

UCI-UEC Championships Lahti 2026-28



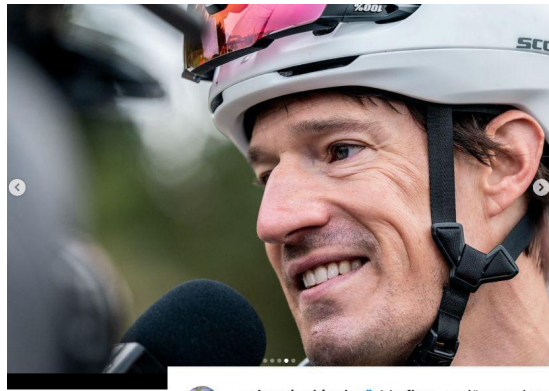
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Lahti
Lakeland Finland





2024 Testimonials



sebastiankienle 🇩🇪 My first „real“ gravel race @fallingleaveslahti which is part of @nordicgravelseries and also part of @graveleearthseries which are all part of the part of gravel racing I love. I really enjoyed the racing. I missed the split of the field but I would've been dropped later anyway. If you're looking for a very fast and not too technical race in a absolutely beautiful surrounding, I would definitely recommend doing a trip to Finland!



maddy_nutty Falling Leaves Lahti 🇫🇮

That was a long day out!! Turns out a smaller women's field makes for a much longer day out and one where you have to really keep on it mentally.

This race was such an interesting one. I managed to get dropped 15km in due to content related issues 🤔 essentially I went round the side of the content car to chat to a selfie stick and the other girls got on the back of the car and it accelerated and then bye bye Maddy 😭😭 I made my way back after an uncomfortable effort and then got dropped on a climb by Lotta & Annabel at 130km. I thought my race was over but after a few kms feeling a bit sorry for myself I remembered that anything can happen in a gravel race and my legs were actually feeling good! I put my head down and TT'd the final ~50km, crossing the line in 2nd just a minute behind Lotta.

Sensations were good, and I couldn't be happier to be back on a bike properly racing!!!

Thanks to @nordicgravelseries for organising such an epic race. The course was gorgeous and the whole atmosphere of the event has been top tier. @lisaworner did convince me to a sauna and lake swim post race, so I'm hoping that aids my recovery 😊😊



gregvanavermaet 🇩🇪 @fallingleaveslahti in Finland was an amazing experience! Beautiful scenery, perfect gravel routes, and excellent organization made it a fantastic event. Finished the race with a nice podium spot! @ride_bmc @nordicgravelseries

2026-2028 Roadmap

European Championships + UCI 2027 Lahti



- First EC/WC outside the “Big 3” cycling nations
- Doubles as UCI Gravel World Championships qualifier (from 2026)
- Live broadcasting (2025 or 2026 pilot)
- June - July timeframe
- UCI Qualifiers are selling out (2000-2500) in Central Europe

