2026 Wrap Report

NEW ORLEANS FILM SOCIETY



37TH NEW ORLEANS FILM FESTIVAL

NEW ORLEANS FILM FESTIVAL

presented by

& ANDSCAPE

OCT. 22 – 27, 2026

FROM THE NEW ORLEANS FILM FESTIVAL STAFF

Thank you.

Because of your generous support as a Sponsor Partner of the 37th New Orleans Film Festival presented by Andscape, NOFF37 shattered records in nearly every category we count: tickets, attendance, films, Q+As, parties, and more.

Most notably, ticket sales jumped 17% and attendance rose 14% over 2025. The lineup grew to 189 films (+9%), including 36 world premieres (+80%), and 80 screenings featured filmmaker Q+As (+11%). We hosted 21 parties and receptions (+17%). Filmmaker Conference programming expanded to 35 events (+13%). Community partnerships grew to 71 (+11% over 64 in 2025). Instagram follows grew more than eight times over, with significant growth across every social platform, press coverage, and website traffic. And that's not all.

The New Orleans Film Society is very much a year-round organization with consistent year-round programming; NOFF is the most visible way we bring our mission ***to promote, nurture, and amplify the diverse voices of filmmakers*** to life.

We are excited to share the results of this year's festival in the 2026 Wrap Report. **Your partnership made it possible.**

Stay REEL,

Dodd, Clint, Lisa, Juliana, Torie, Cindy
New Orleans Film Society

Local Economic Impact



Every year, the NOFS full-time team expands and contracts around each festival. This year, NOFS' six-member full-time team grew with **76 seasonal hires**, of which 70 (92%) were based in New Orleans. Additionally, NOFF directly supports the local and regional economy in a variety of ways, including attracting visitors to hotels, restaurants, and shops; contracting local businesses like gear houses, event specialists, printers, caterers, and venue partners; and hiring local musicians and entertainers.

NOFF37 BY THE NUMBERS

NOFF37 marks major milestones.

Over six days, October 22-27, the 37th New Orleans Film Festival grew on every measure we track against 2025. More than 16,900 attended screenings (in person and virtually), panels, parties, workshops, receptions, and more.

12,204

TICKETS ISSUED

+16.7% over 2025 (10,461)

273

FILMMAKERS ATTENDING

+11% over 2025 (246)

16,981

TOTAL ATTENDANCE

+14% over 2025 (14,893)

189

FILMS

+9% over 2025 (173)

41

COUNTRIES REPRESENTED IN LINEUP

+21% over 2025 (34)

36

WORLD PREMIERES

+80% over 2025 (20) · plus 15 U.S. premieres

60%

SOUTHERN PROGRAMMING

+10 points over 2025 (50%) · 113 Southern films, 60 Made in Louisiana

35

CONFERENCE EVENTS

+13% over 2025 (31)

21

PARTIES AND RECEPTIONS

+17% over 2025 (18)







EXPANDING ACCESS ACROSS NEW ORLEANS

A festival designed to be accessible.

Five Initiatives. One Commitment: Making Cinema Accessible to Everyone.

In 2026, the New Orleans Film Festival expanded its commitment to community access through five distinct initiatives, removing financial barriers, reaching new audiences, and creating more opportunities for New Orleanians to participate in the festival. Made possible through the generous support of our sponsors and community partners, these programs represent a growing investment in making cinema and cultural experiences accessible across Greater New Orleans.

+224%

GROWTH IN STUDENT PASSES SINCE 2025



+143%

GROWTH IN FIRST TICKET ON US REDEMPTIONS SINCE 2024



1 Student Access: 224% Growth in Student Passes

With support from **The Helis Foundation**, NOFS distributed 385 student passes to high school, community college, college, and university students, compared with 119 in 2025. This 224% increase significantly expanded opportunities for young audiences to experience the festival.

2 Community Access: 1,333 Free Tickets Redeemed

Also supported by **The Helis Foundation**, the First Ticket On Us initiative provided Greater New Orleans residents with a complimentary ticket to an in-person screening or the festival's Virtual Cinema. The program recorded 1,333 redemptions in 2026, an 18% increase over 2025 and a 143% increase since 2024.

