

PERAK Pubs, Entertainment and Restaurant Association of Kenya Mombasa Branch

PERAK is an Association that was founded and registered in 2004 in the interest of pub, Entertainment and Restaurant operations with a view of coming together to resolve common problems in the industry and to develop a strict code of conduct for its members. PERAK is an affiliate member of The Kenya Association Of Hotel Keepers and Caterers, which is the umbrella association that brings together all hotels, restaurants and clubs

We are a non political organization consisting of law abiding citizens as stressed in our Constitution. One of PERAKS functions is to ensure compliance to regulations governing our industry as well as social responsibility

The association aims to create and nurture awareness of strict self regulation amongst our members who will be unified under our Umbrella Association.

As an Association we are deeply concerned about the future of our service industry as local and international investors and stake holders. Our aim is to lobby for representation in the regulatory and statutory bodies directly related to our industry. Our Tourism/Hospitality industry is the largest employer in Kenya and hundreds of thousands of Kenyans depend directly or indirectly on us. We feel that there is a major contribution we can offer being experts and professionals in the industry by virtue of experience.

As stakeholders, it is our considered opinion that by involving the industry players, the regulatory bodies stand to highly gain from this experience and expertise that is inherent amongst our members.

It is clear that the Tourist's expectations of a holiday destination have changed tremendously over the last years and a holiday with "only" Sun, Beach, Safari and Hotels does not satisfy them anymore.

As PERAK we have put our hands and heads together to create a lively, action-packed and save environment to satisfy the needs and demands of the "modern" tourist.

We look forward to welcoming you on board.

Yours Faithfully,

Sam Ikwaye
Executive Officer