

## **Regulations for adhesion to the “THERMAL OFFER ALONG THE VIA FRANCIGENA” project**

### **Art. 1 (Description, objective)**

The project, “THERMAL OFFER ALONG THE VIA FRANCIGENA”, hereinafter referred to simply as “project”, proposes to add (in addition to ease of access; hospitality quality; historic, cultural and panoramic attractions, spiritual experiences etc.) the possibility for pilgrims and hikers to utilise specific services (of a thermal nature and not) along the historical route, made available by the operating thermal facilities along the route.

With regard to the thermal facilities, adhesion to the project will allow the opportunity to benefit from the promotional, communicative and informative initiative launched by various institutions (European Association of Via Francigena Ways, regions, municipalities, trade associations etc.) as well as the opportunity to display the “project” (logo) on their own website, communications, correspondence etc.

### **Art. 2 (application area)**

The “project” is aimed at all existing and operating thermal facilities within fifteen kilometres of the Via Francigena route recognised by the European Association of Via Francigena Ways (EAVF).

### **Art. 3 (features)**

Adhesion to the “project” by a thermal facility entails the introduction of a specific offer aimed at pilgrims and hikers in possession of the “Official Pilgrim Passport” supplied by the EAVF.

The offer will include access to thermal services, strictly speaking (e.g. swimming pool, hot springs etc.) and at least one additional service of the customer’s choice.

### **Art.4 (obligations and responsibilities of thermal facilities)**

Thermal facilities which adhere to the present regulations must organise a specific “pack” for pilgrims and hikers of the Via Francigena in possession of a “Pilgrim Passport” at a reserved fare. A “pack” which includes standard access to thermal services (access to swimming pools, thermal treatment etc.) and an optional additional service of the customer’s choice (massage, beautician/pedicure service, sauna, Turkish bath etc.).

In addition to the aforementioned, the thermal facilities will be held to supplying the following additional services to pilgrims and hikers in possession of a “Pilgrim Passport”, if requested:

- a) Free transport services for pilgrims and hikers travelling on foot, by thermal facilities located between one and five kilometres from the Via Francigena by road;
- b) Free transport services for pilgrims and hikers on foot and by bike, by thermal facilities located between one and five kilometres from the Via Francigena (as the crow flies);
- c) No transport service for pilgrims and hikers from thermal facilities located under one kilometre from the Via Francigena by road;

For pilgrims and hikers by bike the thermal facilities must make a designated bike storage area available.

In the case this condition is not made available by the thermal facility, it must be specified that the offer is exclusively for pilgrims and hikers travelling on foot.

The meeting points for the transport services are located at the rest-stops of the Via Francigena route.

In the case of the above assumptions laid down in point b), the thermal facility can offer accommodation (even in agreement with operators of the territory).

Thermal facilities, in addition to the aforementioned minimum services, can offer additional opportunities and services based on their marketing strategy, including those limited to specific times of the year.

In order to launch the offer described above, the thermal facilities must adhere to and/or implement their own reception services (contact by telephone, email, social media etc.).

The thermal facilities will also raise awareness of their “packs” reserved for pilgrims and hikers of the Via Francigena on their own communication channels.

The EAVF will make its institutional logo and related user manual available to the thermal facilities, authorising them to use said resources solely for purposes relating to this document.

To enable the effective implementation of the service, pilgrims or those who wish to use the transport services described in points a) and b) must arrange this with the thermal facilities, supplying the date and mode of arrival at the rest-stop closest to the thermal facility at least 24 hours before arrival. The service will be guaranteed to pilgrims or those who intend to benefit from it only after being notified by the facility.

When booking the transport service, the pilgrim or consumer of the service must take care to specify, in addition to the number of people who require transport, whether they require bike and/or baggage transport.

### **Art. 5 (Adhesion and withdrawal)**

The adhesion of a thermal facility to the "project" is realised through the signing and sending of this document to the following via email:

- The municipality in which the thermal facility is located, which is required to inform the region of the territory.

- The European Association of the Via Francigena Ways- *Palazzo Farnese, Piazza della Cittadella 29, 29121 Piacenza - Italia* - [segreteria@viefrancigene.org](mailto:segreteria@viefrancigene.org)

Adhesion to the “project” and proposed services of art.4 will be added to communication channels of the EAVF. The regions crossed by the route will be able to, in turn, add the same details to their regional sites dedicated to the Via Francigena as well as those relating to the promotion of tourism.

Withdrawal from the “project” must be communicated to the aforementioned subjects via email with 30 days’ notice. Within 60 days from the date the withdrawal was communicated, the facility will have to cease utilisation of the “project” logo and logotype.

## **Art. 6 (Organisation and control system)**

The control and monitoring of the implementation of the "project" by the participating thermal facilities, as well as in relation to compliance with the specific thermal offer for pilgrims and hikers of the Via Francigena, will be conducted by the European Association of Via Francigena Ways.

For the completion of the assigned tasks the European Association of Via Francigena Ways will be able to make use of both internal staff and those assigned to the "project".

In the case of a violation of the provision of the services offered with the "project", of the obligations assumed with the signing of this document or of the unsuitable use of the "project" logo or logotype by a thermal facility, the European Association of Via Francigena Ways will send specific communication to the facility and to the Mayor of the municipality concerned, highlighting their findings and possible allocation of an appropriate period for the restoration of the conditions stated in this document.

In the case that the facility does not provide what was requested within the deadline, the Mayor of the municipality, with reference to the contents of a report prepared by the European Association of Via Francigena Ways, will ensure the termination of the thermal facility's adherence to the "project" and to caution the facility itself with regard to the use of the "project" logo and logotype.

Place and date

EUROPEAN ASSOCIATION OF VIA FRANCIGENA WAYS

FOR ADHESION AND ACCEPTANCE  
(The thermal facility - stamp and sign)