3 Affordable Filmgoing: A Dedicated Pay What You Will Theater

For the first time, NOFS introduced a dedicated Pay What You Will Theater, allowing audiences to determine their own ticket price based on their ability to pay. This initiative made festival screenings more financially accessible while welcoming audiences who might otherwise have been unable to participate.

4 Access to Marquee Events: Pay What You Will Closing Night Screenings

With support from **Hulu** and **The Trial Team**, NOFS extended its flexible pricing model to two marquee Closing Night screenings, *Maestro* and *Champions of Change*. This initiative ensured that major festival events, not just regularly scheduled screenings, were accessible to audiences regardless of financial circumstances.

5 Educational Access: Expanding REEL Futures

Through the support of **Liberty Bank & Trust**, **The Ruth U. Fertel Foundation**, and **Paramount**, and in partnership with Tulane University and Loyola University, NOFS expanded access to REEL Futures, connecting university students across New Orleans with filmmakers, industry professionals, and educational programming. Four REEL Futures events drew **565 in attendance**: the Kickoff Celebration of Student Films at Loyola (200), the COOL Cooperative Student Takeover (233), and two industry sessions at Tulane (132). **Industry representatives from Kino Lorber, SAGindie, Neon, and Netflix spoke with students.** This investment strengthened the festival's role as a platform for learning, career exploration, and engagement with the film industry.

Together, these five initiatives demonstrate that accessibility is not a single program, but a fundamental part of how NOFS serves its community. By expanding free admission, flexible pricing, student participation, and educational opportunities, the festival is becoming a more inclusive and accessible cultural institution.

ACROSS THE CITY, OPEN TO ALL

Virtual Cinema: A 44% Surge in Viewership

2,500+
2025 VIEWERS

3,590
2026 VIEWERS

~1,090
MORE VIEWERS

~44%
GROWTH

NOFF37 Virtual Cinema program carried the festival far beyond New Orleans. During October 22 - November 1, an estimated 3,590 viewers streamed 62 films and shorts, up from 2,500 in 2025. As an added value, every sponsor partner is recognized on the virtual cinema's pre-screening loop and film pages, ensuring partners get the visibility they're seeking even with fans who are watching from home.

11 Venues, 20 Programming Spaces

NOFF37 activated 11 venues and 20 programming spaces across New Orleans. Special thanks to the venue partners that gave the festival a home and enabled free and pay-what-you-will programming for the community.

- The Broad Theater (three screens)
- The Broadside (Pavilion and outdoor screen)
- Contemporary Arts Center: Worklight Pictures Warehouse Theater, MBS Black Box Theater, LMP Studios Filmmaker Conference Stage, Festival HUB, Rooftop, and the VIP Lounge hosted by The Alliance for Secure AI
- Dew Drop Inn
- Gallier Hall
- The Historic New Orleans Collection
- The Jazz and Blues Market
- Loyola University
- Prytania Theatre Uptown
- Sunnies
- Tulane University



Opening Night Party at Gallier Hall



From Screen to Stage at the Dew Drop Inn

MEDIA

In the press.

NOFF37 earned **196 pieces of coverage** across online, print, and social media, more than double 2025.

196

PIECES OF COVERAGE

+113% over 2025 (92)

27.6M

ONLINE COVERAGE VIEWS

+66% over 2025 (16.6M)

1M

PRINT CIRCULATION

2025: 2M

Source: Diament Public Relations PR Metrics Report.

New and Legacy Partnerships

NOFF37 celebrated the media partners who help tell its story. We welcomed a new partnership with **WBOK**, which brought festival coverage and filmmaker interviews to the airwaves, and celebrated our legacy partnerships with **The Times-Picayune | Nola.com** and **Gambit**, longtime champions of NOFS and Louisiana filmmakers. Our thanks as well to media partners WWNO, WWOZ, KKNO, Antigravity Magazine, New Orleans Magazine, Louisiana Weekly, and Getty Images.

