

EAPRW

EAST AFRICA PR WEEK

EAPRW 2026 DELEGATE GUIDE BOOK

Participant Countries





ABOUT EAST AFRICA PR WEEK

Shaping the Future of Communication in East Africa

East Africa PR Week (EAPRW) is the region's premier annual conference for public relations, strategic communication and corporate affairs professionals. It brings together practitioners, policymakers, business leaders, academics, researchers, students and development partners from across East Africa and beyond to exchange ideas, share experiences and shape the future of the communication profession.

Convened under the auspices of the **East African Public Relations Association (EAPRA)**, the conference promotes professional excellence, ethical practice, innovation and regional collaboration through knowledge sharing and continuous professional development.

Hosted on a rotational basis by EAPRA member associations, each edition reflects the region's collective commitment to advancing strategic communication and strengthening the profession across East Africa.

The **2026 edition**, proudly hosted by the **Public Relations Society of Kenya (PRSK)** in **Malindi, Kilifi County**, brings delegates to Kenya's vibrant coast under the theme:

Reimagining Communication in East Africa

Shaping East Africa's Communication Narrative

ABOUT KENYA

Welcome to Kenya

Karibu Kenya!

Welcome to Kenya, the proud host of East Africa PR Week 2026. Located at the heart of East Africa, Kenya is a regional hub for business, innovation and tourism, offering world-class hospitality, modern infrastructure and rich cultural diversity.

Whether you are visiting for the first time or returning, we hope you enjoy the warmth of our people, the beauty of our coastline and the memorable experiences that await you in Malindi.

Karibu Kenya. Karibu Malindi.

DISCOVER MALINDI

Welcome to Malindi

Nestled along Kenya's stunning Indian Ocean coastline, Malindi is one of the country's most charming coastal towns in Kilifi County. Renowned for its beautiful beaches, rich Swahili heritage and warm hospitality, the town offers the perfect setting for East Africa PR Week 2026.

For centuries, Malindi has been a meeting point for cultures, trade and exploration. Today, it blends historical significance with modern tourism, offering visitors a unique mix of coastal relaxation, cultural experiences and contemporary hospitality.

Whether you are here for the conference, networking or a short getaway, Malindi promises an unforgettable experience.



Experience the Best of Malindi

While attending East Africa PR Week, take time to discover some of Malindi's iconic attractions:

- » Malindi Marine National Park
- » Vasco da Gama Pillar
- » Gede National Monument
- » Marafa Depression (Hell's Kitchen)
- » Falconry of Kenya
- » Watamu Beach
- » Local craft markets and Swahili cuisine

Whether you choose to explore the coastline, immerse yourself in history or simply enjoy the coastal atmosphere, Malindi offers something for every visitor



TRAVEL AND ENTRY INFORMATION

Travelling to East Africa PR Week 2026 has been made convenient through Kenya's extensive air and road transport network. Whether you are travelling from within Kenya, across the East African region or from another part of the world, we encourage you to plan your journey early to enjoy a smooth travel experience.

Entry into Kenya

Kenya welcomes visitors from across the East African Community (EAC), the African continent and beyond.

Delegates are encouraged to confirm the latest immigration and

travel requirements applicable to their nationality before making travel arrangements. Requirements may vary depending on your country of residence or citizenship.

For the latest travel and immigration information, please visit the official websites of the Government of Kenya.

Before you travel, ensure you have:

- » A valid travel document.
- » Conference registration confirmation.
- » Hotel reservation details.
- » Return or onward travel information, where applicable.
- » Travel insurance (recommended).

Health Requirements

Delegates should familiarise themselves with any health requirements that may apply before travelling to Kenya.

Depending on your country of origin or recent travel history, proof of Yellow Fever vaccination may be required upon arrival. Delegates are encouraged to check the latest health advisories before departure.

If you take prescription medication, carry it in its original packaging together with any supporting medical documentation.

Getting to Malindi

Malindi is easily accessible by both air and road.

Delegates may choose to fly directly to Malindi International Airport or travel through Mombasa before continuing by road. The conference secretariat recommends selecting the option that best suits your travel schedule and budget.

Transport

Planning Your Journey

Travelling to East Africa PR Week 2026 is convenient, with multiple transport options available for delegates travelling from within Kenya, across the East African region and beyond. Whether you choose to travel by air, rail or road, planning your journey in advance will help ensure a smooth and enjoyable travel experience.

