



SVEN NYS

cycling center
Hageland

**THE PLACE
FOR & ABOUT
OFF-ROAD CYCLING**



**VLAAMS-
BRABANT**



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sven nys
cycling center

BITTEN BY CYCLOCROSS

It's a great story, isn't it? How, as a child, Sven Nys couldn't be dragged away from the slopes of 'his' Balenberg. Even at that time he loved to race up and down this hill, the faster the better. Cyclocross became his passion and the rest is sporting history.

But the story doesn't stop there. Now he doesn't race himself anymore, Sven shares his passion with the next generation. Children and adults ride in his tracks on the Balenberg. With the right guidance and professional equipment, discovering different types and routes for off-road cycling. Above them, on the top of the hill, stands the Experience Center where you can learn everything about this special sport. It's great to watch, but it's better to try it for yourself!

From the top of the Balenberg you look out over an area which kindly invites you to explore it. If you opt for the bike then the Sven Nys Cycling Center connects seamlessly to Flemish Brabant's Cycling Network. Fancy a brisk excursion with a race bike? Then follow the Sven Nys Cycling Route, mapped out by Sven himself through his beloved Hageland. Or follow the footpaths on the flanks and then step deeper into the region to discover other jewels of Flemish Brabant.



The Sven Nys Cycling Center is an ode to a traditional Flemish sport and an asset to our region. We, together with the community of Tremelo and nv Balenberg, were happy to take part in this project. A successful partnership.

Monique Swinnen,
Deputy for Tourism

This brochure is an initiative of Toerisme Vlaams-Brabant vzw / february 2018 / Concept and Editing: Sarah Vaes / Design: Communication Services Vlaams-Brabant / Copywriting: Bart Claes (www.wartaal.be) / Photography: © Toerisme Vlaams-Brabant, Lander Loeckx, Kramon.be / Translation: Philip Malcolm / Eddy Merckx Statue: Luc De Blick / Printing: Goekint Graphics / Wettelijk depot: D/2018/4058/05 / V.U. Toerisme Vlaams-Brabant vzw, Provincieplein 1, 3010 Leuven / This brochure has been compiled with the utmost care. Tourism Vlaams-Brabant vzw is not liable for any changes and / or inaccuracies in the recorded data. / Policy Responsibility: Monique Swinnen, Deputy for Tourism.

EXPERIENCE CENTER



The Experience Center is the hub of the Sven Nys Cycling Center. You walk, under the gaze of championship jerseys, between victories and moments of cycling history. Take a look in the camper van where brothers Toon and Thijs Aerts prepare themselves for a race. See for yourself how far you can ride through the sandbox. Immerse yourself completely in the supporters behind the tape. Match the right tyre profile with the right ground conditions. Or take a 'mud-selfie' with Sven in our Photo-booth. It is not only cyclocross which is important here. The Experience Center is an ode to all off-road disciplines. You can also get to know everything about Mountain Biking, Trial Biking and BMX.

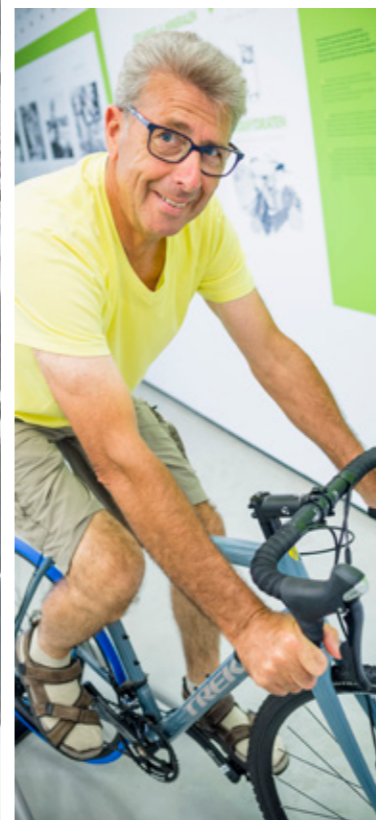


PRACTICAL INFORMATION

Open Tuesday to Sunday from 10:00 until 18:00 (Nov-Mar: until 17:00)
Closed on Monday and between Christmas and New Year.

TICKETS

Children under 12: Free
Between 12-25: €2
Adults over 26: €3
Groups of more than 20: €2 per person
Discount Holders: Free
(see: www.svennyscyclingcenter.be)



GROUP EXPERIENCES

Coming as a group? A guided tour gives your visit an extra dimension. Whether you visit with your class, family, association or your friends, our guides will make your visit a unique experience full of fascinating stories and anecdotes.

The guided tour of the Experience Center and the grounds lasts around 1.5hr.

Price: 60 euro per guide
Max. 25 people per guide
Book your guided tour by calling 016 41 72 68 or mail info@svennyscyclingcenter.be.