Headlines

- **New Orleans Magazine:** "New Orleans Film Festival Tells Our Stories Our Way"
- **Film Daily:** "Maestro World Premiere at New Orleans Film Festival"
- **Biz New Orleans:** "Film Festival Arrives Amid Push for Federal Incentives"
- **OffBeat Magazine:** "New Orleans Film Festival premieres several music documentaries"
- **WGNO:** "Dew Drop Inn documentary to premiere at New Orleans Film Festival"
- **WWNO:** "Five Louisiana filmmakers discussing upcoming works debuting at New Orleans Film Festival"
- **New Orleans Magazine:** "2026 New Orleans Film Festival Opening Night and More Announced"
- **Loyola University New Orleans:** "Loyola University's Filmmaking Program Earns Strong Showing at New Orleans Film Festival"
- **The Times-Picayune | Nola.com:** "Loyola grad takes an extraordinarily close-up look at aspiring Olympians in new documentary"





OUR REACH

One Million Views. Eight Times the Growth. A Festival Reaching Further Than Ever.

During the festival marketing period, August 4 through October 28, NOFS' content generated more than one million views across Facebook and Instagram, while Instagram gained followers at more than eight times the pace of 2025. These results reflect a dramatic expansion of the festival's digital visibility, connecting our films, filmmakers, sponsors, and programming with audiences far beyond our theater walls.

Instagram

METRIC	2025	2026	CHANGE
Views	n/a	928,914	
Content interactions	25.4K	35.8K	**+40.8%**
Link clicks	810	17K	**+2,000%**
New follows	316	2.7K	**+755%**
Reach	238.2K	246.3K	**+3.4%**

Facebook

METRIC	2025	2026	CHANGE
New follows	237	362	**+52.7%**
Page visits	3.56K	4.7K	**+31.9%**
Content interactions	1.72K	1.9K	**+10.3%**
Organic views			**+64.1%**

Combined Facebook and Instagram

METRIC	2025	2026	CHANGE
Total views	929.8K	1.05M	**+13%**

Source: Meta Business Suite. 2025 figures are estimates derived from Meta's displayed year-over-year percentages. TikTok analytics available in November 2026.

LinkedIn

METRIC	MAY 10 TO AUG 3	AUG 4 TO OCT 28	CHANGE
Impressions	453	8,867	**+1,857%**
Clicks	19	1,095	**+5,663%**

Source: LinkedIn Page analytics, organic. Compares the festival campaign with the 12 weeks before it; 2025 LinkedIn data is not available.

Followers

PLATFORM	2026
Instagram	24.8K
Facebook	15K
X	14.3K
LinkedIn	2.5K
TikTok	777
Total	**57,000+**

Email Newsletter

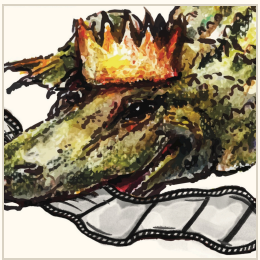
SUBSCRIBERS	2026
Weekly Newsletter	32,000 (and growing)
Estimated Open Rate	17% to 26%

Website

METRIC	2025	2026	CHANGE
Page views	406,299	504,965	**+24%**
Unique visitors	68,923	104,596	**+52%**

Source: GA4, same dates in both years.

Top Post of the Season



The NOFF37 poster reveal: **42.1K views**, 1,472 likes, 287 shares, 20 comments.

OPENING NIGHT · WORLD PREMIERE

Victory

Thursday, October 22 | Contemporary Arts Center

Ben Chace's Made in Louisiana documentary follows the legendary Irma Thomas, 83, as she returns to her gospel roots. Overwhelming demand prompted three simultaneous screenings at the Contemporary Arts Center, drawing **654 ticketed admissions**, the largest audience for any film at NOFF37.

Before the lights went down, **Cyril Neville presented the Lifetime Achievement in Film and Television Award to Irma Thomas**. After the credits, the celebration second lined to **Gallier Hall** for the Opening Night Party.

Presented by Film New Orleans and New Orleans & Company, with Capitane Records, Henderson Hutter Group, Bohn Tennis, Merge Records, and Wandering Cameras.





CLOSING NIGHT · WORLD PREMIERE

Maestro

Tuesday, October 27 | Contemporary Arts Center

Jackson Fager's documentary follows band director Wilbert Rawlins Jr., who has spent more than 30 years using music to change lives in Algiers schools, now at L.B. Landry High School, through the hardest fight of his career: rebuilding the band after the pandemic. Before the screening, **80 L.B. Landry band students** marched into the Festival HUB and played for the crowd. The premiere filled two theaters (**430 tickets**) and was preceded by the *Maestro* Closing Night Reception, presented by Hulu.