UCI Gravel World Series

PARTICIPANTS PER QUALIFIER

2022	480
2023	885
2024	1031

NATIONALITIES PER QUALIFIER

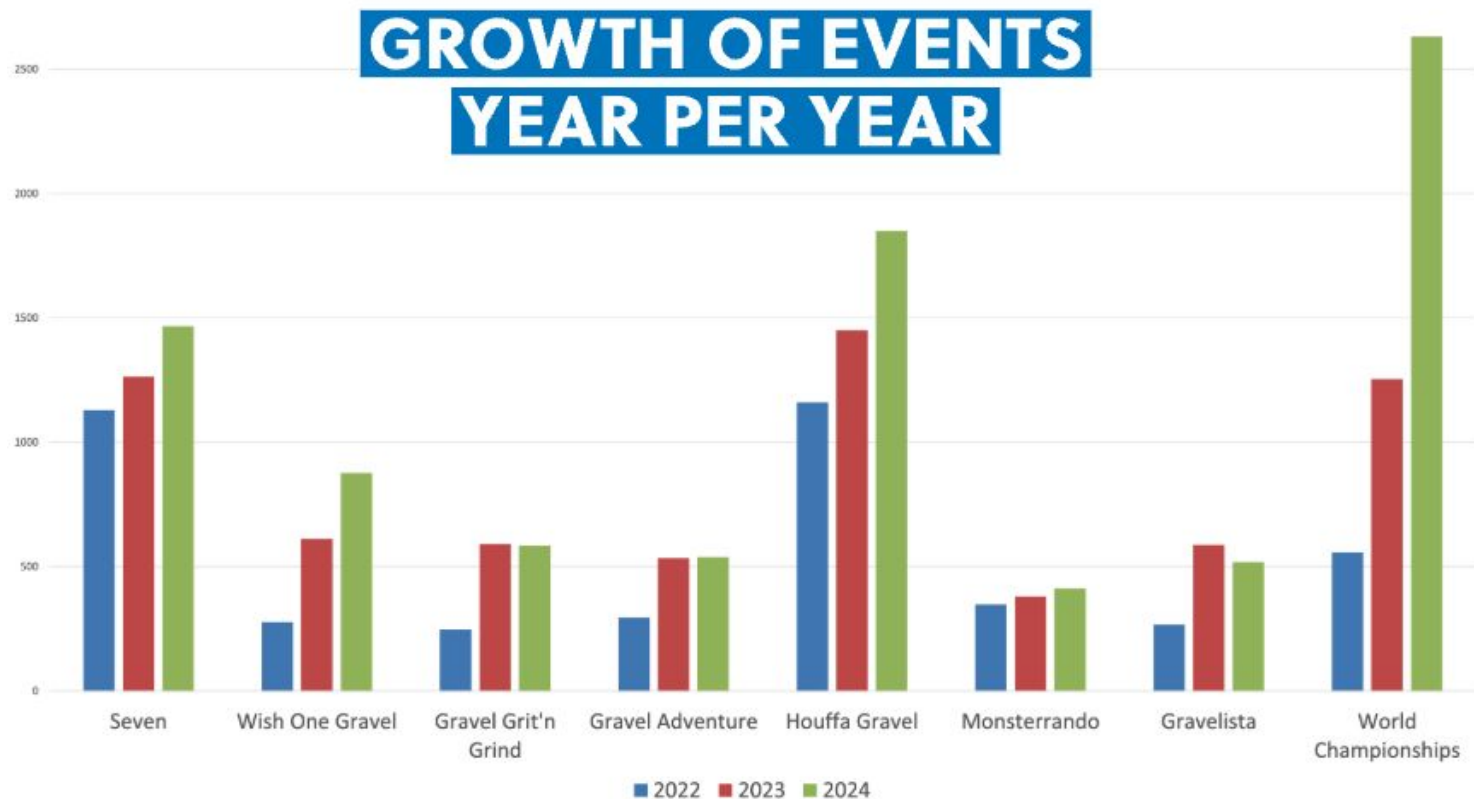
2022	17
2023	22
2024	26

PARTICIPANTS WORLDS

2022	556
2023	1254
2024	2613

UCI email database: 180.000 active users worldwide

UCI Gravel World Series Participation 2022-24



UCI Gravel World Series - Case Houffa Gravel 2024

ECONOMIC RETURN FOR THE REGION

RETURN	BUDGET
Lodging	242.000 EUR
Restaurants	81.000 EUR
Drinks	13.500 EUR
Registration fees	66.000 EUR
Transport/Car rental	8.600 EUR
Retail	13.500 EUR
Tourism	10.000 EUR
City Marketing	?
TOTAL	434.600 EUR

Participation Roadmap

2020-2024



190 - 450



30

2025



650



120

2026



1000



150

2027



1500



150

2028



1200



150

Overnights & Return

2024



260

2025



800

2026



1500

2027



4500

2028



1700



94k



184k



370k



650k



400k

Visibility



- EU Championships Belgium 2023 - 450.000 live viewers
(Belgium only, no EU numbers)
- World Championships Belgium 2024 - 500.000 live viewers + 155.000 on site spectators
- Live broadcast/streaming is the future for gravel - pilots in 2025 Dirty Sipoo and Falling Leaves Lahti
- UCI email database - 180 000 active contacts (81 nationalities)

Thank You
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