



# European Association of the **VIA FRANCIGENA**

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*Media Kit 2025*

[viefrancigene.org](http://viefrancigene.org)

# PART 1

About us





# About us

## EAVF

The European Association of the Via Francigena ways (EAVF) was founded on 7 April 2001 with the aim of promoting the 3,200 km route certified by the Council of Europe (1994) that crosses England, France, Switzerland and Italy following Bishop Sigeric's route walked in 990 AD from Canterbury to Rome. Since 2019, the route has been extended to Santa Maria di Leuca by following the diary of the anonymous Burdigalense (333 AD). Currently 235 local authorities, 88 non-profit organisations and over 400 private stakeholders, active in the hospitality, tourism and service sectors, are members of the EAVF network.



EAVF manages the communication tools of the Via Francigena:

- Website [www.viefrancigene.org](http://www.viefrancigene.org) in three languages (English, Italian, and French);
- Web section dedicated to private operators: Visit Vie Francigene;
- Official social media profiles on Facebook, Twitter, Instagram, LinkedIn, YouTube;
- Magazine "Via Francigena and the European Cultural Routes" [www.rivistaviafrancigena.it](http://www.rivistaviafrancigena.it);
- Official EAVF merchandising;
- Monthly newsletter with about 23.000 subscribers;
- Facebook community of 23.908 subscribers.



# Numbers and Statistics



The number of pilgrims travelling along the Via Francigena is steadily increasing, as is the percentage of international pilgrims on the route, both on foot and by bicycle.

▶ 15,667 EAVF pilgrim passports distributed in 2024

▶ 85% of travellers on foot vs. 14% of travellers by bicycle

▶ Pilgrims coming from 55 countries from all over the world

▶ Tuscany continues to be the region most visited by pilgrims

▶ The most popular departure periods

- April
- September
- August
- May
- June

▶ The most numerous age groups

- 25-34 years old
- 55-64 years old



# Mission

## Our mission

Dialogue, Europe, heritage, and sustainability are the cornerstones of EAVF's mission, which promotes and advocates a slow and responsible tourism that gives priority to the territory, to be discovered at a slow pace and with respect for its ecosystem. The Association's objective is to make the Via Francigena known and popular through the inclusion of all stakeholders, from institutions to local communities, from associations to operators working in their territories offering services to pilgrims.





# Portfolio



## Website

### [viefrancigene.org](http://viefrancigene.org) - 2024 numbers

- Unique users: 344.422
- Sessions: 646.217
- Pageviews: 2.304.066

All site content is available in English, Italian, and French.



## Blog

### [www.viefrancigene.org/en/blog](http://www.viefrancigene.org/en/blog)

The blog on our website is a space for storytelling by pilgrims for pilgrims, in the 3 languages of the Via Francigena. The articles are mostly written by travellers as a source of inspiration for future walkers looking for useful information and advice.



## Events Calendar

### Free group hikes

In cooperation with our partners, we organise walking and cycling excursions to discover the Via Francigena. These excursions are free of charge for participants and are carried out in the presence of one or more professional hiking guides.

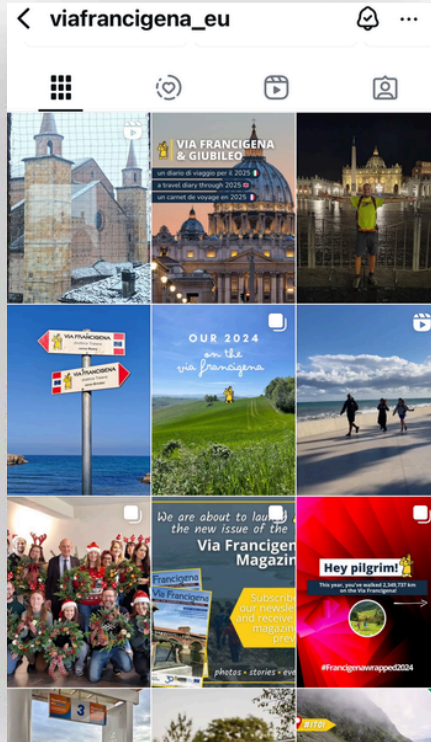


# Social media

**f** [Facebook](#)  
**+75.000 followers**



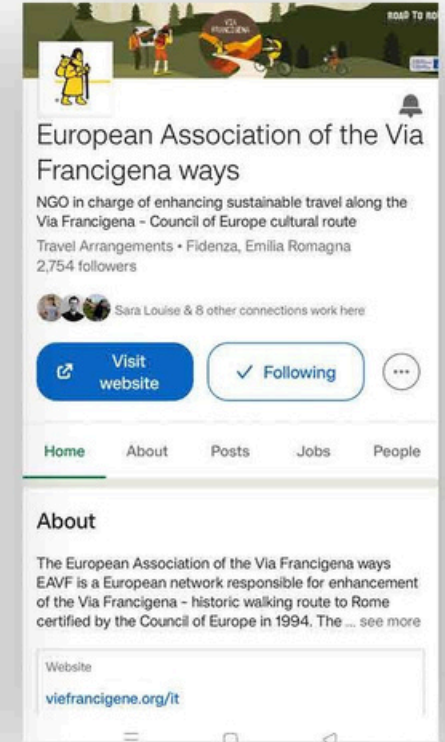
**ig** [Instagram](#)  
**+34.200 followers**



