

Numerous cultural, gastronomic and artistic activities will take place along this historic route during September and October

Over twenty towns take part in the Day of the Vía de la Plata Route 2019

- ❖ This celebration commemorates the anniversary of the birth of Trajan, the first Roman Emperor who wasn't from the Italian Peninsula.
- ❖ The Day of the Vía de la Plata Route was created in 2014 as a way to add value to this cultural route, one of the most important in Europe, and promote its use as a tourist destination.
- ❖ After the Via Augusta, the Vía de la Plata was the second most important road in Roman Hispania.
- ❖ The Vía de la Plata Route is a cultural and tourist route based on one of the main Roman roads during the domination of the Iberian Peninsula by the Roman Empire.

5 Septiembre 2019.- The Day of the Vía de la Plata Route will be held on 18 September, at the start of a month full of events and activities in places on the Ruta Vía de la Plata to commemorate a symbolic occasion for the towns this Roman road goes through: the birth of Marcus Ulpius Traianus.

Once again, for the sixth year, the towns on the Vía de la Plata Route have organised numerous activities for all kinds of public in which they invite visitors to discover the wealth of the historic past on this Roman road as well as the tradition, history, and culture of the four autonomous communities and seven provinces that it crosses.

The programme of activities includes: guided tours of archaeological sites (museums, Roman baths, villas, and so on), walks along parts of the roads, educational visits, exhibitions, talks, workshops, series of films about Greco-Roman mythology, and a new Scientific Food Tour in Roman Seville. All the information about these events celebrating the 2019 Day of the Vía de la Plata Route can be followed on social networks with the hashtag #DíaDeLaRuta.

Trajan was born on 18 September 53 AD, in the town of Italica, a few kilometres from Hispalis (Seville). He was not only the first emperor who didn't come from the Italian Peninsula but also one of the emperors who gave this Roman road its definitive route and created its infrastructure. After the Via Augusta, the Vía de la Plata was the second-most important Roman road in Roman Hispania.

The Cooperation Network of Towns on the Vía de la Plata established the Day of the Vía de la Plata Route in 2014 as a way to add value to one of the most interesting routes in our historical heritage and promote its use as a tourist destination.



The Vía de la Plata Route is a cultural and tourist route based on one of the main Roman roads during the domination of the Iberian Peninsula by the Roman Empire. In the west of Spain, it crosses four autonomous communities and seven provinces on a south-north axis connecting the city of Seville in Andalusia with Gijón, in Asturias. On the way, it still preserves some sections of the original layout and pavement of the different Roman roads that form the route, while other important archaeological sites represent the different cultures that have used the road during 2000 years of history. In addition to this important cultural and artistic heritage, it is also a route through Spanish gastronomy, as well as across the varied ecology and landscapes that can be found in the Iberian Peninsula.

The 6th Day of the Vía de la Plata Route (18 September 2019) will be held during the commemoration of the 2nd Day of the Roman World (4 September 2019) which, in its second year, will include events during the whole of September. Both commemorations celebrate Roman heritage. The new initiative of the Day of the Roman World complements and supports in the rest of the Iberian Peninsula the work in tourism and protection of Roman heritage that the Cooperation Network of Towns on the Ruta de la Plata has been carrying out in the regions crossed by that historic route since its foundation in 1997.

Cooperation Network of Towns on the Ruta de la Plata

The Cooperation Network of Towns on the Ruta de la Plata is a voluntary non-profit making association formed by towns on the Via de la Plata Route and its area of influence. It aims to make known the tourism resources of the member towns and demonstrate the value of the numerous attractions that this route represents because of their variety and importance. The Cooperation Network is currently formed by the Deputation of Cáceres and 28 towns and cities: Gijón, Llanera, Ribera de Arriba, Morcín, Riosa, Mieres, Aller, Lena, La Pola de Gordón, León, La Bañeza, Benavente, Zamora, Béjar, Guijuelo, Baños de Montemayor, Hervás, Plasencia, Casar de Cáceres, Aldea del Cano, Mérida, Los Santos de Maimona, Zafra, Calzadilla de los Barros, Fuente de Cantos, Montemolín, Carmona and Seville.