPNORDAE has travelled across Africa, Asia and the Middle East before eventually settling in Australia, where he has continued to build his music career while proudly representing Sierra Leonean culture on

international stages.

His debut album, "SLEEPNORDAE," reflects the journey of a man who understands struggle, perseverance and hope. Through a blend of Afropop, Afro-fusion and rap, he tells stories that connect with Africans at home and abroad.

Songs such as "Mi Life" featuring Drizilik, "Hustle Everyday" and

"GBAYNIAMA" carry messages of determination, identity and self-belief that resonate with a new generation of Africans navigating opportunities and challenges in a rapidly changing world.

Beyond music, SLEEPNORDAE is building a creative brand that spans visual storytelling, entrepreneurship, merchandise and community engagement.

For young Sierra Leoneans dreaming big, his message is this: Your starting point does not determine your destination.

From the streets of Calaba Town to the stages of Sydney, SLEEPNORDAE's journey is proof that talent, persistence and belief in oneself can open doors across the world.

And for those of us who remember the old jam session days, it is inspiring to see one of our own still carrying the dream, still flying the green, white and blue, and still proving that Sierra Leonean talent belongs on the global stage.

Stay tuned for more vybez from SLEEPNORDAE!

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WAY-LI: EVERY DISH HITS THE MARK

Krian Krain, groundnut soup, stew beans and stew greens all score 10/10



First up: Krian Krain - 10/10
Then Groundnut soup - 10/10
Stew beans - still 10/10
Stew greens - 10/10 again

I asked the manager, "How do you get every dish right?"

He smiled and said the restaurant is called 'Way-li' - meaning sweet in Fula.
And they go all out to prove it really is Way-li

The customer service was top

notch. The hospitality was superb.

Joining us was Juan Jose Dalmau and William. Juan is one of Spain's top YouTubers with millions of followers. One of his videos from El Salvador alone has

over 17 million views. He's traveled across South America, Asia, and Europe telling stories.

This food review at Way-li Restaurant will be featured in his Sierra Leone documentary.

LOCAL DISH

MONDAY

Cassava Leaves (Meat) LE 120
Groundnut Soup (Meat/Fish/Chicken) LE 120
Stew (Meat/Fish/Chicken) LE 120
Green Stew (Meat/Fish/Chicken) LE 120
Beans Stew (Meat/Fish/Chicken) LE 120

TUESDAY

Krain Krain (Meat) LE 120
Palm-Oil Stew (Meat) LE 120
Stew (Meat/Fish/Chicken) LE 120
Green Stew LE 120
Beans Stew LE 120
Groundnut Soup LE 120

WEDNESDAY

Potato Leaves LE 120
Okra LE 120
Stew LE 120
Green Stew LE 120
Beans Stew LE 120
Groundnut Soup LE 120

THURSDAY

Groundnut Soup LE 120
Cassava Leaves LE 120
Tola LE 120
Stew LE 120
Green Stew LE 120
Beans Stew LE 120

FRIDAY

Groudnut Soup LE 120
Krain Krain LE 120
Stew LE 120
Green Stew LE 120
Beans Stew LE 120
Jollof Rice (Fried Fish/Chicken: LE 150 / Grilled Chicken: LE 250 / Meat/Grilled Fish: LE 280)

SATURDAY

Foo Foo with Sawa LE 160
Foo Foo with Okra LE 160
Foo Foo with Obiata LE 160
Cassava Leaves LE 120
Groundnut Soup LE 120
Green Stew LE 120
Beans Stew LE 120
Stew LE 120

SUNDAY

Stew LE 120
Stew Green LE 120
Krain Krain LE 120
Beans Stew LE 120
Groundnut Soup LE 120