DAY 1 · THURSDAY, OCTOBER 22

Opening Night Film, Second Line, Party

























DAY 2 · FRIDAY, OCTOBER 23

Tech x Film Day | Fri-YAY Bounce Party and Variety Show

Conference Panels x Workshops, Lunch x Learn, Ribbon Cutting Ceremony, South Pitch Narrative, Screenings and Receptions































DAY 3 · SATURDAY, OCTOBER 24

Fun for Y’all | Andscape Party

Intergenerational Programming, Conference Panels x Cinema Reset Workshop, South Pitch Documentary, Mindfulness x Meditation, Screenings and Receptions































DAY 4 · SUNDAY, OCTOBER 25

Music x Film Day | Dew Drop Inn Party hosted by Paramount

Gospel Brunch, Filmmaker Awards Ceremony, Films, Panels, Workshops, Sing-a-long, Receptions, and more

































DAY 5 · MONDAY, OCTOBER 26

Made in Louisiana Day | Independent Filmmaker Party hosted by Marginal MediaWorks

Industry Town Hall Discussion, Lunch x Learn, REEL Futures Kick Off, Historic New Orleans Collection Screenings and Reception, Pet Adoption Fair, Trivia, 35mm Workshop Screening, Panels, Workshops



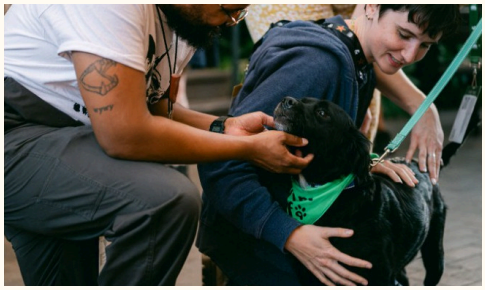






























DAY 6 · TUESDAY, OCTOBER 27

REEL Futures Day x Closing Night

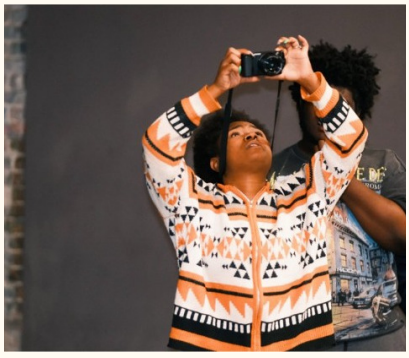
REEL Futures, COOL Cooperative Takeover, Lunch x Learn, Tyrann Mathieu Live Podcast, Screenings, Panels, Champions of Change Community Partner's Reception, L.B. Landry Band Performance



















FILMMAKER CONFERENCE PRESENTED BY NEW ORLEANS TOURISM AND CULTURAL FOUNDATION

2026 NOFF Conference Programming

Friday, October 23

- Ribbon Cutting and Reception presented by AOS Interior Environments and Innovative Strategic Partners
- Stewards of History: Local Archive Collections and Their Hidden Treasures
- **A Hands-On Introduction to 35mm Filmmaking presented by Shawscope (Parts I and II)**
- Reel Connections: Industry Speed Dating with Actor's Apothecary
- AI + Virtual Production in Practice: Making the Impossible Shot Possible
- Calling Back Our Disappearing Acts: Working with Personal Archives
- **Playing with Shadow: An Overhead Projector Shadow Puppet Workshop and Demo**
- **Lunch x Learn: Mindfulness for Filmmakers presented by Mark Berger**
- South Pitch Narrative presented by MUBI

Saturday, October 24

- **Cinema Reset: Time According to Sweet Wreath**
- Aesthetics of Sunlight: Filmmaking in the Caribbean
- Emerging Voices Directors Lab Showcase presented by Andscape
- Beneath the Surface: A Fireside Chat with Angelica Jade Bastién presented by Gilead
- I Made a Short Film, Now What?
- **Behind the Stunts of *Descendants: Rise of Red***
- **Cinema Reset: Cyanotype Animation**
- **Wellness Intermission: Meditation and Breathwork with Mark Berger**
- Programmer Meet and Greet
- South Pitch Documentary, with support from Concordia Fellowship
- South Pitch Celebration presented by NBCUniversal