Travelling from Across East Africa

Kenya is well connected to major cities across the East African region through direct and connecting flights. Most delegates travelling to East Africa PR Week 2026 will connect through Nairobi or Mombasa before proceeding to Malindi.

Country	Primary Gateway	Suggested Route
Kenya	Nairobi	Direct flight to Malindi or travel via Mombasa by air, SGR or road
Uganda	Nairobi	Entebbe Nairobi Malindi
Tanzania	Nairobi / Mombasa	Dar es Salaam, Zanzibar or Kilimanjaro Nairobi or Mombasa Malindi
Rwanda	Nairobi	Kigali Nairobi Malindi
Burundi	Nairobi	Bujumbura Nairobi Malindi
South Sudan	Nairobi	Juba Nairobi Malindi
Somalia	Nairobi	Mogadishu Nairobi Malindi
Democratic Republic of the Congo (DRC)	Nairobi	Kinshasa, Goma or Lubumbashi Nairobi Malindi

NB: Travel routes are indicative and may vary depending on airline schedules and the delegate’s point of departure.

Connecting to Malindi by Air

Malindi International Airport is served by scheduled domestic flights from Nairobi, offering delegates a convenient and time-saving option for reaching the conference destination.

Airline	Departure Airport	Destination	Approximate Flight Time	Website
Jambojet	Jomo Kenyatta International Airport (JKIA)	Malindi International Airport	1 hour 15 minutes	www.jambojet.com
Skyward Express	Jomo Kenyatta International Airport (JKIA)	Malindi International Airport	1 hour 15 minutes	www.skywardexpress.co.ke
Safarilink Aviation	Wilson Airport	Malindi International Airport	1 hour 15 minutes	www.flysafarilink.com

NB: Flight schedules, routes and fares are subject to change. Delegates are encouraged to confirm availability and book directly with their preferred airline or travel agent.

Travelling via Mombasa

Delegates who are unable to secure a direct flight to Malindi may choose to travel through Moi International Airport, Mombasa.

From Mombasa, Malindi is approximately **120 kilometres** away and can be reached by road in approximately **2 to 3 hours**, depending on traffic conditions.

Road Transfer Options

Transport Option	Approximate Travel Time
Private Transfer	2–2½ hours
Taxi	2–3 hours
Shuttle Service	2½–3 hours
Self-Drive	2–2½ hours

Travelling by Standard Gauge Railway (SGR)

Delegates travelling from Nairobi may also opt for the Standard Gauge Railway (SGR), which offers a comfortable and reliable journey to Mombasa.

SGR services depart from the **Nairobi Terminus in Syokimau**, located adjacent to **Jomo Kenyatta International Airport (JKIA)**, making it easily accessible for delegates arriving on international flights.

Upon arrival at the **Mombasa Terminus (Miritini)**, delegates can continue their journey to Malindi by taxi, shuttle service or private transfer.

Journey Time: Approximately 6 hours (Nairobi to Mombasa)

Book Online: <https://metickets.kenyarailways.co.ke>



Getting Around Malindi

Whether travelling between your hotel, the conference venue or local attractions, Malindi offers several convenient transport options to suit different travel preferences and budgets.

Transport Option	Best Suited For
Ride-hailing Services	Convenient on-demand travel
Licensed Taxis	Airport transfers, hotel transfers and longer journeys
Tuk Tuks	Short-distance travel within town
Boda Bodas	Quick local trips
Car Hire	Independent travel and sightseeing
Public Service Vehicles (Matatus)	Budget travel along designated routes

Ride-Hailing Services	Public Transport	Taxi Services
The following ride-hailing platforms are available in Malindi: » Uber » Bolt » Little Delegates are encouraged to download their preferred application before travelling. Availability may vary depending on location and time of day.	Public Service Vehicles (PSVs), commonly known as matatus, operate on designated routes within Malindi and to neighbouring towns, including Watamu, Kilifi and Mombasa. They provide an affordable transport option for delegates wishing to explore the area independently. Tuk tuks are also a popular and convenient means of travelling short distances within Malindi and are readily available throughout the town.	Licensed taxis are available at: » Malindi International Airport » Hotels and resorts » Shopping centres » Malindi Town Centre Many accommodation providers can also assist delegates in arranging airport transfers and local taxi services upon request.