FOO FOO/ POUNDED YAM/ EBA/ SEMO

Egusi LE 160
Okra LE 160
Ogbono Soup LE 160

AVAILABLE EVERYDAY

Banga Soup (Pre-order) 200 Pumpkin Soup (Pre-order) 200 Yebeh (Pre-order) 200

SIDES

Funde/Millet Country Rice Bulgur Basmati/Jasmine Rice LE 170

PEMAHUN

Palm Oil LE 70
Groundnut Oil LE 70
Snapper Fish LE 120

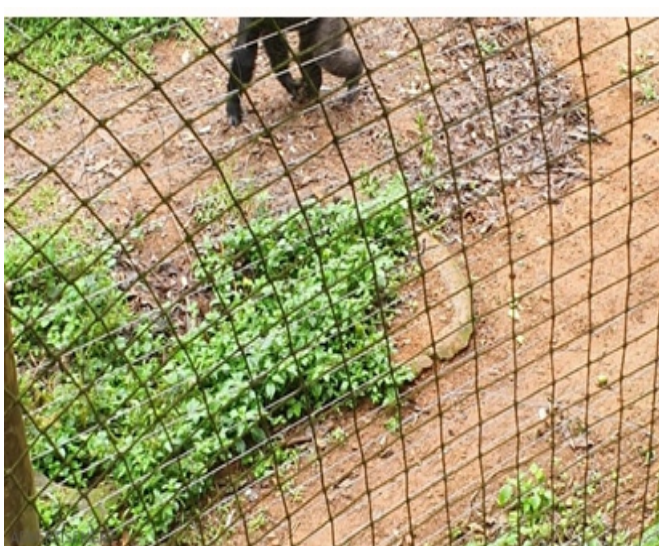
AVAILABLE EVERYDAY

A full-body photograph of two men standing on a sandy beach. The man on the left is wearing a black tank top and black pants, holding a coconut. The man on the right is wearing a white button-down shirt and blue jeans, also holding a coconut. They are both smiling at the camera. The background shows the ocean, a cloudy sky, and distant hills.

One of the most memorable experiences was our visit to Tacugama Chimpanzee Sanctuary. The tour guide's presentation completely changed my perspective on chimpanzees and helped me better



We have beautiful weather, incredibly hospitable people, natural food, stunning beaches, mountains, forests and countless places of natural beauty. I have travelled



Sierra Leone has its challenges—but there is also so much to love, celebrate and share with the world.

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Sierra Leone's First Perfume Company: St. Alice Luxury

[Chernor Maju Bah](#)

In the heart of Freetown, at 109 Circular Road, a small yet ambitious business is making history. [St. Alice Luxury Perfume](#), led by its CEO Albert Kobba, is the first perfume production company in Sierra Leone.

The company's signature product, Power Scent, is a locally blended perfume that combines international quality with a distinct local touch. Regardless of the challenges faced, this industry has created employment opportunities for young Sierra Leoneans.

How Sierra Leone's First Perfume Company Started

For Albert Kobba, the journey into perfumery began far from home. He spent years working in a perfume industry in Paris, [France](#), where he learned the art and science of creating fragrances. What started as a passion for perfumes evolved into a vision to create a unique product for his home country.

"I've always been a perfume lover," Kobba shared. "When I came to Sierra Leone for holidays, I used to bring perfumes to sell. That's when I realized there was a market for quality



fragrances here. It inspired me to start my own perfume business. It wasn't easy, but by God's grace, I'm getting there."

Power Scent stands out not only for its quality but for what it represents—a shift towards local production in a field previously dominated by imports. It offers a variety of fragrances to suit different tastes, and the brand even goes the extra mile by customizing scents for clients.

"If someone has a perfume they love but can't find it here, we can replicate that fragrance locally with the same quality," Kobba explained.

Creating Opportunities in Sierra Leone Through Fragrance

Beyond creating a product, St. Alice Luxury Perfume is creating opportunities. Kobba employs young people to distribute his perfumes, helping them generate income and stay productive.

"What excites me most is the impact I'm making. Young people sell my products to keep themselves engaged, and seeing that gives me joy," he said.

Challenges and Resilience

Running a perfume business in Sierra Leone is not without challenges. Kobba highlighted the difficulties of sourcing raw materials, many of which are not available locally.

"Sometimes, I have to travel abroad just to get a single chemical because it can't be shipped here," he revealed. Despite these obstacles, Kobba remains optimistic.

He has ambitious plans to grow some of the necessary raw materials locally.

