Via Francigena: Campania rediscovers slow travel along 250 kilometres of history, villages and landscapesVia Francigena: Campania rediscovers slow travel along 250 kilometres of history, villages and landscapes

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Naples, October 2026 - Around **250 kilometres, nine main stages and three provinces**: in Campania, the Via Francigena is becoming a major cultural route for rediscovering slow travel and a part of the region that is still well off the beaten track.

The route crosses the provinces of **Caserta, Benevento and Avellino**, entering Campania from Lazio and continuing through places such as Sessa Aurunca, Teano, Alife, Telese Terme, Benevento and Buonalbergo, taking in historic villages, rural landscapes, Apennine scenery and a wealth of archaeological and historical sites.

To make the route easier for everyone to enjoy, the Campania Region has launched a wide-ranging programme of works covering **safety, maintenance, signage, accessibility, information panels and new rest areas**.

The first phase of work received **€893,982.83** under the 2014-2020 “Culture and Tourism” special funding plan. This was followed by **€1,091,087** from the 2021-2027 Development and Cohesion Fund, **€430,100** for the Alife-Dragoni section and a further **€4.3 million** for new upgrading and promotion work. In total, investment now exceeds **€6.7 million**.

The second phase of the project also focuses on the quality of the experience, with plans for new information installations, waymarker stones, artworks, sustainable solar-powered lighting and equipped rest areas.

This makes the route much more than a path to follow: it becomes a way of bringing together **cultural heritage, landscape, villages, communities and local economies**.

"*Slow tourism is changing the way many travellers choose to get to know a destination,*" says **Vincenzo Maraio, Campania's Regional Councillor for Tourism and Digital Transition**. "*The Via Francigena lets us respond to this demand with an experience that is about more than just visiting a place: it is about building a connection with the landscape, the history and the communities you meet along the way. Investing in the Francigena means putting a different side of Campania on the map, one that visitors can explore on foot, at a different pace, with deeper experiences and new reasons to come back."*

The Via Francigena is therefore part of the Region's wider strategy of developing walking routes as a form of slow, accessible and environmentally sustainable tourism, and as an opportunity to extend the tourist season and breathe new life into historic villages and inland areas.