EETCAFÉ VELO

From the terrace of Eetcafé Velo you look out over the cyclocross course on the flanks of the Balenberg. A perfect end to your visit or to replace the calories burned on your bike ride, walk or cyclocross adventure.

www.eetcafe-velo.be



CHILDREN RULE ON THE BALENBERG

Sven Nys was still in short trousers when he first rolled down the slopes of the Balenberg; the faster, the dirtier, the more he liked it. Today, children still come first at the Balenberg.



PLAY THE CYCLOCROSS GAME

POWER & BALANCE

Test your power and balance in the play areas along the path to the Balenberg. Every cyclo-cross rider needs these skills.

3 YOU HAVE GOOD BALANCE: ADVANCE ONE SPACE.

MISSION IN THE EXPERIENCE CENTER

Thibau Nys takes you in his wheel with a free pack of cool activities for kids.

8 FLAT TYRE: GO BACK TWO SPACES.

BALANCING IN THE ROCKGARDEN

Can you hold your balance on the boulders in the rockgarden? A break-neck course for true BMX artists!

11 OOPS YOU FELL. GO BACK ONE SPACE.

CROSS LIKE SVEN

Rent a bike and show your skills on the pump track. There are free balance bikes waiting for the little ones.

15 WHAT A TALENT: GO FORWARD FOUR SPACES.

TREASURE HUNT

There are four Geocaches hidden on the Balenberg, these will lead you to a bonus cache containing an authentic 'travel bug'. www.geocaching.com.

17 YOU'VE FOUND THE TREASURE: GO ONE SPACE FURTHER.

THE CHILDREN'S MENU

Feel free to relax at Eetcafé Velo, with, of course, a complete children's menu.

20 YOU SPEND TOO LONG EATING: THREE PLACES BACK.



ON THE SLOPES OF THE BALENBERG



Several courses have been carved into the flanks of the Balenberg which show off all 4 of the off-road cycling disciplines. Do you dare to try the famous circuit of the GP Sven Nys, where the best cyclocrossers in the world meet on January the 1st each year? A punchy single-track mountain bike course winds between the trees. Test your skills on the BMX- freestyle course or, for the daring, on the rockgarden and the dirt-line and the little ones can let themselves go on the pump track! And the icing on the cake... All these routes are accessible completely free of charge throughout the year.



ARE THE COURSES MUDDY?



The center offers a bike-wash station and changing rooms with showers.



WANT TO RENT A BIKE?

Hire a rugged mountainbike or a real cyclocross bike. We have bikes in all shapes and sizes.

More info at www.svennyscyclingcenter.be



As many children as possible should experience the joy of off-road cycling. That is the purpose of the Sven Nys Academy. It is not set up for performance, but for learning.

The Academy organises cycling camps and courses for boys and girls between the ages of 7 and 14 years. You learn about smooth shifting and steering, how to use your balance, assess the trail, how to take difficult climbs and descents and how to react quickly to unforeseen circumstances in any situation. The training guides you slowly to a higher level of skill so that you can enjoy your bike even more afterwards.

www.svennysacademy.be



Host your conference on the top of the Balenberg.

Our facilities are set up for 50 people in theatre-style or 25 in a meeting setup.

If you also need catering, Eetcafé Velo will take care of food and drinks tailored to your event.

More information via
info@svennyscyclingcenter.be.

There is no better way to bring out your hidden talents than to discover a new sport in a relaxed environment with your classmates.

The children get professional guidance, in small groups, and get a taste of the four off-road cycling disciplines as well as useful basic skills. The grounds also lend themselves perfectly to group activities such as ball games, treasure hunts, building a pyramid or tag. A coordinator from the Experience Center will get the class on their way, providing all materials and giving a briefing. All combinations are possible, the Sven Nys Cycling Center can plan a sports day tailored to your class or school.

www.svennyscyclingcenter.be



Are you planning on purchasing a new mountain bike or cyclocross bike? Then good advice and a thorough test ride are important .

The Trek Test Center offers the possibility to test different models on the trails of the Sven Nys Cycling Center.

The test bikes are expertly set up and adjusted to fit you.

www.svennyscyclingcenter.be



CYCLING & WALKING IN THE REGION

A hilly region where vineyards and orchards colour the landscape, dotted with rural villages and surprising provincial towns. A bike tour or walk in the Hageland is always a pleasant surprise.

The Balenberg with the Sven Nys Cycling Center is literally and figuratively the high point of many walking and cycling routes. It sits on the cycling network of Flemish Brabant, the mountainbike network of Sport Vlaanderen and on various walking routes in the area. In this way the Balenberg is a tourist attraction for every walker and cyclist visiting the Hageland.

You don't have to bring your race bike or mountain bike to enjoy this beautiful part of the Hageland. Discover the area via four recreational cycling routes, each with their own accent, along the sign-posted routes of the cycling network of Flemish Brabant. These routes can bring you to the Balenberg from as far as from Leuven or Aarschot.

