

Media Kit and Communication Services Package 2026

Via Francigena
road to Rome

www.viefrancigene.org


London
Canterbury
Calais
Reims
Champlitte
Besançon
Saint-Maurice
Susa
Stade
Piacenza
Fidenza
Santiago de
Compostela
Roma
M.S.Angelo
Brindisi
S.Maria di Leuca

01. Route



02. ABOUT US

ABOUT US

The European Association of the Via Francigena (EAVF), founded on 7th April 2001, promotes the 3,000 kilometre cultural route certified by the Council of Europe in 1994, which crosses England, France, Switzerland, and Italy, following Sigeric's journey from Canterbury to Rome. Since 2019, the route has been extended to Santa Maria di Leuca. Today, the EAVF network includes 253 local authorities, 99 nonprofit organisations, and over 400 private entities active in the hospitality, tourism, and technical equipment sectors.



NEWSLETTER 27.659 ISCRITTI
COMMUNITY +200.000 FOLLOWER

EAVF

The EAVF manages the Via Francigena's official communication channels at the international level:

- The www.viefrancigene.org website is available in four languages (Italian, English, French, and Spanish.
- Web section for private operators: Visit Vie Francigene
- Official social media profiles on Facebook, Twitter, Instagram, LinkedIn, Youtube, TikTok
- Magazine: "Via Francigena and the European Cultural Routes" www.rivistaviafrancigena.it
- Official EAVF merchandise.

NUMBERS AND STATISTICS

The Via Francigena has seen a steady increase in the number of pilgrims and travellers, with a growing international presence among both walkers and cyclists. This trend reinforces its position as a strategic asset for promotional initiatives, partnernships and commercial opportunities aimed at an expanding audience.

19.843 credentials distributed by the EAVF in 2025

Pilgrims from 58 countries around the world

88% travelled on foot

12% travelled by bike

Tuscany
the most visited region

The most popular departure months

- September
- April
- May
- October
- August

Most common age groups

- 25-34 year olds
- 55-64 year olds



MISSION

The EAVF is a robust and reputable international network, founded on the values of dialogue, European identity, heritage and sustainability. Through its promotion of the Via Francigena, the Association champions a model of slow and responsible tourism that is proving increasingly attractive to travellers, walkers and industry professionals.

Its mission translates into concrete action to promote the regions and engage a broad, structured ecosystem comprising institutions, local communities, associations and businesses along the route. This makes the EAVF a strategic partner for developing collaborations, promotional initiatives and commercial packages capable of connecting brands, destinations and services with a targeted, motivated and continually growing audience.



PORTFOLIO

WEBSITE

viefrancigene.org

Pages Viewed: +1.000.000
Page Views: +3.000.000
Visitors From: 207 different countries

All content on the website is available in Italian, English, French, and Spanish.

BLOG

viefrancigene.org/blog

The blog on our website is a space for pilgrims to share their stories with fellow pilgrims, in the four languages of the Via Francigena. Most of the articles have been written by travellers to serve as a source of inspiration for future walkers.

EVENTS

Free Excursions

In collaboration with our partners, we organise walking and cycling tours to explore the Via Francigena. The tours are free of charge for participants and are led by one or more nature and hiking guides.

NEWSLETTER

+27.659 readers

Available in Italian, English and French | Published monthly.

MAGAZINE

+1.500 physical copies

Available to view online for free | Trilingual | Bi-annually published

COMMUNITY

+30.628 memebers

An international forum for sharing advice and information.