**X** [Twitter](#)  
**+2.700 followers**



**in** [LinkedIn](#)  
**+4.300 followers**






# Portfolio

## ► Newsletter


**+ 22.946 subscribers**

Available in English, Italian, and French | Sent out monthly

**The complete guide to the Great St. Bernard Pass and the bank holidays 2025**



With the arrival of the Jubilee and a calendar full of events, 2025 promises to be an extraordinary year for all pilgrims! You can look forward to new accommodations ready to welcome you, updated routes to make the journey even more memorable, and plenty of useful tips to tackle the trails, especially the snowy ones!



**How to reach the Great St Bernard Pass in winter: the ultimate guide**

Here is the guide prepared by our communication team for an unforgettable snowshoeing experience up to the 2,473 meters of the Great St. Bernard Pass, with an overnight stay at the Hospice du Grand-Saint-Bernard.

**DISCOVER OUR GUIDE**

## ► Magazine

**+ 2.000 hard copies**

Free online consultation | Trilingual | Biannual



**Via Francigena**  
AND THE EUROPEAN CULTURAL ROUTES

SPECIAL • SPÉCIAL • SPECIALE

N° 58

Via Francigena in the Lombardy Region  
La Via Francigena en Lombardie  
La Via Francigena in Lombardia

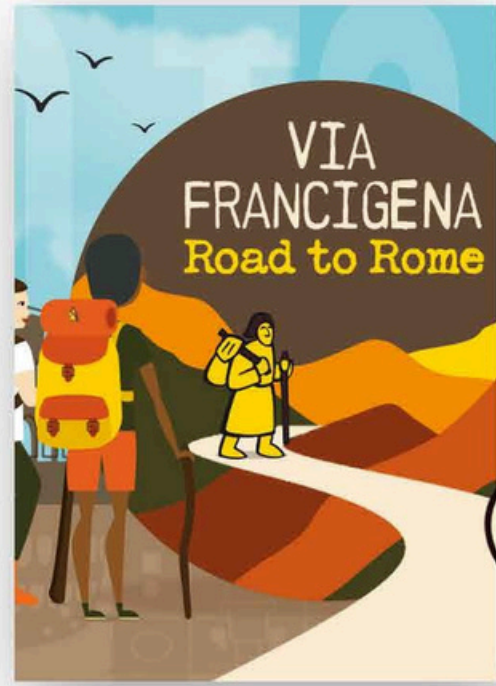
Con il contributo di



## ► Community

**+23.908 members**

International environment for exchange of advice and information







