



Ruta Vía de la Plata

Press kit 2026



4 regions 7 provinces + 900 kilometres
+ 120,000 square kilometres

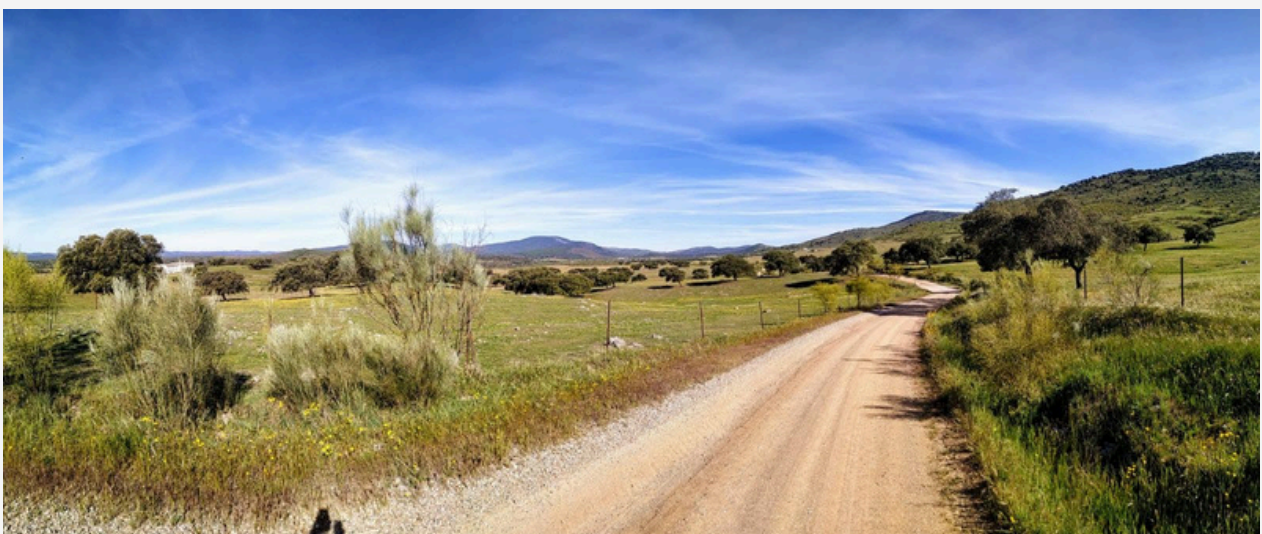
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Ruta Vía de la Plata

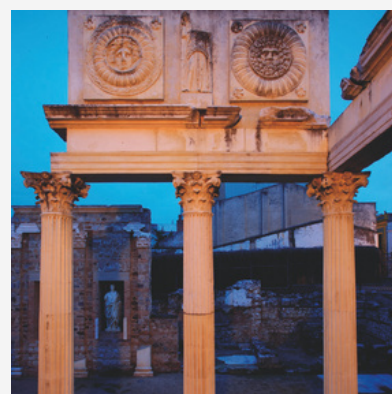
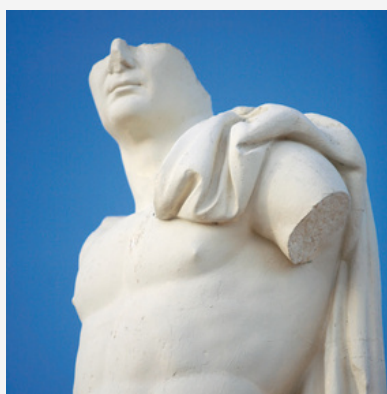
The **Ruta Vía de la Plata** is a cultural and tourist itinerary based on an ancient communication axis that connects the north and south of Spain. Its origins date back to protohistoric times, when it served as a link to the southern Iberian Peninsula, where the Tartessian culture flourished at the end of the Bronze Age. This route had already become one of the main communication arteries of the Iberian Peninsula even before the arrival of the Romans.

With the beginning of the Roman invasion in **218 BC**, control of communications became strategic for Rome's political and commercial expansion. During their conquest of Hispania, the Romans developed a vast network of **29,000 kilometres** of roads (both main and secondary) to structure and connect the entire territory.





