



2026 CAC ROAD CYCLING AFRICAN CHAMPIONSHIPS KENYA

OCTOBER 21-25 **KISUMU**
KENYA



BACKGROUND

The African Continental Cycling Championships are an annual series of races held in Africa since 2001, during which the continent's leading cyclists compete for the year's titles.

The event featured races for Elite, Under-23, and Junior riders, across both men's and women's categories. The programme comprised a Road Race, a Mixed Relay Team Time Trial, and an Individual Time Trial, with distances adjusted by category. Women's events were shorter than men's, and Junior events shorter than those for the Under-23 riders.

Competitors represented their countries in their national colours, and the championships drew entries from 30 African nations, each sending its strongest riders to contest the continental honours.

The 2026 event aimed to promote sports tourism, a healthy lifestyle among locals, and showcase Kisumu's potential as a major sports destination in Africa.



30

African nations



15

Race stages



3rd

Kenyan edition





HOSTING THE 2026 CAC AFRICAN ROAD CYCLING CHAMPIONSHIPS



The African Road Cycling Championships organized by the CAC are a prestigious and unique international event, featuring both road races and time trials. They are held annually by the African Cycling Confederation (CAC) and include several categories. The competitions are contested between national teams, and the winners earn the honor of wearing the star jersey until the next edition.

It is a great honor for your country to host the African Cycling Championships. On this occasion, the eyes of the cycling world will be on your country.

The event will bring together 30 African nations and will be broadcast live on both national and international television channels.



EVENT PROGRAMME

Wednesday 21 OCT. 2026

- ITT all categories

Thursday 22 OCT. 2026

- Mixed Team Relays
- RR Men Youth
- RR Women Youth

Friday 23 OCT. 2026

- RR Men Junior
- RR Women Junior

Saturday 24 OCT. 2026

- Fun social Ride
- RR Women Elite & U23

Sunday 25 OCT. 2026

- RR Men Elite & U23

The event will have a total of 15 stage/categories:	
Individual Time Trial Women Junior: 14 km	Individual Time Trial Men Junior: 14 km
Individual Time Trial U23 & Women Elite: 14 km	Individual Time Trial U23 & Men Elite: 14 km
Mixed Relay: 28 km (Elite Men/U23 – Elite Women/U23 – Elite Men)	
Road Race - Women Junior: 64.5 km	Road Race - Men Youth: 42 km
Road Race - Women Youth: 28 km	Road Race - U23 & Women Elite: 107.6 km
Road Race - Men Junior: 107.6 km	Road Race - U23 & Men Elite: 163.8 km







30 NATIONS PARTICIPATED IN 2025



FACTS & FIGURES

317 Participants .i.e. 101 Female & 216 Male.
The event attracted 30 federations of African nations:

Kenya	39 Participants
Algeria	41 Participants
Angola	15 Participants
Benin	11 Participants
Botswana	6 Participants
Burundi	5 Participants
Cameroon	1 Participant
Comoros	2 Participants
Cote D'Ivoire	2 Participants
Egypt	7 Participants
Equatorial Guinea	1 Participant
Eritrea	22 Participants
Ethiopia	18 Participants
Gambia	3 Participants
Guinea	1 Participant
Guinea Bissau	6 Participants
Lesotho	1 Participant
Malawi	2 Participants
Mauritius	19 Participants
Morocco	5 Participants
Namibia	12 Participants
Nigeria	7 Participants
Rwanda	31 Participants
Sao Tome Et Principe	1 Participant
Sierra Leone	1 Participant
Somalia	1 Participant
South Africa	16 Participants
Tanzania	19 Participants
Uganda	12 Participants
Zimbabwe	10 Participants