# App

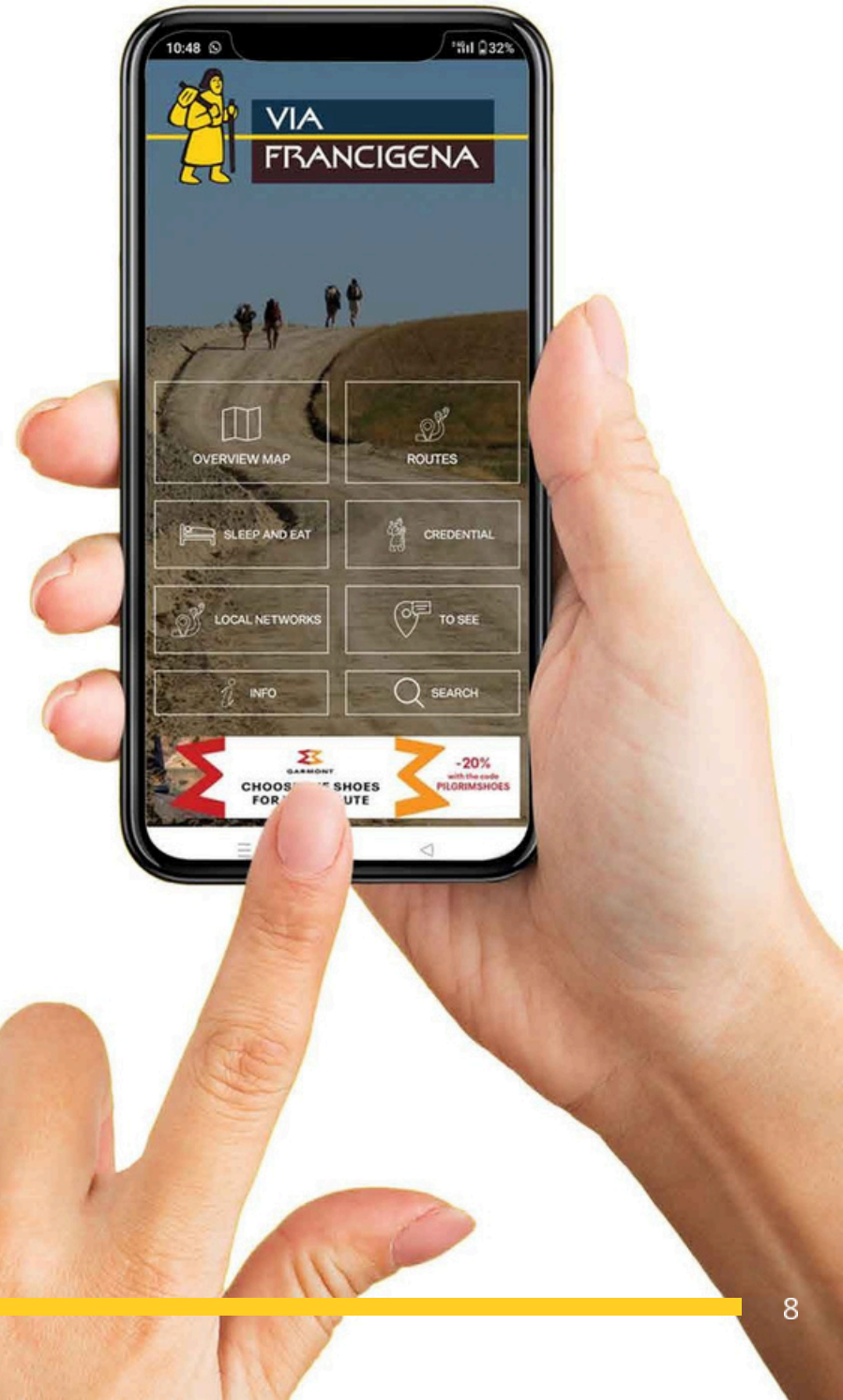
The "Via Francigena" App for [iPhone](#) and [Android](#) allows GPS navigation along the entire route of the Via Francigena from Canterbury to Rome and Santa Maria di Leuca, covering 3200 km divided into 150 stages.

The maps and descriptions of the stages can be pre-loaded on a smartphone, allowing navigation also in the absence of internet coverage.

▶ 30.000 downloads in 2024

▶ Top 10 nationalities

- |                |             |
|----------------|-------------|
| Italy          | Netherlands |
| USA            | Australia   |
| United Kingdom | Germany     |
| France         | Ireland     |
| Switzerland    | Belgium     |





# Shop

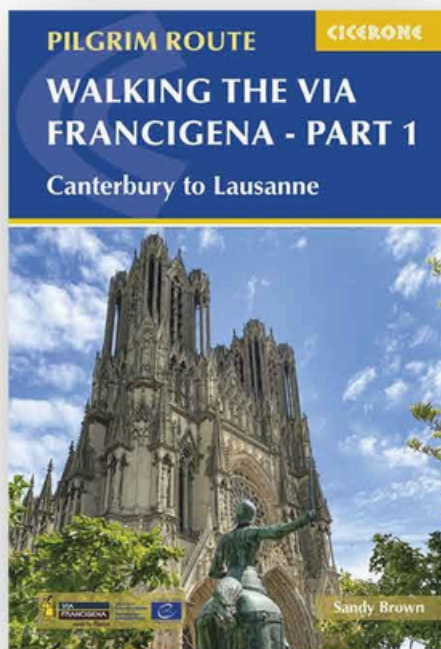
## ▶ Pilgrim passport

**15,667 pilgrim passports were distributed in 2023**



## ▶ Guidebooks

**Collaborations with Terre di Mezzo, Favre, and Cicerone Press**



## ▶ Gadgets

**Gadgets available on the website**





# The European relay

In 2021 the European Association of the Via Francigena ways turned 20 years old. And what better way to celebrate this anniversary than by walking and cycling all 3,200 km of the Via Francigena, from Canterbury to Santa Maria di Leuca? A [long journey](#) to (re)discover all countries crossed by the Via Francigena in the name of slow tourism, while exploring places, people, cultures, and traditions.

