



EXPERIENCE FLANDERS 2021

IMAGINE.

Riding alongside some of the legendary
hardmen of Cycling.



Andrea Tafi



Peter van Petegem



Ludo Dierckxsens



BRIAN COOKSON OBE

Former President UCI



Your official host for this unique one-in-a-lifetime journey will be former UCI President Brian Cookson OBE. Brian will accompany you throughout the week and will ride alongside you and the legends, ensuring an unforgettable experience.

Born through his passion for cycling, Brian became involved in the organising, managing and governing of the sport, on a voluntary basis. In 1996, he led a new Board which transformed a failing organisation, the British Cycling Federation, which was in meltdown, close to bankruptcy, and had won one Olympic Gold Medal in 76 years, into an all-conquering national governing body, British Cycling.

By the time of the 2012 London Olympics, the sport and UK was back to its former glory; winning numerous Olympic and Paralympic medals and turning the sport into one of the most popular in Great Britain for men and women alike.

Brian was awarded the OBE for services to cycling in the New Year's Honours of 1 January 2008. In 2013, with the cycling world shocked by the Lance Armstrong scandal, he challenged the incumbent President of the international federation, the UCI, winning the decisive vote at the Congress in Florence that September - the first time in some forty years that any standing President of any international sports federation had been defeated by a challenger.

As President of the UCI he set about rebuilding the image of the sport and established an international commission to investigate and analyse the reasons why the crisis had arisen, and to make recommendations as to how such problems could be avoided in the future. Having implemented these recommendations, established a new Ethics Commission, and made huge progress in improving neglected issues such as women's cycling, the opportunities for developing nations, and the role of non-competitive cycling in improving health, environment and pollution issues all around the world.

Brian concluded his mission in 2017 and retired back to Lancashire, where he now lives and cycles, and still involves himself in organising cycling events, such as the recent Lancaster Grand Prix. He is an Honorary Fellow of the University of Central Lancashire (2009), an Honorary MBA of the European University (2014), and an Honorary DBA of Manchester Metropolitan University (2015).

**THE YEAR OF THE FIRST WORLD
CHAMPIONSHIPS IN FLANDERS**

1950

SNAP BACK IN TIME WINNERS:

1950 - BRIEK SCHOTTE (BEL)

1957- RIK VAN STEENBERGEN (BEL)

1963- BENONI BEHEYT (BEL)

1969- HARM OTTENBROS (NED)

1988- MAURIZIO FONDRIEST (ITA)

2002- MARIO CIPOLLINI (ITA)

2021- EXPERIENCE THIS FIRST-HAND!





Tuesday 21st September 2021

Welcome to Flanders

Transfer from Brussels airport to our beautiful hotel in Oudenaarde

Check-in and welcome drink

Bike fitting and test ride

Cocktails and presentation of the programme

Welcome dinner with Brian Cookson

Wednesday 22nd September 2021

Discover the cobbles and hillsides with Peter Van Petegem

Breakfast at the venue

Discover the cobbles and hillsides with Peter Van Petegem (75km ride)

Flanders lunch and visit to museum Ronde Van Vlaanderen

Opportunity to relax at venue

Cocktails & debriefing of the day - briefing program next day

Dinner at a local restaurant with Peter Van Petegem



**EXPERIENCE
FLANDERS
2021**



Ride with PETER VAN PETEGEM

**WINNER OF THE TOUR OF
FLANDERS 1999, 2003,
PARIS-ROUBAIX 2003**

Peter is a former professional road racing cyclist born in Oprakel, and is regarded as the specialist in single-day spring classics. In 1999 and 2003, 'de Zwarte van Brakel' won the Tour of Flanders.

He also won the Paris-Roubaix in 2003, matching Roger De Vlaeminck, who was the first of ten riders to win both cobblestones classics (the Tour and Paris-Roubaix) in 1977.

Van Petegem last rode for Quick Step-Innergetic, in 2007. He lived in Horebeke.

His legacy event The Peter Van Petegem Classic draws thousands of cycling fans every year.



Thursday 23rd September 2021

Ride the old & new final of De Ronde with Andrea Tafi

Breakfast at the venue

Ride the old and new final of De Ronde with Andrea Tafi (110km)

Lunch on top of Bosberg

Opportunity to relax at venue

Cocktails & debriefing of the day - briefing program next day

Dinner at the venue with Andrea Tafi & a surprise VVIP guest

VVIP keynote talk



Ride with **ANDREA TAFI**

WINNER

PARIS-ROUBAIX 1999

TOUR OF FLANDERS 2002

Andrea specialized in the cobbled Spring Classics such as Paris-Roubaix which he won in 1999, and Tour of Flanders which he won in 2002.

He also won the Giro di Lombardia in 1996 and the Italian National Championship in 1998.

Recently celebrating 20 years of his Paris-Roubaix win, Andrea nearly returned to racing again in 2018-19.

Known as The Gladiator, Andrea finally put down his sword and shield to run an eponymous boutique Il Borghetto, situated amongst the Tuscan olive groves and cypress trees, where each apartment is named after his big race wins.

