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TIFA 2026 Confirms Final Programme and Opens Media Accreditation Ahead of New Orleans Forum and International Arts Festival

24–27 September 2026 | The Public Market at South Shore Harbor, New Orleans, Louisiana, USA

NEW ORLEANS, La. — With just days remaining before the Tourism Investment Forum Africa (TIFA) 2026 — Americas Edition opens in New Orleans, organisers have confirmed the Forum's final programme and opened media accreditation for local, national and international press.

Running September 24–27, TIFA 2026 brings African tourism ministries, investors, development finance institutions and travel-trade delegates to New Orleans for the first time, closing into the International Arts Festival on September 26–27 — a public weekend of music headlined by Afrobeat icon Seun Kuti (Nigeria), soul and jazz artists Regina Belle, Michael Lington and Paul Taylor, New Orleans' own Irvin Mayfield, and a Sunday lineup featuring Collie Buddz, Bushman (Jamaica), Alexi Martí (Cuba) and Corey Henry & The Treme Funktet.

Confirmed Speakers and Local Programme

Deputy Mayor Renee Lapeyrolerie, Deputy Mayor of External Affairs for the City of New Orleans, will deliver the Forum's welcome address. Local voices confirmed on the programme include Kathy Schulz, Senior Vice President of Communications and Public Relations at New Orleans & Company; Carroll Morton, Director of the Film Office at the New Orleans Office of Economic Development; Adonis Rose, Founder and Managing Director of the New Orleans Jazz Institute; Oscar Rainey, President of the Zulu Social Aid & Pleasure Club; and Dr Clyde C. Robertson of Southern University at New Orleans.

Media Accreditation Now Open

Accredited media will have access to Forum sessions, the International Arts Festival, and the World Tourism Day Networking Cocktail on Sunday, September 27. Interview requests with TIFA leadership, confirmed speakers, and participating African delegations are being coordinated centrally ahead of the Forum.

Members of the press wishing to attend, request a press pass, or arrange an interview should contact Dianna Martin directly (details below) as soon as possible given the limited window before the Forum begins.

About the Tourism Investment Forum Africa (TIFA)

TIFA is a pan-African platform for investment promotion, project visibility, and sector-driven collaboration across tourism, hospitality, creative industries, real estate, infrastructure, and business events. The 2026 Americas Edition in New Orleans, delivered in partnership with the International Arts Foundation and the City of New Orleans, is TIFA's first outside Africa.

Media & Communication Enquiries

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