SOCIAL MEDIA

+78.000
FOLLOWERS

+39.700
FOLLOWERS

+5.000
FOLLOWERS

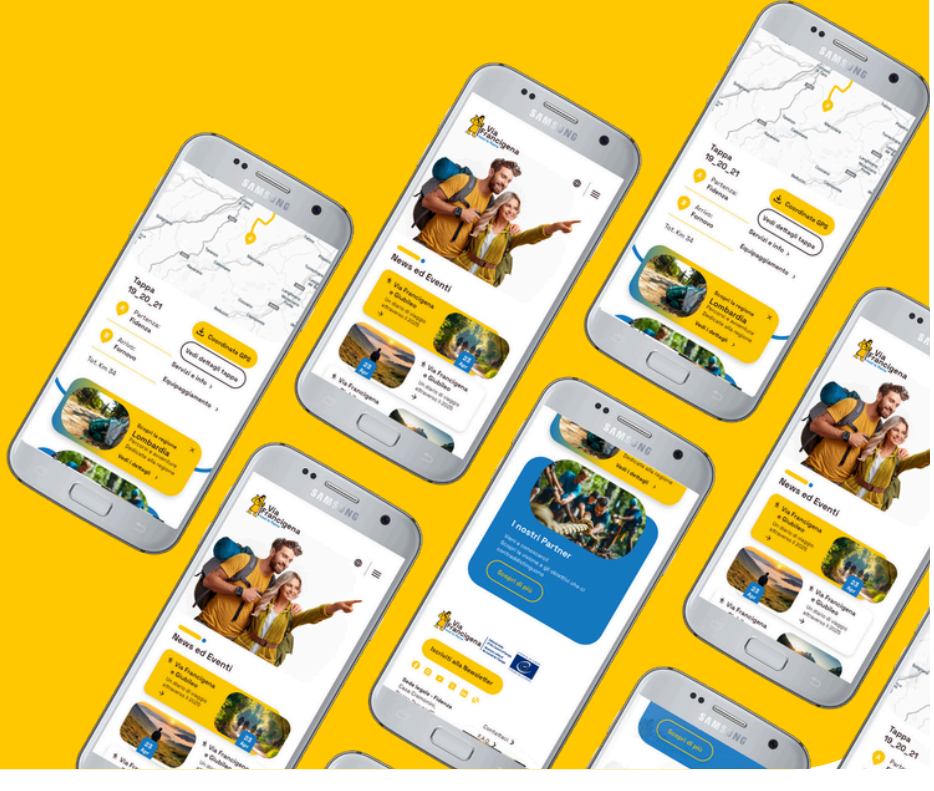
+2.700
FOLLOWERS

NEW
TikTok
+ 140
FOLLOWERS

App

The “Via Francigena” app for iPhone and Android provides GPS navigation along the entire route of the Via Francigena from Canterbury to Rome and Santa Maria di Leuca, covering 3,200 km divided into 150 stages. Maps and descriptions of the stages can be downloaded onto your phone.

30.000 downloads in 2024



Let’s walk together?



What can the EAVF do for its members and partners?

Our association, through its subsidary Francigena Service srl, offers its members and partners the expertise of a team of professionals to design and implement targeted strategies for communication and regional promotion.

The aim is to support members and partners in enhancing the visibility and impact of their regions and projects at local, national and international levels.

From ideas to results

We use a structured, results-oriented approach to guide the initiatives we develop over time, which can be further tailored to the specific needs of each partner.

- **Editorial communication**
- **Training**
- **Press tour**
- **Regional promotion**
- **Event organisation**
- **Strategic support**



Editorial Communication and Digital Strategy

The EAVF produces dedicated editorial articles and advertorials, showcasing regions, projects and initiatives through authoritative, targeted content tailored to the target audience.

Distribution takes place via the EAVF communications ecosystem:

- website and blog
- social media
- newsletter
- bi-annual magazine

The Digital Plan is the most direct channel for reaching the EAVF community: a loyal audience interested in walking routes, comprising active, motivated and well-defined travellers.
Promoting your region through our channels means becoming part of an already recognisable narrative and speaking to an audience ready to turn inspiration into experience.

An integrated strategy to maximise visibility, credibility and engagement





- **Examples of integrated content:**
- 1 Facebook post
- 1 Instagram carousel
- 1 reel
- 1 blog post shared on social media
- 1 dedicated section in the newsletter

Training

The EAVF offers its expertise and experience to design training programmes aimed at operators, organisations and local stakeholders. The courses and workshops are designed to strengthen strategic and operational capabilities, thereby promoting more effective management of the promotion of walking routes. .

