

2027 MASTER BROCHURE

RIDE THE CLASSICS

Ride the roads. Feel the history.

FLANDERS • ROUBAIX • ARDENNES • TUSCANY



One-day races. A lifetime of stories.

We create complete journeys around cycling's most storied roads—combining the professional race, the opportunity to ride, local hospitality, food and culture.

WATCH

Be present where the race reveals its character.

RIDE

Choose an official sportive or a supported local route.

BELONG

Experience the landscape, people and rituals behind the race.

Choose the terrain that calls you.

01

FLANDERS

Cobbled climbs & cycling culture

02

ROUBAIX

The Hell of the North

03

ARDENNES

Steep hills & forest roads

04

TUSCANY

White gravel & Siena

Follow one Classic—or build a spring campaign.

Every program can stand alone or connect with another, depending on the official calendar, race access and the rhythm you want.

01

ARRIVE

02

PREVIEW

03

RIDE

04

WATCH

05

DISCOVER

Dates and final sequencing will be confirmed against the official 2027 calendars.



JOURNEY 01 • FLANDERS

The heart of cobble cycling.

Base around Ghent or Oudenaarde. Ride the bergs and cobbles, join We Ride Flanders when available, then watch the professional Tour of Flanders.

Suggested format: 5–7 nights
Optional pairing: Paris–Roubaix

Meet the stones that made the legend.

Explore decisive sectors, ride the Paris–Roubaix Challenge when entries permit and experience the professional finish at the Roubaix Velodrome.

Suggested format: 4–6 nights
Ride distances subject to official event options.





JOURNEY 03 · ARDENNES

Three races. One dramatic week.

A flexible program around Amstel Gold Race, La Flèche Wallonne and Liège–Bastogne–Liège, with supported riding on the region's short, steep climbs.

Suggested format: 7–10 nights
Race combination subject to calendar.

JOURNEY 04 • TUSCANY

White roads. Timeless Italy.

Watch Strade Bianche in and around Siena, ride the official Gran Fondo when available, and connect the race with Tuscan food, wine, architecture and landscape.

Suggested format: 5–7 nights
Gravel-capable equipment required.

EJE EXPERIENCES





OPTIONAL EXTENSION · MALLORCA

Keep riding after the roar of the race.

A warm-weather extension for recovery rides, iconic climbs and Mediterranean hospitality—designed as a complement to the Spring Classics, not a Monument race week.

Your place on the road is part of the design.

We match the riding option to your experience, goals and the event's entry conditions—then coordinate the practical details around it.

OFFICIAL SPORTIVE

Entry support where an organizer offers a public challenge.

SUPPORTED RIDE

A guided route inspired by the race and adapted to the group.

SPECTATOR-FIRST

Short optional rides with the professional race as the priority.

COMPANION PROGRAM

Parallel cultural and gastronomic experiences.

Bring your fitness. We coordinate the moving parts.

Local road or gravel bike rental, fit information, route briefings, luggage planning and practical ride support can be built into each journey.

— Bike profile & sizing

— Event-entry coordination

— Local rental & setup

— Route and weather
briefing

— Ride-day logistics

— Recovery and return

Specific equipment and services depend on destination and supplier availability.

The race belongs to its landscape.

STAY LOCAL

Character-led hotels and inns,
breakfast included.

EAT WITH PLACE

Regional restaurants, cafés,
breweries and tables with a story.

GO BEYOND

Museums, architecture, cycling
heritage and local neighborhoods.

Designed for riders, fans and companions to share the same journey in different ways.

Three starting points. One coordinated journey.

01

MEXICO CITY

International flight planning and connection into Europe.

02

MADRID

A flexible gateway for continental travel.

03

LONDON

Direct access to Belgium, France and wider Europe.

Air travel is quoted according to gateway, dates, cabin and availability.

EJE EXPERIENCES

DESIGN YOUR CLASSICS JOURNEY

Tell us which roads you want to watch, ride and remember. We will shape the program around you.

ejeexperiences.com

2027 PROGRAMS • DATES, ACCESS & ENTRIES SUBJECT TO CONFIRMATION