"We've identified flowers that we can plant here, but it's a long process, and we're not financially ready yet," he admitted.

Kobba credits much of his success to his wife, Mrs. Kobba, who has been his rock throughout the journey.

"She has stood firmly by me to see my dream come to life, even through the challenges," he said. Building a Legacy

Power Scent has received glowing feedback from clients, including professionals from Rokel Commercial

Bank, State House, and Parliament.

"I want Sierra Leoneans to focus less on fancy bottle designs and more on the quality of the perfume inside. Our fragrances match international standards and are harm-free," Kobba emphasized.

With plans for a nationwide launch and aspirations to take Power Scent global, Kobba is determined to put Sierra Leone on the map in the fragrance industry.

"Five years from now, I want to see my product in every corner of Sierra Leone and even beyond," he said confidently.

Different flavours of St. Alice Luxury Perfumes captured by Tamba Matha, VR&C Marketing

The Future Smells Sweet

St. Alice Luxury Perfume is more than a business—it's a symbol of innovation, resilience, and the untapped potential of Sierra Leonean entrepreneurship. Power Scent represents the beginning of a new chapter in the country's journey toward self-reliance and creativity.

As Kobba prepares for the official launch of his brand, one thing is clear: Sierra Leone now has a scent to call its own.

WTM London 2026 reports strong early demand from exhibitors worldwide

WTM London, part of RX Global, h

[WTM Team](#)

07/Aug/2026

WTM London, part of RX Global, has reported strong early demand from exhibitors, with businesses from across the global travel industry already signing up for the world's most influential travel and tourism event – and interest continuing to build as available space on the show floor becomes increasingly limited.

Taking place at **ExCeL London from 3–5 November 2026**, WTM London will once again bring together travel professionals, tourism boards, airlines, hospitality brands, technology providers and industry leaders from across the globe, reinforcing its position as the place where the international travel industry comes together to connect, collaborate and do business.

A total of **43 exhibitors** have either joined WTM London for the first time or returned after exhibiting in previous years, reflecting the event's continued appeal across established and emerging markets.

The destinations already confirmed demonstrate the truly global reach of WTM London, with tourism organisations from every corner of the world represented. New exhibitors include tourism boards and tourism ministries from **Brunei, Côte d'Ivoire, North Macedonia, Moldova,**

Albania, Angola, Uruguay, and Panama, showcasing the breadth and diversity of the international travel industry.

The growing exhibitor line-up also includes major travel brands spanning multiple sectors, including technology, accommodation, experiences and transport. New exhibitors include **GetYourGuide, Nomad eSIM and RateStellar** who will be joining WTM Travel Tech, the new co-located event designed to meet the increasing demand and rapid growth of the travel technology sector. The launch follows strong momentum for Travel Tech at WTM London 2025, which saw a **55% increase in participation**, reflecting the growing importance of technology in shaping the future of travel.

Hospitality groups such as **RIU Hotels & Resorts** and **Serena Hotels**, representing Africa and Asia, have also secured their presence at the show. New airline exhibitors include **Malaysia Airlines** and **Ajet Airlines**, further strengthening WTM London's representation across the global travel ecosystem.

Other new exhibitors include TripToGo, a vacation membership platform featuring AI-powered travel planner Voyada and Amaala, the ultra-luxury, wellness-focused destination on Saudi Arabia's northwestern Red Sea coast.

Chris Carter-Chapman, Event Director, WTM London, said:



"Last year's show was our most successful yet, with 182 countries represented and exhibitor numbers up 5% year-on-year – so we're delighted to see such strong early demand for 2026 from exhibitors, as it bodes well for another record-breaking show."

"Booking early enables exhibitors to make the most of WTM London's year-round marketing, PR and promotional opportunities, helping them build brand awareness, generate leads and connect with buyers well before the event begins. It also gives them more time to plan their presence and maximise the commercial impact of exhibiting at WTM London."

"The breadth of exhibitors already

confirmed highlights the strength and diversity of the global travel industry. From emerging destinations and national tourism boards to airlines, hotel groups and travel technology innovators, WTM London continues to be the leading global platform for forging connections, driving business growth and shaping the future of travel."

