

SOUTH COAST RESIDENTS ASSOCIATION (SCRA)
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Kwale County, Kenya



Date: Tuesday, July 21, 2026

Our Commitment to the Destination

1. **Credibility Through Efficiency:** We build trust in our destination by streamlining our processes and working smarter.
2. **Ecosystem-Wide Collaboration:** Every person in this room represents a critical piece of our ecosystem. Your presence matters.
3. **Open Floor, Valid Ideas:** Innovation lives in diverse perspectives. All ideas are valid, and every opinion will be treated with absolute respect.
4. **Action-Oriented:** We are here with a singular, shared goal: to make our destination work.

Opening Remarks

Meeting: Roundtable Discussion on Event Planning, Regulation, and Shared Responsibility in Diani

Venue: Diani Sea Resort

Date: Tuesday, July 21, 2026

Speaker: Chairman, South Coast Residents Association (SCRA)

1. Welcome and Context: Diani as an Ecosystem

Good morning, esteemed stakeholders, county officials, security leads, and fellow residents. Thank you for joining us today to shape the future of our beautiful destination. We are here because we recognize Diani as a delicate ecosystem. It is not just a world-class tourism hub; it is a community, a residential home, and an environment that requires a delicate balance to thrive.

Events are a major pillar of MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism. They bring life, revenue, and recognition to Diani. However, to sustain this growth, we must bring order, predictability, and structure to how these events are planned and managed.

2. Strategic Positioning: Maximizing the 12-Month Calendar

We have 12 months in a year, yet we often see a chaotic concentration of events during peak times, which strains our local infrastructure and disrupts residents.

Our goal should be to strategically position specific months for major events, intentionally targeting the low season. By filling the gaps in the low season, we can provide consistent support for our local transport and accommodation sectors (our hotels, villas, matatus, taxis, and flights), ensuring steady economic flow throughout the entire year.

3. Consumer Protection and Streamlining Processes

Working with credible Travel Agents: To safeguard Diani's reputation, we must actively vet and collaborate with registered, reputable travel agents. This is crucial to avoiding the swindling of unsuspecting guests by rogue operators offering fake event packages or non-existent accommodation.

Streamlining Permit Issuance: We need a one-stop, coordinated framework with NEMA, Kwale County, and Public Health to synchronize and streamline the permit process. Event organizers shouldn't have to chase multiple offices blindly; the rules on sound mitigation, waste management, and licensing must be clear and integrated from the start.

4. Putting Order First: Security and Resident Considerations

Growth must not come at the expense of peace. We must put firm order into event planning by showing deep consideration for Diani residents regarding noise control, traffic management, and environmental cleanliness.

Security as a Core Partner: Security cannot be an afterthought. We are partnering closely with our local security teams and the OCS-Diani Police Station to ensure every event has a robust safety and traffic control plan.

5. The Way Forward: Formation of a Voluntary Ad-Hoc Committee

To turn these ideas into action, I propose the formation of an ad-hoc committee for event planning, drawn directly from this ecosystem (residents, hospitality owners, county reps, and security). This committee will be entirely voluntary, driven by individuals who are passionate about the sustainable development of Diani.

This team will work to create the framework for a timely notification system, vet the event calendar, and ensure all stakeholders are aligned before the first speaker is even turned on.

Closing Thought: Let us use this roundtable not just to air grievances, but to co-create a sustainable blueprint where the event industry thrives, local businesses grow, and residents enjoy the peace they deserve. Thank you, and I look forward to an open, constructive discussion.