Sunday, October 25

- Lighting the Fuse: Films as Catalysts
- **Singing the Shapes: Workshop and Group Sing**
- The Sound of the Screen: Composers on Their Practice presented by BMI
- Michael Murphy Retrospective
- Affinity Meetup: Queer Filmmakers
- Affinity Meetup: Filmmakers of Color
- Filmmaker Awards Gospel Brunch presented by BMI
- Filmmaker Awards presented by Keslow Camera

Monday, October 26

- Filmmaking in Louisiana: A Town Hall Discussion
- **Write It Bad**
- The Louisiana Actor Experience presented by SAGindie
- **Lunch x Learn: Protecting Your Artistic Investment**
- Dial Up Trivia: Soundtrack Attack!
- The Magic You Made: 35mm + Cyanotype Animation Screening presented by Shawscope
- REEL Futures Kickoff Celebration of Student Films, Loyola University

Tuesday, October 27

- **Lunch x Learn: Louisiana Film Prize**
- COOL Cooperative Student Takeover
- Louisiana Student Shorts: NOLA Next Gen presented by Andscape
- REEL Futures: How Marketing and Publicity Execs Drive Audience Engagement for Film and TV, Tulane University
- **REEL Futures: SAG-AFTRA Indie Workshop, Tulane University**

Red indicates workshops and hands-on sessions.





PARTIES AND RECEPTIONS

True New Orleans style.

Festival nights brought filmmakers, artists, and audiences together, with every musician paid fairly thanks to Entertainment Sponsor Partner Positive Vibrations Foundation.







Eight Parties

- Gala After Party at The Jazz and Blues Market presented by Liberty Bank & Trust
- Opening Night Patron Party at the Festival HUB
- Opening Night Party at Gallier Hall presented by Film New Orleans and New Orleans & Company, with Capitane Records, Henderson Hutter Group, Bohn Tennis, Merge Records, and Wandering Cameras
- The Slate Social Happy Hour at the Festival HUB
- Fri-YAY Bounce Party at the Festival HUB
- Saturday Night Andscape Party at Sunnies
- Independent Filmmaker Party at The Broadside presented by Marginal MediaWorks with additional support from Keslow Camera
- Paramount Presents: From Screen to Stage at the Dew Drop Inn

Eight Receptions

- Ribbon Cutting and Reception presented by AOS Interior Environments and Innovative Strategic Partners
- South Pitch Celebration presented by NBCUniversal
- Emerging Voices Reception on the CAC Rooftop presented by Andscape
- *Y Vân: The Lost Sounds of Saigon* post-film reception
- Filmmaker Awards Gospel Brunch presented by BMI with Hospitality Sponsor the Recording Academy
- Festival Reception at The Historic New Orleans Collection
- *Champions of Change* Reception presented by The Trial Team
- *Maestro* Closing Night Reception presented by Hulu

THANK YOU

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NOFS Red Carpet Gala

The NOFS Red Carpet Gala opened the festival week with a seated dinner, live auction, and a performance by **Nu Groove**, the New Orleans band featuring Grammy-nominated artists Joe Gelini and Alix Paige, before an After Party open to all, presented by **Liberty Bank & Trust**.

The Red Carpet Gala is NOFS' largest and most important fundraiser. All proceeds directly benefit NOFS' four filmmaker development programs, including **Emerging Voices Directors Lab, South Pitch, Southern Producers Lab,** and **REEL Futures**.

2026 Gala Honorees

- **Jay Duplass**, Celluloid Hero Award, the Society's highest individual honor
- **Josh Penn**, 2026 Lumière Award, honoring his years as a mentor to filmmakers in the Emerging Voices Directors Lab, Southern Producers Lab, and South Pitch

2026 Cultural Ambassadors

Painter and NOFF37 poster artist **Tim Trapolin** · poet **Chuck Perkins** · the Soul Queen of New Orleans **Irma Thomas** · bounce pioneer **DJ Jubilee** · restaurateurs **Ti Martin and Lally Brennan**











Until next time

NOFF38 returns October 21-26, 2027; until then, find us producing NOFS/365 screenings, the 30th French Film Festival, REEL Futures, and more.



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