"WTM London 2025 generated £2.2 billion in business deals, and this strong early demand shows we're on track to build on last year's record-breaking performance."

To enquire about becoming an exhibitor at WTM London 2026, please visit:

<https://www.wtm.com/london/en-gb/forms/exhibitor-enquiry.html>

Sierra Leone to Host Gastronomy Conference

3rd UN Tourism Regional Forum on Gastronomy Tourism for Africa

UN Tourism, the Basque Culinary Center and the Government of Sierra Leone will organize the 3rd UN Tourism Regional Forum on Gastronomy Tourism for Africa, on 24th -26th April 2026 in Freetown, Sierra Leone.

Experience freedom, culture, and culinary excellence. This event will bring together global experts and destinations to explore the transformative power of gastronomy tourism.

Paraphrased Version

The forthcoming Regional Forum will gather destinations and global specialists to examine the transformative promise of Gastronomy Tourism. By exchanging insights and disseminating successful approaches, the event seeks to leverage gastronomy-focused travel for the advantage of nearby communities and ecological health, while promoting regional unity and resilience.

Sierra Leone's Idea for 2026: Africa Gastronomy Tourism Forum

Sierra Leone, known for its pristine beaches, diverse cultures, and vibrant culinary scene, will host the Africa Gastronomy Tourism Forum in 2026, in Freetown. This landmark event will gather over 300 industry players, including chefs, food enthusiasts, policymakers, hospitality professionals, and tourism experts,



to celebrate the diversity of Africa's cuisines and the potential of gastronomy tourism to drive economic growth, regional integration, and sustainable development.

With its unique blend of flavors, fresh produce, and community-centered tourism, Sierra Leone provides an ideal setting for this renowned forum, which will elevate African culinary heritage on the global map and spark new momentum in the tourism sector. Sierra Leone will host Africa's Top Gastronomy Tourism Forum 2026, highlighting its rich culinary heritage. Visitors are encouraged to plan ahead and secure travel arrangements to this exciting event. What is the Africa Gastronomy Tourism Forum?

The Africa Gastronomy Tourism Forum is a premier event dedicated to showcasing the role of food and cuisine in tourism. It serves as a platform to:

- Highlight Africa's rich culinary heritage and diverse food traditions.
- Promote gastronomy tourism as a tool for economic growth and cultural preservation.

- Foster collaboration among chefs, farmers, tourism stakeholders, and policymakers.
- Encourage sustainable practices in food production and tourism.

Event Overview

The forum, organized by the UN Tourism Organization in collaboration with the local government of Sierra Leone and leading culinary institutions, will convene destinations and international experts to exchange knowledge and best practices. The focus will be on harnessing the power of gastronomy tourism for the benefit of local communities and the environment. The 2026 edition, hosted by Sierra Leone, will be the largest and most ambitious yet, with a focus on celebrating African cuisine while addressing global trends in gastronomy tourism.

Why Sierra Leone is Suitable for Africa's Gastronomy Tourism Forum

Rich Culinary Heritage:

Sierra Leonean cuisine blends influences from West Africa, the Atlantic, and local traditional practices. Dishes such as jollof rice

variants, pepper soup, cassava-based staples, kankey (dumplings), and coastal seafood dishes reflect the country's diverse cultural tapestry.

Plenty of Fresh Produce and Coastal Delights:

Sierra Leone's fertile regions produce a wide range of fruits and vegetables, while its Atlantic coastline offers fresh seafood. The country's markets showcase an array of spices, peppers, and local ingredients essential to flavorful cuisine.

Commitment to Sustainable Tourism:

Sierra Leone is investing in community-based and sustainable tourism initiatives that protect natural resources, empower local farmers and small businesses, and preserve cultural heritage. The forum aligns with these objectives by promoting responsible gastronomy practices.

Growing Tourism Infrastructure:

Sierra Leone is expanding its hospitality offerings, from boutique lodges to eco-friendly accommodations, along with improved transportation and cultural sites. The country offers a welcoming environment for international forums and provides unique settings for culinary experiences, including riverine and coastal landscapes, historic towns, and vibrant markets.

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