

# VIA FRANCIGENA

Road to Rome 2021

*start again!*



ROAD20  
*to*  
ROME21  
TWENTY 20 YEARS



COMMUNICATION REPORT

## What

***“Via Francigena. Road to Rome 2021. Start again!”*** was a European walking event along the Via Francigena organised by the **EAVF** from **15 June** till **18 October 2021**.

The march crossed **16 regions** and **637 municipalities** in **England, France, Switzerland and Italy** along **119 stages**.

## Who

The **EAVF** team walked together with videomakers, photographers, bloggers, journalists and passionate walkers.

**3,500 pilgrims** walked during the entire journey; **10,000 persons** met during the events; **63 partners, 250 supporting bodies, 350 reception facilities** were involved.

## Great Success

The event had a great success thanks to participation, enthusiasm and motivation of all stakeholders.

It created an extended **Via Francigena family** and community, provided sense of belonging and ownership.

The **The trilingual communication efforts** had a total reach of **3,609,649** and engagement of **148,559** on the website and social media; **1,786,000** page visits on the website.

**561** publications in press and media.

**33 influencers** with a total audience of **1,600,000** people.

## Main Tools

The EAVF website **[www.viefrancigene.org](http://www.viefrancigene.org)**, social media channels (Facebook, Instagram, LinkedIn, Twitter, YouTube), conferences, press releases, newsletters, podcasts, blog posts, video and photo galleries.

Articles, posts and interviews by press, TV, radio, bloggers and influencers.

Evaluation was based on the **Key Performance Indicators** (KPIs) set before the event.

## How

Preparatory work took over one year and included fundraising, partners relations, communication and social media plans, route animation and a new web portal.





Trilingual website **www.viefrancigene.org**:

**1.786.000** page visits (21% increase compared to the previous quarter)

**3** minutes **46** seconds duration of each visit

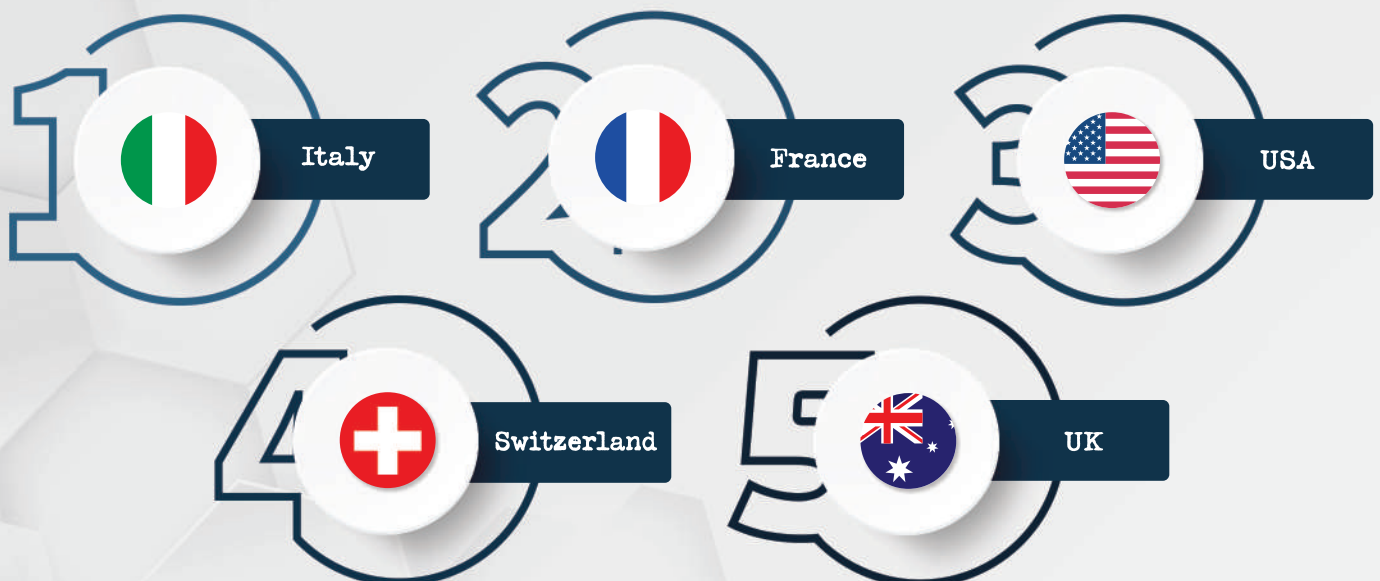
**423.800** sessions

**60%** of the visits were conducted by **new users**

The webpage "**Road to Rome**" contains:

**96** news articles • **119** travel stories • **112** podcasts

### TOP 5 COUNTRIES with the most visitors:



# Social Media Impact (organic growth)

All EAVF social media channels reached

**95.405 people** with:

**1.260** posts, articles and publications (including the website)

**3.540** stories

**60** videos

With a total reach of **3.609.649** (including the website) and an engagement of **148.559**

## facebook

**@ViaFrancigenaEU**

Followers after Road to Rome:

**66.330**

(+ **4.815** more than set  
in the KPIs)

## Instagram

**@viafrancigena\_eu**

Followers after Road to Rome:

**22.600**

(+ **2.800** more than set  
in the KPIs)



**TOP POST**

***Group's entry in Rome***

**56.000** users reached

**2.230** engagement

**218** likes

**54** shares



**TOP POST**

***travel along the stage  
Celle San Vito (Troia)***

**20.300** users reached

**1.738** likes

**23** shares





# Press and Media

**561** publications in traditional and digital press and blogs  
(+ **411** than set by the KPIs)

**8** institutional press releases and **20** newsletters

Biannual magazine "**Via Francigena and the European Cultural Routes**"  
with coverage of **2.000** copies, available online



## Gadgets

**2.000**  
t-shirts



**500**  
bracelets



**300**  
stickers



over **3.000**  
pins



**80** water  
bottles





# Road to Rome Ambassadors

**33** influencers, total audience of **1.600.000** people

Over **30** articles

**1007** stories

**8** videos

**76.000** “likes” on social media



## Videos and Photos

Over **1000** high-resolution professional photos • **17** videos of 1 minute • a final video of **15-20** minutes