This route took shape through the construction of different road sections as the Roman legions advanced from the Mediterranean coast towards the northwest. It was finally completed between **26** and **25 BC**, coinciding with the moment when Emperor **Augustus** succeeded in subduing the Cantabrian and Asturian peoples to bring the entire route under imperial control.



This itinerary, which gave a structure to the western Iberian Peninsula, became one of the most important communication axes of ancient times. Classical sources such as the 'Antonine Itinerary' document its course from *Augusta Emerita* (Mérida), capital of Lusitania, to *Asturica Augusta* (Astorga), capital of the *Conventus Asturum*. Over time, its extensions southwards to **Seville** and northwards to **Gijón** provided strategic access to the sea. This extension facilitated the movement of troops and goods, fulfilling a fundamental objective of the Empire: to channel the resources of the Iberian Peninsula towards Rome while simultaneously introducing Roman order, balance, and culture into the territory.



A Bridge Between Cultures and Eras

Apart from its logistical value, the route also acted as a powerful channel for **cultural diffusion**. From its earliest days, it was equipped with infrastructures that still survive today as valuable archaeological remains. During the **Middle Ages**, its importance did not decline, as it served as the route of Arab expansion towards the north, and later as the path of advance for Christian troops during the *Reconquista*. It was precisely during this medieval period that the itinerary acquired its current name: **“Vía de la Plata.”**

On the threshold of the Modern Age

During the 16th and 17th centuries the route became the vital corridor for Basques, Galicians, Asturians, Castilians, and Extremadurans travelling to the ports of Andalusia with the aim of sailing to the New World.

By the 19th century, the route had become a strategic setting during the **Peninsular War**. Finally, with the advent of the steam revolution, the route was integrated into the modern transport network through the construction of the **railway**, giving it the historical character that today defines it as one of Europe's most important itineraries for travellers.



Why Is It Called “Vía de la Plata”?

Despite what its name may suggest, the origin of the term is not related to the transport of precious metals (*plata* – silver) nor to the supposed width of the road (*via lata*), as has often been popularly believed. The most widely accepted theory traces its roots to the Arabic language.

The Etymological Origin: From BaLaTa to “Plata”

The name derives from the Arabic word **BaLaTa**, meaning slab, brick, or paved surface. Its phonetic evolution occurred naturally: when pronouncing the term, the sound of the consonants “B” and “L” gradually evolved colloquially into the sound **“plata.”** Therefore, the original name is a direct reference to the physical infrastructure of the road (its stone-paved surface) rather than to any commercial use.





A name that goes a long way

Historically, the term “Vía de la Plata” did not refer to the entire north–south route. According to historian **José Manuel Roldán Hervás**, originally the name only applied to the section crossing the provinces of **Cáceres and Salamanca**. In other regions, the designation disappeared or was replaced by generic names such as “Roman road” or “Roman way.”

Today, through the spread of culture and tourism, the name is applied to the entire route linking Seville and Gijón. It was, and continues to be, a fundamental element in structuring the Iberian Peninsula.





THE ROUTE TODAY

This modern cultural and tourist itinerary runs through four regions and seven provinces along a north-south axis of approximately **900 kilometres** covering **more than 120,000 square kilometres**, maintaining strong links with neighbouring Portugal.

The route itself constitutes a fundamental asset that reflects the richness and diversity of the tourism resources along the way. It is a rich and varied itinerary, structured around the following elements:

1. The designation of the *Calzada de la Plata* in the province of Salamanca as a Historic-Artistic Monument belonging to the National Artistic Heritage, on 4 June 1931.
2. The designation of the Asturian section of the route as a Site of Cultural Interest (*Bien de Interés Cultural*) on 27 November 2017, under the category of Historic Route. This includes the *Vía de La Carisa* and the transmontane branch of the Ruta de la Plata, as well as the archaeological sites of Picu L.lagüezos, Monte Curriel.los and L'Homón de Faro.
3. The sites included on the UNESCO World Heritage List, together with their internal and nearby itineraries.