HAGELAND MOUNTAINBIKE NETWORK

Hills and forests, rutted tracks and challenging gradients. The Hageland is the perfect mountain bike playground with no less than 525 kilometres of sign-posted routes.

All routes available at www.sportvlaanderen.be



Some beautiful walking and cycling routes

WALKING ROUTES

BALENBERG PATH 11,5 KM

Welcome to Baal, the home base of cyclocross hero Sven Nys. Discover the village where this champion grew up. Climb to the top of the Balenberg and on the other side you can cross a unique nature reserve where you can spot the Small Copper butterfly.

Start: Sven Nys Cycling Center

NATURE PATH 2,5 KM

Our friends from Natuurpunt show off their favourite places in this pretty walk through the nature reserve around the Balenberg.

Follow the Natuurpunt signposts.

Start: Sven Nys Cycling Center



CYCLING ROUTES

BALENBERG ROUTE 36KM

Let go of your brakes and fly from the top of the Balenberg towards Betekom and Gelrode. You ride through the Turfputten nature zone, alongside the impressive donjon Ter Heyden, a 14th century tower, and past the site of Rock Werchter, the best rock festival in the world. You return to the famous Balenberg via the birthplace of Father Damian, a 19th century priest famed for ministering to leper colonies.

Follow the Signposts
52-11-92-17-62-66-67-71-25-58-69-68-70-61-52

MARCINELLE ROUTE 33 KM

In 1956 a mining disaster killed 262 people, including 33 Flemings from the area of Betekom, in the village of Marcinelle. In 2006 a monument was erected in Betekom in memory of the victims. The Marcinelle Route takes you to the memorial and beyond along the banks of the Demer to Werchter and to the birthplace of Father Damian.

Follow the Signposts
52-11-92-91-67-71-25-58-69-68-90-75-55-61-52

BEGIJNTJES ROUTE 31 KM

Depart from the Sven Nys Cycling Center to the beguinage of Aarschot and onwards to Begijnlijk where a bronze statue at an old cloister reminds us of the women who once lived there.

Follow the Signposts
52-61-55-60-59-12-95-49-10-9-92-11-52

>> MORE WALKING & CYCLING?

Discover the complete walking and cycling network of Flemish Brabant at www.toerismevlaamsbrabant.be

IN THE TRACKS OF CYCLING LEGENDS

SVEN NYS CYCLING ROUTE – 93 KM

Off-road is not the only way to get in shape! An athlete such as Sven Nys also trains daily on the road to build their base condition. As luck would have it, Sven lived and trained in a beautiful region, the Hageland!

Especially for the sporting cyclist, Sven Nys created a 93km loop that takes you on his favourite training route. You ride through the most beautiful landscapes of the Hageland, through pretty villages and discover the Hageland vineyards. There are a few tough climbs so a rest every now and then is welcome, especially as there are some special sights to take in along the way.

Ask for the folder of this route at the desk of the Sven Nys Cycling Center or download the route at www.toerismevlaamsbrabant.be/svennys



EDDY MERCKX ROUTE – 70 KM

The Hageland also produced another champion and no small one, either. At the church of Meensel, you cross the Hagelandse Eddy Merckx Route. This sporting route of 70km takes you on a loop of 70km on the same roads where a young Eddy got his first cycling experience.

www.toerismevlaamsbrabant.be/eddymerckx



DISCOVER THE HAGELAND

DISCOVER THE HOME OF SVEN NYS AT WWW.TOERISMEVLAAMSBRABANT.BE

AARSCHOT



ROCK WERCHTER



HAGELAND WINE



DEMER RIVER



MAIDEN TOWER ZICHEN



VLOOYBERG TOWER



HORST CASTLE



DAMIAANMUSEUM



AVERBODE



DISCOVER SVEN NYS' REGION







Become a champion of relaxation, enjoyment, taste and ... It starts in the Sven Nys Cycling Center.

< ANTWERPEN


GROENE GORDEL

< BRUSSEL

HASSELT >

-  SVEN NYS CYCLING ROUTE 93KM
-  BALENBERG ROUTE 36KM
-  BALENBERG PATH 11KM
-  WINERY
-  'MEET THE RIVER DEMER' ART INSTALLATION
-  CYCLE JUNCTION





The Balenberg is a legendary place. Not only because the Grand Prix Sven Nys takes place here every year, but because, as a child, the grandmaster himself was already cycling up and down it's slopes. In his free moments you can still see him here riding his cyclocross bike. No wonder that Sven chose the top of the hill to build his Cycling Center. And what a Center!



“The Sven Nys Cycling Center is the place for and about off-road cycling.”

**ONTDEK
HET BESTE**

Hageland

Sven Nys Cycling Center

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info@svennyscyclingcenter.be | www.svennyscyclingcenter.be | www.toerismevlaamsbrabant.be/svennys