CAMPAIGN COMMUNICATION



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INDIVIDUAL TIME TRIAL RACES





SOCIAL FUN RIDE EVENT





ROAD RACES

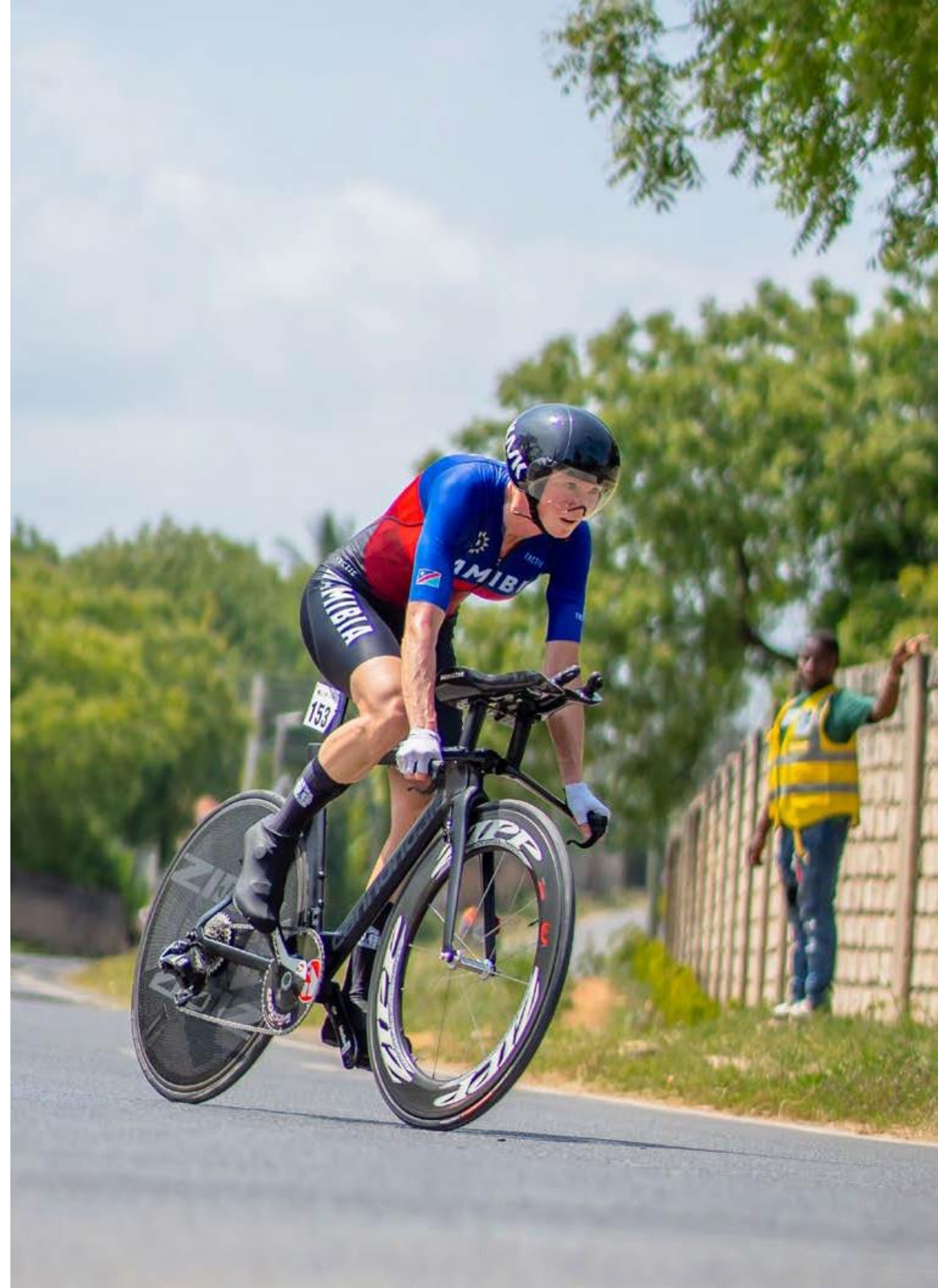
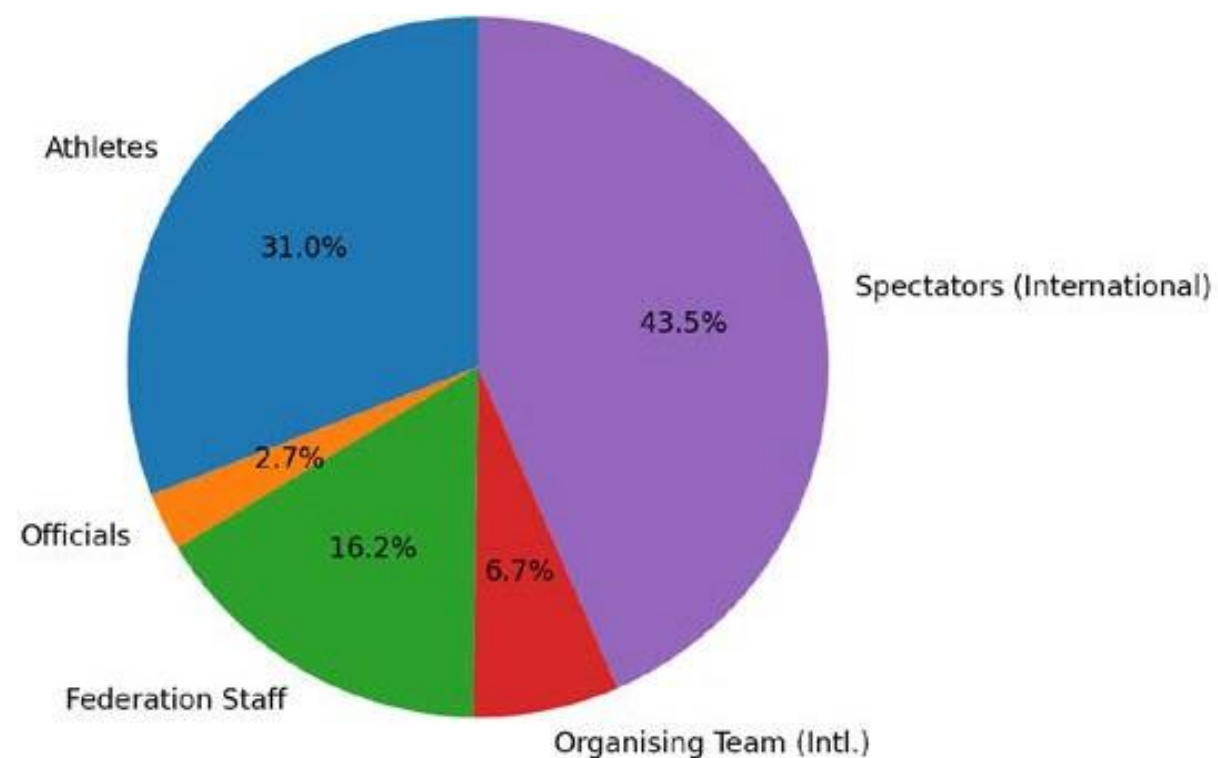




