

# Premier League - NEC vs KCCA

DATE: Friday, December 12, 2025  
LOCATION: Kampala, Central Region, UG

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## Event Description

Premier League - NEC vs KCCA is a premier sports event in Kampala. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports

**Importance Rank:** 67/100

**Expected Attendance:** 6,921 people

**Event ID:** GiY2S5BxLbxyABHjBZ

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,768 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*

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