



About the One Nation Reggae Festival

The One Nation Reggae Festival is an annual platform for unity, creativity, and cultural renaissance between Sierra Leone and the Caribbean. Taking place across multiple locations in the Western Area from 25–30 November 2025, the festival is rooted in the rhythm of reggae, recognized by UNESCO as an Intangible Cultural Heritage, and inspired by the spirit of freedom. It celebrates enduring ties formed through history, resilience, and cultural exchange.

National musicians, including members of the Reggae Union and leading dancehall and soca artists, will collaborate and perform alongside international performers such as Sizzla Kalonji, Christopher Martin, Queen Ifrica, Jah Thunder, Arqane, and Danny Bless.

The festival is aligned with the Ministry's Year of Ecotourism Campaign 2025, reinforcing the connection between culture, conservation, and community.

Purpose and Vision

This flagship event positions Sierra Leone as a leading cultural and tourism destination in Africa, uniting people of African descent through music, heritage, roots, and creative expression. The festival supports the government's broader vision of developing a private sector-driven, inclusive, and sustainable tourism industry. It also contributes to the national priorities on peace-building, social cohesion, inclusion under the principles of leaving no one behind.

Funds raised will directly support the establishment of the Creative Village—a public-private-community partnership designed to train and empower young people in music, performing arts, fashion, pageantry, carving, and various creative arts. This initiative will create a long-term legacy of skills development, innovation, and employment within Sierra Leone's creative economy.





6 Days of Culture, Rhythm & Caribbean–Salone Fusion

The One Nation Reggae Festival takes you on a six-day cultural journey celebrating the deep ties between Sierra Leone and the Caribbean—through music, food, fashion, storytelling, and heritage.

Day 1 – Official Launch | Nov 25 | Bintumani Hotel: 2pm

An elegant opening night featuring fashion, gastronomy, bubu & gumbe rhythms, and Afro-Caribbean arts.

Day 2 – Freedom Heritage Tour | Nov 26 | Freetown to Kent:

10:00 am-5:00 pm

A guided journey through historic sites of liberation, storytelling, and ancestral memory.

Day 3 – Creative Clinic | Nov 27 | Bintumani Hotel:

10:00 am-2:00 pm

Reggae producers meet bubu & gumbe masters for live fusion sessions. Night: VIP Meet & Greet at Chapter One.

Day 4 – Reggae Festival Concert | Nov 28 |

Radisson Blu Garden: 1:00pm-5:00am

International & national artists on one stage for an unforgettable night of music and unity.

Day 5 – Brunch, Bonfire & Storytelling | Nov 29 | Mozza Beach

Resort - 12pm + Freestyle Session for all at JuSas Eatery (Ferry Terminal - 12pm

Beachside brunch, open mic, freestyle sets, and stories shared around the bonfire.

Day 6 – All White Heritage Celebration | Nov 30 | Bunce Island

A reflective day with guided tours, cultural performances, and a symbolic libation ceremony.





Key National Benefits

Expanded Exposure for Creatives

The festival will spotlight Sierra Leonean artists, instrumentalists, dancers, producers, sound engineers, and event professionals, offering major local and international visibility. Over 30 practice platforms which started in September 2025 prepared artists for the event.

International Collaboration

Two top Sierra Leonean reggae artists will perform in Jamaica in February 2026, strengthening ties between Freetown and Kingston.

Heritage Promotion: The Freedom Tour

The tour highlights Freetown's historic significance as a city of liberty and acknowledges Sierra Leone's role in the transatlantic slave trade.

Birth of the "Salone Sound"

Local producers and the Reggae Union are developing a new musical identity blending reggae with traditional Sierra Leonean instruments—creating opportunities for global recognition and revenue.

Increased Visibility for Bunce Island

The festival amplifies international interest in Bunce Island's heritage, supporting conservation and storytelling initiatives.

6. Tourism and National Image

A successful international festival reaffirms Sierra Leone as a safe, welcoming, and open destination for tourism, investment, and cultural exchange.

7. Economic Impact

The event has already generated jobs and will stimulate spending across hospitality, transportation, logistics, small businesses, and corporate partnerships and in line with national tax regulations, 15% of all ticket sales will be paid as taxes to the Government of Sierra Leone through the appropriate revenue channels. This ensures that the One Nation Reggae Festival not only promotes culture and tourism, but also contributes directly to public revenue, transparency and national development.



8. Cultural and Social Impact

Through reggae's messages of unity and justice, the festival promotes social cohesion, spiritual awareness, and cultural pride. Over 300 in person engagements have been held in communities, markets schools and universities so far since September 2025.

9. Youth Empowerment & National Advocacy

The festival supports President Julius Maada Bio's campaign against drug abuse, using reggae's positive influence to inspire creativity, discipline, and purpose among young people.

Additionally One Nation Reggae Festival will;

- Builds on UNESCO's recognition of Reggae as an Intangible Cultural Heritage and the International Day of Intangible Cultural Heritage.
- Supports Sierra Leone's obligations under key UNESCOs treaties including the 2003 convention on intangible heritage, 1972 World Cultural & Natural Heritage Convention and others covering cultural property, underwater heritage and diversity of cultural expressions.
- Reinforces Sierra Leone's Cultural Policy 2013, National Ecotourism Policy 2017; National Strategic Tourism Plan 2024-2033, Medium Term National Development Plan 2024-2030.
- Advances broader goals such as the Sustainable Development Goals and the African Union Agenda 2063

For additional information please

www.tourism.gov.sl

2025, Year of Ecotourism

OneNationReggaeFestival