Travel Tips

- » Book flights and accommodation well in advance, particularly during peak travel periods.
- » Allow sufficient time when connecting through Nairobi or Mombasa.
- » If travelling through Mombasa, consider arranging your onward transfer to Malindi before arrival.
- » Keep your travel documents, conference registration and hotel confirmation easily accessible throughout your journey.
- » Save the contact details of your hotel and the conference secretariat before travelling.
- » Use licensed transport providers and agree on fares where applicable.
- » If arriving late in the evening, consider arranging an airport transfer with your hotel in advance.

ACCOMMODATION

Your Stay in Malindi

Malindi offers a wide range of accommodation options to suit different preferences and budgets, from luxury beachfront resorts and boutique hotels to comfortable business hotels and holiday retreats.

To assist delegates attending East Africa PR Week 2026, the Organizing Committee has compiled a list of recommended accommodation establishments in and around Malindi. Delegates are encouraged to book early, as November is a popular travel period along Kenya's coast and room availability may be limited.

Please Note:

Accommodation reservations are made directly with the respective establishments and are subject to their availability, rates and booking policies.

Accommodation Guide - EAPRW 2026 - Malindi, Kilifi County

Accommodation	Contact	Email / Website
Diamonds Malindi	+254 720 607 075	malindi.diamondsresorts.com
Ocean Beach Resort & Spa	+254 705 204 590	booking@oceanbeachkenya.com
Kilili Baharini Resort	+254 702 999 566	sales@kililibaharini.com
Billionaire Resort & Retreat	+254 706 264 721	malindi.resort@billionairesociety.com
Lion In The Sun	+254 705 437 307	malindi.reservations@billionairesociety.com
Lions Eco Resort & Spa	+254 746 579 996	lionshouseressortandspa@gmail.com
Seaview Resort Malindi	+254 723 358 055	info@malindiseaviewresort.com
Travellers Inn Resort Malindi	+254 717 666 666	info@travellersmalindi.com
Silver Rock Boutique Resort by Mokawa	+254 738 014 791	silver.rock@mokawagroup.com
Saffron Garden Malindi	+254 757 915 277	saffrongarden@babylonhospitality.com
Boutique Resort Malindi	+254 768 000 300	reception@qmalindi.com
The Kasa Malindi	+254 757 888 777	info@kasabeachresort.com
Woburn Residence Club	+254 710 838 354 / +254 734 245 759	info@woburnresidenceclub.co.ke
African House Resort	+254 733 802 436	info@africanhouseressort.com
Double Heart Resort	+254 42 212 0901	info@doubleheartresort.com
Nyumba ya Mbuyu	+254 708 018 392	info@nyumbayambuyu.com

Alternative Accommodation

In addition to the recommended hotels, delegates may also choose from a variety of apartments, villas and holiday homes available through platforms such as **Airbnb App** and **Booking.com**.

When making a reservation, we encourage delegates to review property details, guest ratings, location and cancellation policies before booking.

Please Note: Accommodation booked through third-party platforms is independently managed. Delegates are encouraged to use verified listings and exercise their own judgement when selecting accommodation.

Booking Tips

To help make your stay comfortable, we recommend that you:

- » Book your accommodation early.
- » Confirm rates, amenities and cancellation policies before making payment.
- » Request airport transfer services from your accommodation provider if required.
- » Keep your booking confirmation easily accessible during your journey and at check-in.

WEATHER AND WHAT TO PACK

Climate in Malindi

Malindi enjoys a warm tropical coastal climate throughout the year, with temperatures in November typically ranging between **24°C and 31°C**. Delegates can generally expect warm days, pleasant evenings and moderate humidity.

While November falls within Kenya's short rainy season, rainfall is often brief and interspersed with long periods of sunshine, making it an enjoyable time to visit the coast.

What to Pack



To ensure a comfortable stay, delegates are encouraged to pack:

- » Lightweight, breathable clothing suitable for warm weather
- » Smart business attire for conference sessions
- » Comfortable walking shoes
- » A light sweater or jacket for air-conditioned venues and evening outings
- » Sunglasses, sunscreen and a hat for outdoor activities
- » A compact umbrella or light rain jacket for occasional showers
- » Personal medications and travel essentials

Helpful Tip



Stay hydrated throughout your visit, especially when spending time outdoors, and remember to use sunscreen when exploring Malindi's beautiful coastline and attractions.

