



European Association of the **VIA FRANCIGENA**

Media Kit 2025

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 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;
- Official EAVF merchandising;
- Monthly newsletter with about 20,000 subscribers;
- Facebook community of 16,000 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 2023

▶ 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



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 - 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

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



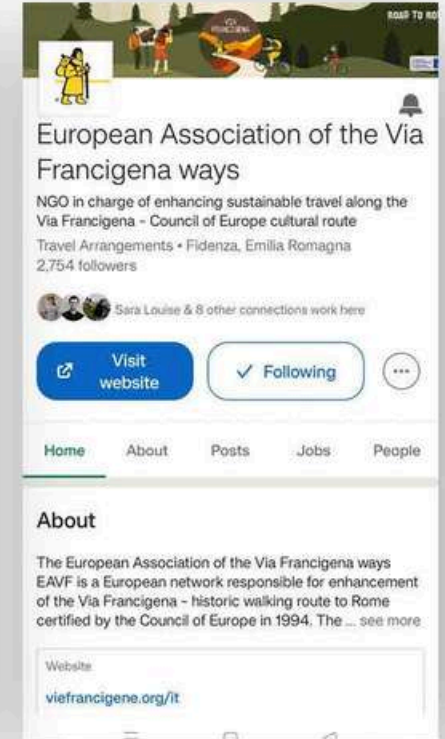
@ [Instagram](#)
+34.200 followers



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

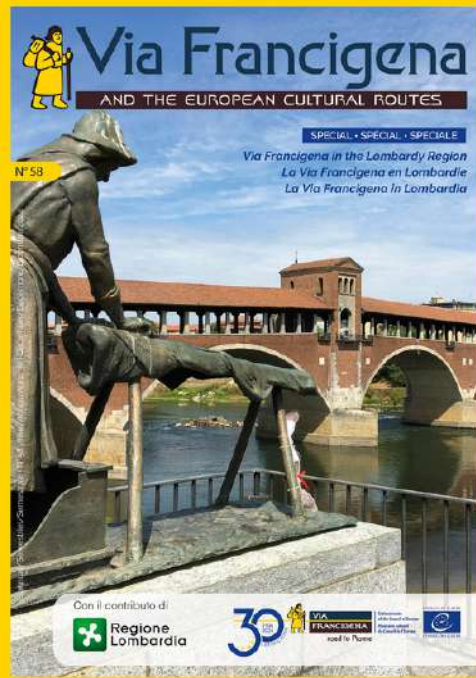
Here is the guide prepared by our communication team for an unforgettable snowshoeing experience up to the 2,473 meters of the Great St. Bernard Pass, with an overnight stay at the Hospice du Grand-Saint-Bernard.

DISCOVER OUR GUIDE

► Magazine

+1.000 hard copies

Free online consultation | Trilingual | Biannual



Via Francigena
AND THE EUROPEAN CULTURAL ROUTES

SPECIAL • SPECIAL • SPECIALE

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

N° 58


Con il contributo di
Regione Lombardia

30
VIA FRANCIGENA
Road to Rome

► Community

+23.908 members

International environment for exchange of advice and information



VIA FRANCIGENA
Road to Rome



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

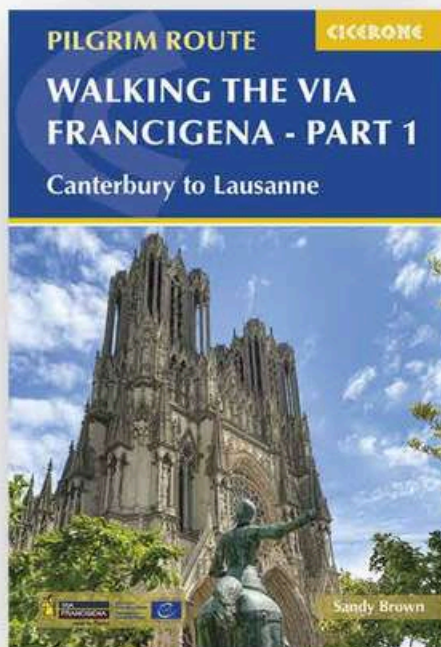
▶ Pilgrim passport

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



Who we work with

private partners





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/



Who we work with

media partners



Edizioni Studio Guidotti

TERRE DI MEZZO
EDITORE

FAVRE

CICERONE



Who we work with

tour operators





Contact us

European Association of the Via Francigena ways

Piazza Duomo 16
I-43036 Fidenza (PR)

Email: segreteria@viefrancigene.org
Tel. +39 0524 517 380



Follow us on social media



[@ViaFrancigenaEU](#)



[@viafrancigena_eu](#)



[@ViaFrancigenaEU](#)



[@via-francigena-eu](#)