4. Complementary routes and circuits providing access to historical, natural, and cultural resources along the Ruta Vía de la Plata.
5. A wide range of multi-themed resources: coastal trails, cities with natural heritage, and other natural attractions such as rivers, reservoirs, wetlands, and outstanding landscapes.
6. Two National Parks, several Natural Parks, and highly significant cultural and ethnographic areas.
7. An endless variety of complementary and alternative itineraries and routes.





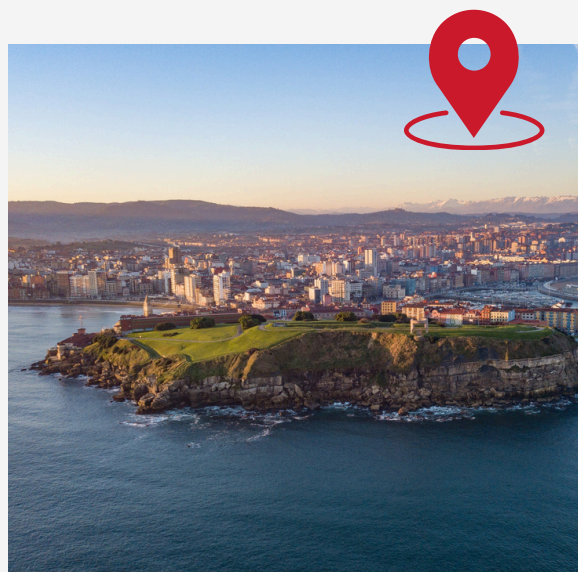
TOURIST RESOURCES ALONG THE ROUTE

Nature and active tourism

From coastal areas to river courses, over mountain passes and through valleys, the more than 900 kilometres covered by the Route showcase the ecological richness and variety of the landscapes of this vast territory.

In the south, the itinerary begins in the Guadalquivir River plain and the mountains north of Seville in Andalusia, crossing the Sierra Morena and flowing into the *dehesas* (grasslands) and the holm oak forests and scrublands of Extremadura, fed by the Guadiana and Tagus rivers. After crossing the beautiful Sierra de Béjar, the grasslands of Salamanca gradually transform into the characteristic cereal-growing plains of Castile, fed by the Duero and Esla rivers, where large important wetlands emerge such as the Villafáfila lagoons.

In the north of the province of León, with the magnificent landscape of the Cantabrian Mountains as a backdrop, the green scenery of the slopes of the mountains of Asturias signals the end of the route, on the Bay of Biscay.





Within this setting, the Route includes **five Biosphere Reserves** (one in Asturias, two in Castilla y León, one in Extremadura, and one in Andalusia) and **two National Parks** (Doñana in Seville and Monfragüe in Cáceres), as well as numerous natural parks and reserves that host a rich and varied wildlife, allowing travellers to enjoy a unique setting of extraordinary natural beauty.

Reservoirs, river courses along the entire route, and the sea in the north make it possible to enjoy water sports. As well as the golf courses along the way, there are three ski resorts (Fuentes de Invierno and Valgrande Pajares in Asturias, and La Covatilla in Béjar, Salamanca), completing a varied series of resources for active tourism enthusiasts.