Essential Visitor Information



Everything you need to know for a comfortable and enjoyable stay in Malindi.

Currency and Payments

Kenya Shilling
(KES)

The official currency in Kenya is the **Kenya Shilling (KES)**.

Major hotels, resorts and some tourism establishments may accept **US Dollars (USD)**. However, delegates are encouraged to carry or exchange Kenya Shillings for everyday expenses such as local transport, shopping and purchases at smaller businesses.

Credit and debit cards are widely accepted at most hotels, restaurants and supermarkets, while mobile payment services are commonly used throughout the country.



Banks and ATMs

Several commercial banks operate branches and ATM services in Malindi, including:

- » KCB Bank Kenya
- » Equity Bank Kenya
- » Co-operative Bank of Kenya
- » Absa Bank Kenya
- » NCBA Bank Kenya
- » Stanbic Bank Kenya
- » I&M Bank Kenya

ATMs are also available at shopping centres and major commercial areas throughout the town.



Mobile Networks

Kenya has excellent mobile network coverage. Delegates wishing to stay connected may purchase local SIM cards from:

- » Safaricom
- » Airtel Kenya
- » Telkom Kenya

SIM cards are available at the airport, authorised retail outlets and shopping centres. A valid passport or national identification document may be required for SIM card registration.



Internet Access

Most hotels, conference venues, cafés and restaurants in Malindi offer complimentary Wi-Fi. Mobile data services are also widely available through local network providers.



Electricity

Kenya uses **240V electricity (50Hz)** with the **Type G three-pin square plug**.

Delegates travelling from countries with different plug types are encouraged to carry a suitable travel adapter.



Health Services

Malindi has several public and private healthcare facilities, pharmacies and medical centres that provide both emergency and routine medical services.

Delegates are encouraged to travel with adequate medical insurance and any personal prescription medication they may require during their stay.



Emergency Contacts

Service	Contact
Police	999 / 112
Ambulance	999 / 112
Fire & Rescue	999 / 112

For conference-related assistance, delegates may also contact the **East Africa PR Week 2026 Secretariat**.

PRSK - +254741 753242



Time Zone

Kenya operates on **East Africa Time (EAT), UTC +3**, and does not observe daylight saving time.



Quick Reference

East Africa PR Week 2026
2–6 November 2026 | Malindi, Kilifi County, Kenya
Conference Information
Conference Venue - Diamonds Malindi



Conference Secretariat and Emergency Contacts

Email: admin@prsk.co.ke
Telephone: +254741 753242

Service	Contact
Emergency Services	999 / 112
Police	999 / 112
Ambulance	999 / 112
Fire & Rescue	999 / 112



Airports

- » Malindi International Airport (MYD)
- » Moi International Airport (MBA), Mombasa
- » Jomo Kenyatta International Airport (NBO), Nairobi



Transport

Domestic Airlines to Malindi

- » Jambojet
- » Skyward Express
- » Safarilink Aviation



Rail Travel

Kenya Railways Standard Gauge Railway (SGR)

Local Transport

- » Uber
- » Bolt
- » Little
- » iCabs
- » Licensed Taxis
- » Tuk Tuks
- » Matatus (Public Transport)



Essential Information

Currency: Kenya Shilling (KES)

Time Zone: East Africa Time (UTC +3)

Language: English and Kiswahili

Electricity: 240V | Type G Plug



Banking

Major banks available in Malindi include:

- » KCB Bank Kenya
- » Equity Bank Kenya
- » Co-operative Bank of Kenya
- » Absa Bank Kenya
- » NCBA Bank Kenya
- » Stanbic Bank Kenya
- » I&M Bank Kenya

ATMs are available throughout Malindi.



Helpful Reminder

- » Carry your conference badge at all times.
- » Keep your hotel confirmation and travel documents readily accessible.
- » Save the Conference Secretariat contact details on your mobile phone.
- » Book airport transfers in advance where possible.
- » Stay hydrated and protect yourself from the sun during outdoor activities.



A photograph of a sunset over the ocean. The sun is a large, bright yellow-orange orb in the upper center, casting a long, shimmering reflection on the dark water. A small sailboat is visible on the horizon line. The sky is filled with soft, orange-hued clouds. The entire image has a torn, paper-like edge.

Karibu Malindi