Organisation of workshops on:

- route planning
- comunication and storytelling
- promotion of the local area

Skills development for practitioners and stakeholders



Experiential Activities and Team Building

The EAVF designs and coordinates experiences that combine exploration of the local area, interpersonal connections and the promotion of cultural and landscape heritage.

The activities are designed to engage groups, teams and stakeholders in shared experiences along the Via Francigena, creating genuine opportunities for interaction and participation.

- Organisation of activities along the Via Francigena route
- Designing immersive experiences in the local area
- Creating moments of connection between people, culture, and the landscape.

Promoting the local area through shared experiences





Media, Press Tour & Partnership

The EAVF develops communication and public relations initiatives designed to raise the profile of regions and their projects by engaging the media, partners and organisations active in diverse yet complementary fields. The aim is to build strategic networks and create shared, authoritative narratives with a wide reach.

- Organisation of press tours with international media
- Establishment of cross-sector partnerships
- Editorial collaborations with figures from the cultural and creative sectors
- Creation of podcasts dedicated to the world of culture and walking routes

Amplifying the narrative through strategic networks



Events & Regional Promotion

The EAVF supports the planning and implementation of initiatives designed to promote the region through experiences, meetings and dedicated promotional opportunities.

From attending industry events to organising on-the-ground activities, every initiative is designed to strengthen the link between the community, heritage and promotion.

- Participation in trade fairs and industry events
- Participation in panels, conferences and online/offline events
- Organisation of local events
- Immersive experiences along the Via Francigena
- “I love Via Francigena” walking tours
- Production of documentary films

Create experiences that showcase the local area







Organisation of Events

The EAVF provides comprehensive event organisation support at every stage:

Pre-event
- planning and concept development
- drawing up the daily programme
- communication and promotion management
- booking management
- coordination meetings with partners

During the event
- EAVF team on site
- activity coordination
- photo/video coverage (Stories, Reels)

Post-event
- video recap and summary content
- publication on digital channels

Services available:
- content production
- hiking guides
- creation of event-specific pages
- newsletter and social media campaigns
- graphic materials



Beginning to end management: from design to promotion

European Projects and Strategic Support

The EAVF supports its members and partners in developing project opportunities at European level, providing technical expertise, strategic vision and a well-established network of contacts. This support covers both the conceptualisation phase and the development and consolidation of proposals, with the aim of strengthening access to funding and international collaborations.

- Support with European project writing and design
- Assistance with participation in EU calls for proposals and programmes
- Support with the development and consolidation of partnerships

Strengthening funding and cooperation opportunities



VISIT VIE FRANCIGENE

The **Visit Vie Francigene** project is aimed at accommodation providers, catering establishments and service providers operating along the Via Francigena, with the aim of creating a network of qualified operators integrated into the route's offering.

By joining the project, operators gain access to a range of services designed to enhance their **visibility, positioning and business opportunities,** thereby improving their ability to capitalise on the growing number of pilgrims and travellers along the route.



OLTRE 400 STRUTTURE

SERVICES

- Listing on the viefrancigene.org website, including photos, contact details and useful information about the service provided
- Inclusion on the interactive map on the EAVF website
- Included in the official Via Francigena app, available to download for free from the Apple and Android app stores
- Inclusion in the list of approved accommodation providers sent to pilgrims who purchase the official EAVF pilgrim's passport
- Receipt of the official "Visit" window sticker to be displayed at the entrance to the premises
- Request for a personalised stamp featuring the official pilgrim's logo

For more information

Would you like to join the Via Francigena network and unlock new opportunities for visibility and business?

Would you like to reach an audience that values slow tourism, sustainability and the cultural promotion of local areas?

Contact the EAVF team to find out about the partnership opportunities available and work together to forge new paths to growth.



CONTACT US

Operational headquarters:
AEVF
piazza Duomo 16, 43036 FIDENZA (PR)

Contact:
Tel: +39 0524 517 374
segreteria@viefrancigene.org

"If you want to go fast, go alone.
If you want to go far, go together"

African Proverb