- ▶ 4 months of travel
- ▶ +15.000 people met along the way
- ▶ 30 ambassadors
- ▶ [1 docufilm](#) + [16 regional videos](#)
- ▶ [1000 high-resolution photographs](#)



# Road to Rome 2021



# PART 2

What we can do for you





# Co-marketing

Our Association develops targeted **promotional campaigns** based on the needs of our stakeholders and partners, involving our official communication channels, such as:



**Website**, which hosts editorials and insights in the News and Blog sections



**Social media**, offering daily campaigns and content dedicated to a specific target group of pilgrims



**Biannual magazine** "Via Francigena and the European Cultural Routes", free distribution since 2005 and also available digitally



**Targeted newsletters**, sent out monthly to over 20,000 pilgrims, institutions, associations, municipalities, public and private stakeholders



# Our Services

## Event organisation

Our Association implements territorial development projects along the route by organising group hikes, training activities, panels, workshops, presentations and festivals.



## Organisation of promotional group hikes along the Via

We organise group hikes and other excursions on behalf of our partners and other third parties, aimed at promoting the territory and its riches and peculiarities, based on different target audiences. Among the most established initiatives, "I Love Francigena" is a format created in 2017 to allow everyone to enjoy the cultural, naturalistic and gastronomic heritage of the Francigena.



# Our Services



## Route design and technical feasibility studies

Through our operational arm Francigena Service S.r.l., we carry out territorial development projects along the Via Francigena and beyond: signage plans, design of new routes and verification of existing routes in terms of safety, usability, and accessibility; identification of points of interest and service places for walkers and cyclists, supported by dedicated georeferenced digital maps.



## Training for public and private stakeholders

EAVF's staff has extensive expertise and experience on the subject of walking and slow tourism and is committed to delivering targeted training activities that focus especially on the creation of itineraries, hospitality and accommodation, communication, project cycles and the infrastructure of an itinerary, bringing European best practices into the training programme.



## Design and writing of European calls for proposals

EAVF is involved in designing European, international, national and territorial calls aimed at fostering route development, enhancing the heritage of territories, and sustainable tourism. Since 2012, we have been providing our experience in designing promotional activities related to territorial cooperation within the Horizon, Erasmus, COSME, and Interreg programmes.

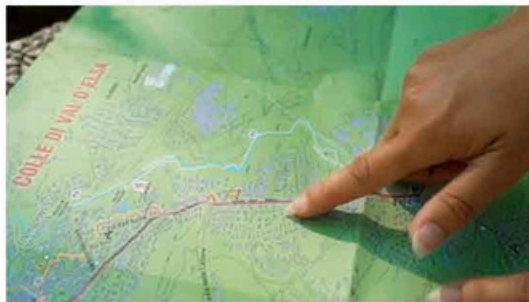


# Our Services

## ▶ Photo and video production



## ▶ Brochures, hiking maps, and graphic design



## ▶ Strategic marketing and communication plans





# Visit Vie Francigene

The Visit Vie Francigene project is aimed at all **accommodation, food,** and **service** providers operating along the Via Francigena

By joining the project, operators in the abovementioned categories benefit from the following services:

- 1** | Inclusion on the [viefrancigene.org](http://viefrancigene.org) website with photos, contact details, and useful information about the service offered
- 2** | Inclusion in the interactive map on the EAVF website
- 3** | Inclusion in the official Via Francigena App, downloadable free of charge from Apple and Android
- 4** | Inclusion in the list of approved establishments sent to pilgrims who purchase the official EAVF pilgrim passport
- 5** | Receipt of the official 'Visit' decal to be displayed at the entrance of the facility
- 6** | Possibility to request a personalised stamp with the official pilgrim logo

# PART 3

Who we work with





# Who we work with

*institutional partners*

|  |   |  |
|--|---|--|
|  <p>COUNCIL OF EUROPE<br/>CONSEIL DE L'EUROPE</p> |  <p>UNESCO</p>                      |  <p>Commissione europea</p>                   |
|  <p>European Parliament</p>                      |  <p>EUROPEAN TRAVEL COMMISSION</p> |  <p>UNWTO<br/>World Tourism Organization</p> |
|  <p>AGENZIA NAZIONALE TURISMO</p>               |  <p>Regione Lombardia</p>         |  <p>MINISTERO DELLA CULTURA</p>             |



# Who we work with

*private partners*



CAMMINARE COMODI





# Who we work with

*private partners*



*These are our main private partners. To see the full list of current partners, visit [viefrancigene.org/en/partners/](https://viefrancigene.org/en/partners/)*



# Who we work with

*media partners*



Edizioni Studio Guidotti

**TERRE** DI MEZZO  
EDITORE

FAVRE

CICERONE



# Who we work with

*tour operators*





# Contact us

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