DIRECT ECONOMIC IMPACT (TOURISM & VISITORS)

Segment	People	Days	Spend/Day	Total (€)
Athletes	230	7	€100	€161,000
Officials (UCI/CAC)	20	7	€100	€14,000
Federation Staff	120	7	€100	€84,000
Organising Team (International)	50	7	€100	€35,000
Spectators (International)	323	7	€100	€226,100
Total (non-local)	743	–	–	€520,100

Total direct spendings in host region = KES 80,000,000-





SOCIAL MEDIA OVERVIEW

KEY METRICS

Performance Summary

View your key profile performance metrics accrued during the selected time period.

Impressions	Engagements	Engagement Rate (per Impression)
1,814,382	86,674	4.8%

Post Link Clicks

6,774

CAC 2025 delivered outstanding digital performance, generating over 1.8 million organic impressions and 86,674 engagements, a clear sign that the content strongly resonated with audiences. The 4.6% spike in engagement rate demonstrates not just reach, but meaningful interaction showing that fans were actively watching, reacting, and connecting with the event.

This level of organic impact highlights the power of compelling storytelling, timely updates, and strong community interest around African cycling.

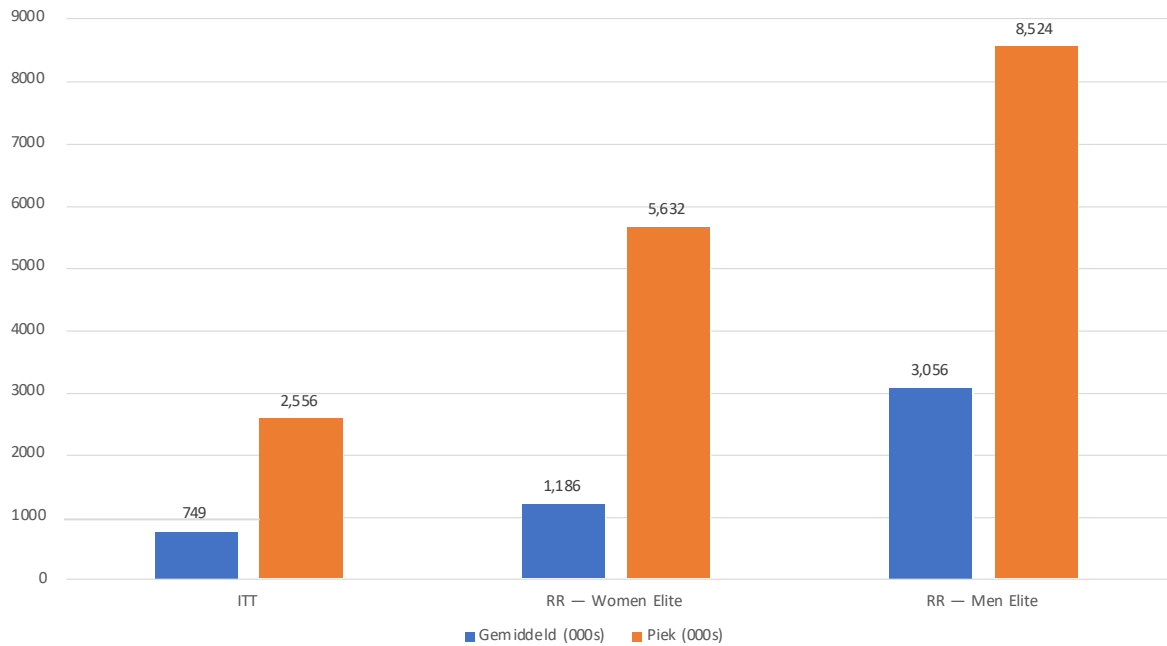
IG: [@cac.africancyclingchampionship](#)
FB: [CAC Africa Cycling Championship](#)
X : [@cacafican2024](#)

MEDIA COVERAGE SUMMARY

Three days of international live coverage via SuperSport (IS20 / E36B East & West), plus programming on KBC TV and NTV Kenya. TV