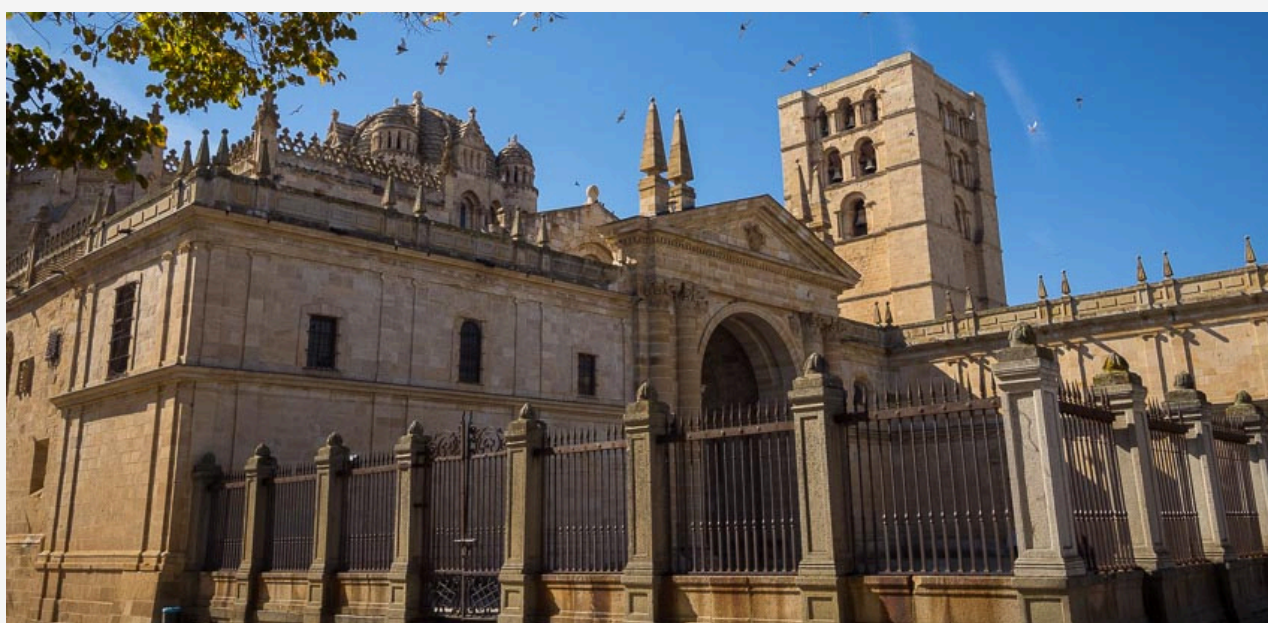




Culture

The fact that the Route is of Roman origin should not let us forget that the territory it crosses preserves a rich heritage from all historical periods. In addition to Roman remains, the Arab legacy stands out, as well as Asturian pre-Romanesque art, Romanesque architecture (which reaches its highest expression in Zamora), the Gothic style, and Sevillian Baroque.

Contemporary architecture has also become one of the Route's highlights, and there are examples of the latest architectural trends along the way. Smaller towns also preserve a rural heritage where traditions and popular customs are still part of everyday life, together with a variety of musical forms that help you to understand the diverse nature of this route.





Ruta Vía de la Plata

Gastronomy

The greatest strength of the rich and varied gastronomy found along the route lies in the quality of its fresh ingredients and culinary traditions that blend different influences, offering a symphony of aromas, flavours, and colours.

From the cuisine of the north — with Asturian fish and seafood — to Castilian roasts and the traditional cured meats of Extremadura and Castile, or the Mediterranean cuisine of the south with an Andalusian influence (where olive oil, vegetables, fruit, and fresh produce feature strongly), the journey along the Route becomes an authentic tour through Spanish cuisine.





Gastronomy

Despite its variety, there are common elements across the four regions: stews with pulses, wines, and cheeses (with three protected designations of origin along the route: Afuega'l Pitu in Asturias, Zamorano cheese in Castilla y León, and Torta del Casar in Extremadura).

Fabada (Asturian bean stew), roast suckling lamb, Iberian ham, and *gazpacho* could well be considered the symbols of a gastronomic itinerary with **more than 60 products covered by a designation of origin, geographical indication, or quality certification**, which will also delight travellers' taste buds.





TOURIST PRODUCTS

(according to type of traveller or way of travelling the route)



By motorcycle

The Ruta Vía de la Plata has established itself as one of the most complete and versatile itineraries for motorbike enthusiasts. Thanks to its geographical location and variety of climates, it is not just a seasonal destination but a route that can be enjoyed **365 days a year**.

The **N-630** road (together with the **A-66** motorway) brings together all the ingredients that define an epic journey: cuisine, a variety of landscapes, heritage, cultural diversity, a wide range of services, and excellent roads.

Travelling the route from **Seville to Gijón** (or vice versa) is, in essence, a **true journey through time** along the 'backbone' of Spain.

The website offers an **exclusive section for motorcyclists**, where they can find useful tips to plan their trip.