Friday 24th September 2021

Discover Flanders with Ludo Dierckxsens

Breakfast at the venue

Check-out at venue in Oudenaarde

Discover Flanders with Ludo Dierckxsens (85km)

Check in at hotel in Mechelen

Luxury lunch at the venue

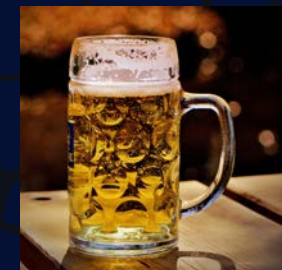
Opportunity to relax and explore the city

Cocktails & debriefing of the day - briefing program next day

Visit Brewery Het Anker

Dinner at Het Anker with Ludo Dierckxsens & a surprise VVIP guest

VVIP keynote talk





Ride with Ludo Dierckxsens

BELGIAN CHAMPION 1999, AND TOUR DE FRANCE STAGE WINNER 1999

Born in Flanders, Ludo is a former Belgian racing cyclist.

In 1997, he scored his first victories in the Grand Prix Denain, Zellik-Galmaarden, and Hasselt-Spa-Hasselt, also finishing second in the Belgian championship that year.

He is best known for his biggest wins in the 11th stage of the Tour de France, while competing for Lampre-Daikin, and the Belgian National Road Race Championships, both in 1999.

After a crash in Paris-Roubaix 2005, Ludo damaged the ligaments in his right hip, but decided to recover and race the latter half of the season before retiring with his last race in Tessenderlo in front of a huge and adoring crowd.

Saturday 25th September 2021

Explore Mechelen

Breakfast at the venue

Ride Mechelen-Leuven-Mechelen (60km - flat - no cobbles)

Luxury Lunch at the venue

Watch the World's Road Race Women Elite in Antwerp (transfers by train)

Cocktails & debriefing of the day - briefing program next day

Dinner at top class restaurant in Antwerp with a surprise VVIP guest

VVIP keynote talk



Sunday 26th September 2021

World's Road Race Men's Elite in Leuven

Breakfast at the venue

An extraordinary VIP experience to watch the World's Road Race Men Elite in Leuven
(transfers by train)

Cocktails

Dinner at top class restaurant in Leuven





UCI 2016 WORLD CHAMPIONSHIPS DOHA QATAR

FINISH

1 AUS	SWEENEY H	2:38:43	2:38:43
2 NOR	LEKNESSUND A	+48	2:39:31
3 SLO	POGACAR T	+48	2:39:31

LAP TO GO

MAPEI

MAPEI

Monday 27th September 2021

"Tot Ziens"

Breakfast at the venue

Check-out

Transfers to Brussels airport

Return flight home





Your 4* Accommodation & Gastronomic Experience

Your stay will be just as experiential as the packed itinerary; ensuring you are surrounded by luxury and enable you to soak up the stunning local surroundings, such as Hotel Vé- your luxury accommodation in Mechelen is a 4 *-designhotel on the cosiest square in Mechelen: the Vismarkt. Vé is situated in a former fish smokehouse and an old cigar factory. They have kept the unique structures of the buildings and combined them with modern architecture and contemporary luxury.

This will sit in contrast with the experience you will have in Oudenaarde, where you will stay in a magnificent converted farmhouse in the countryside.

Your stay includes access to the lavish spa facilities to relax and unwind before venturing out for the evening.

Each day, your morning will begin with a delicious breakfast at the hotel.

Out on the bike, stops will be made for coffee and snacks at the many renowned cycling cafes found throughout the region, each preparing a unique fare on anticipation of your arrival. Lunch will either be found at one of the cycling cafes or at a nearby country inn. Ample supplies will be provided between meals throughout the day courtesy of the support vehicle, offering an abundance of fresh fruit, nutrition bars, specialist hydrate and energy gels, and drinks.

Each evening, you will be welcomed to venture on a journey that ensures you experience the 'real taste of Flanders', at a selection of hand-picked establishments, serving fresh & local fare, truly making each evening a World-class gastronomic dining voyage- alongside the truly once-in-a-lifetime opportunity to dine with cycling legends.

We welcome non-cycling guests and partners and will ensure a full overview of all activities in the area is available on request.



Your All-inclusive VIP package– As this is a bespoke experience, spaces are very limited:

- **Transfers from and to Brussels airport and to/from venues of activities.**
- **Luxury Accommodation including Spa entry**
 - **Tue-Fri : luxury farm in Oudenaarde (Koppenberg)**
 - **Fri -Mon : ****hotel Mechelen (city centre)**
- **All meals (breakfast, lunch, cocktail hour and dinner) including accompanying drinks at some of the area's top spots as well as sports drinks and nutrition before and during each ride.**
- **Spa package at each venue**
- **Personalised Race Bike rental from Tue 21 to Sat 25 Sep**
- **Entry tickets for all scheduled activities**

Excludes:

- Flights to/from Brussels airport
- Personal expenses
- Single occupancy of rooms will incur a surcharge
- Sports massages (can be added on to your package)

£4,950

To Book: Please email info@pennineevents.co.uk (stating Worlds Tour in subject box).

You will then be emailed a link to online booking form to complete.

A deposit of 40% is required with booking.

The balance is due 8 weeks before the start date of the trip.

Booking Process:

Your booking will be with Pennine Events Ltd, a major events company, who have been involved in the delivery of events like the Tour de France, Tour of Britain, and Tour de Yorkshire as well as bespoke cycle events for the likes of Sir Bradley Wiggins and Sir Chris Hoy.

The Small Print:

Pennine Events Ltd comply with the EU Package Travel Regulations. The Standard Pennine Events Ltd Terms and Conditions apply to this trip and your booking. Please note the itinerary is correct at the time of print. Naturally personal circumstances and items out of our control may occur before the actual trip requiring minor adjustments (eg date of guest visits). *Should the exchange rate fluctuate by more than 10% then we reserve the right to adjust the dollar price of the trip accordingly.



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