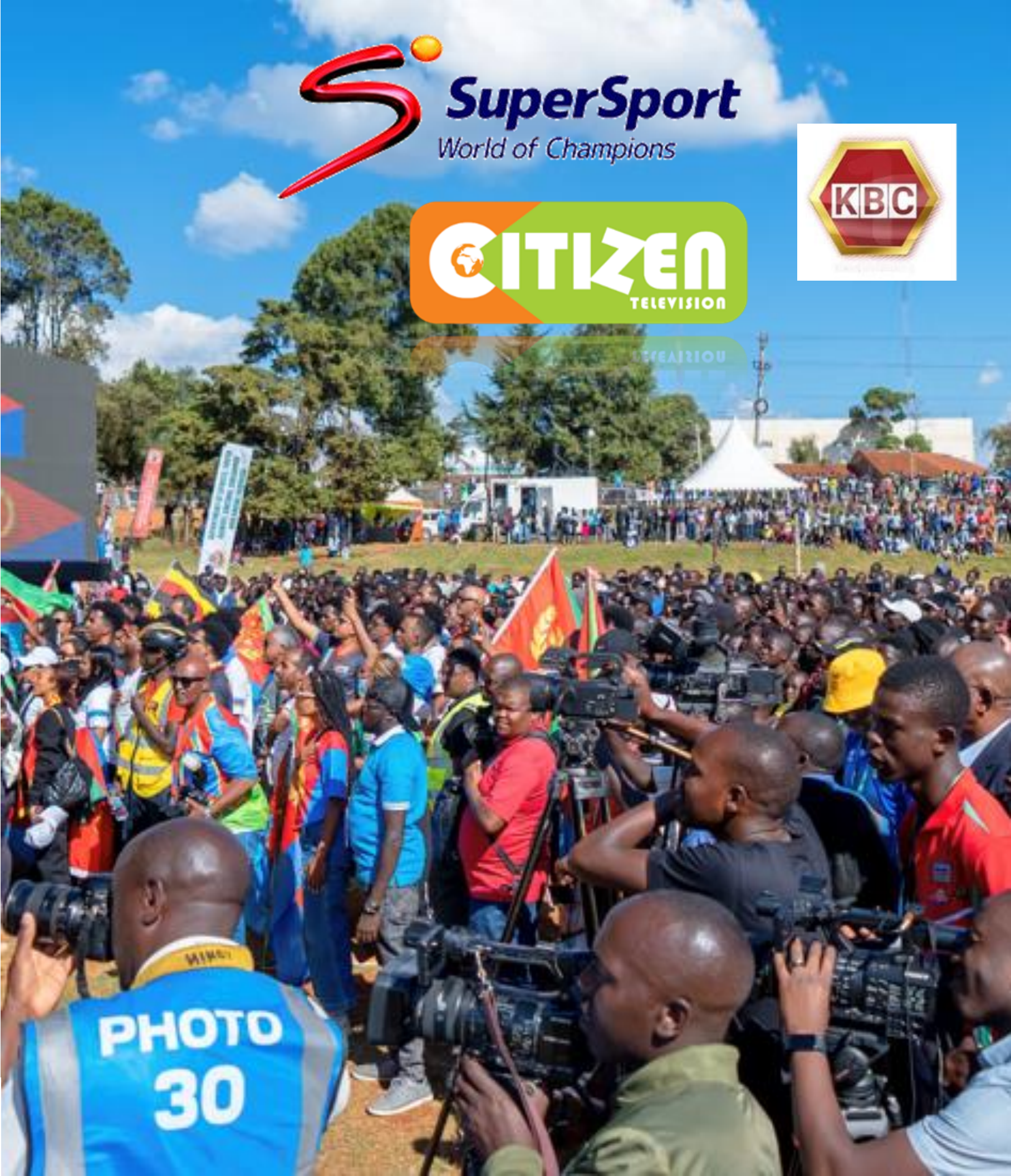
Media value of EUR 3,000,000- / KES 450,000,000- and live broadcast during 3 days in 35 countries.

- Audience (SuperSport Variety 1):
- Individual Time Trial — 749k average / 2,556k peak;
 - Road Race — Women Elite — 1,186k average / 5,632k peak;
 - Road Race — Men Elite — 3,056k average / 8,524k peak.



MEDIA DISTRIBUTION AREAS

IS20	E36B	DTH countries		
Botswana	Angola	Benin	Guinea	Sao Tome and Principe
Malawi	DRC	Burkina Faso	Gambia	Seychelles
Mozambique	OTH	Burundi	Guinea Bissau	Togo
Namibia	Ethiopia	Central African Republic	Liberia	
South Africa (& Lesotho)	Ghana	Cape Verde	Madagascar	
Swaziland	Kenya	Chad	Mali	
Zambia	Mauritius	Ivory Coast	Mauritania	
Zimbabwe	Mozambique	Cameroon	Niger	
	Nigeria	Congo	Rwanda	
	Tanzania	Djibouti	Sudan / South Sudan	
	Uganda	Equatorial Guinea	Senegal	
	Zambia	Eritrea	Sierra Leone	
	Zimbabwe	Gabon	Somalia	





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ASANTE SANA

Let's create another great &
memorable event in Kisumu.



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