The Ruta Vía de la Plata has created the **Motorbike Friendly Club**, a label that identifies **hotels and similar establishments adapted to the needs of motorcyclists**, offering special services for bikers.



Ruta Vía de la Plata

TOURIST PRODUCTS

(according to type of traveller or way of travelling the route)



By bicycle

The stages for cycling the Ruta Vía de la Plata were updated in 2025. This technical review was carried out in collaboration with the Royal Spanish Cycling Federation (RFEC), which, through its Bike Territory project, validated and tested the new routes on the ground.

The design of the project prioritises safety and accessibility. Although the stages still follow the original historical and tourist route as far as possible, the main priority is cyclists' safety. Therefore, in certain sections the route takes alternative paths that ensure safer riding.

The website provides all the resources you need for independent trip planning, regardless of the chosen bicycle type: road, mountain (MTB), or gravel bike. Cyclotourists can also access a mobile app that provides real-time navigation and up-to-date information.

It also shows bicycle repair stations and charging points for electric bikes along the way.



Ruta Vía de la Plata

TOURIST PRODUCTS

(according to type of traveller or way of travelling the route)



By motorhome

The Ruta Vía de la Plata is ideal for itinerant tourism. The route offers a unique combination of landscapes, safety, and facilities, making it one of the best options for motorhome or camper travel in the Iberian Peninsula.

The [website](#) contains tips and recommendations, based on the expertise of industry professionals, to facilitate your travel experience.

It also provides maps that locate overnight areas equipped with motorhome services: black and grey water disposal, water refilling, drinking water, cleaning areas, and more.

TOURIST PRODUCTS

(according to type of traveller or way of travelling the route)



On foot

The Ruta Vía de la Plata is also the GR100. A GR (*Gran Recorrido*) is the designation given to long-distance hiking trails of tourist and scenic interest that require more than one day to complete and have a minimum length of 50 kilometres. The signage along these trails is according to European standards.

The numbering system in Spain is the responsibility of the Spanish Federation of Mountain and Climbing Sports (FEDME).

The route is officially homologated and signposted in Asturias by the Mountain Sports, Climbing and Hiking Federation of the Principality of Asturias (FEMPA). In Andalusia, 4 of the 5 stages are homologated and signposted by the Andalusian Mountaineering Federation (FEDAMON). Work is ongoing to fully homologate the rest of the route.

Most sections are also suitable for **Nordic walking**.

Although the Ruta Vía de la Plata is also used to reach Santiago de Compostela along a series of detours, this itinerary is **not a part of the Way of St. James** by definition. Considering it only as a pilgrimage route risk overlooking its true essence: its Roman origin and its incalculable historical and archaeological value.



Ruta Vía de la Plata

TOURIST PRODUCTS

(according to type of traveller or way of travelling the route)



On foot

The identity of this route is based on its origin: a Roman road axis (a combination of different Roman-era routes) that supported the Romanisation of western Hispania from east to northwest, as it was used as a conquest route. As one of the biggest public engineering works in the Iberian Peninsula, its scale is in itself sufficient reason to ensure the highest level of institutional protection and respect.

The Ruta Vía de la Plata offers a unique experience that goes beyond the religious aspect of pilgrimage, connecting four regions with exceptional heritage from Andalusia to Asturias, via Extremadura and Castilla y León.

Today, it is a cultural and tourist route that connects the south and the north of western Spain, with its own visual identity. The endpoints are Gijón (Asturias) and Seville (Andalusia), **and no part of the official route runs through Galicia.**





Ruta Vía de la Plata

Ruta Vía de la Plata Passport

To enjoy this iconic journey, travellers can benefit from discounts at different establishments along the way by using the 'Route Passport' in any of its three formats:

Generic - Cyclotourism - Motorcycle

More information is available at this [link](#).

Users can access useful information for travelling the Route by different means of transport on the Ruta Vía de la Plata website.





Ruta Vía de la Plata

THE COOPERATION NETWORK OF TOWNS ON THE RUTA VIA DE LA PLATA

Origin and objectives

The main objective of this association is to promote the tourist resources of the places along the route, while also enhancing the many attractions that the Ruta Vía de la Plata offers due to its variety and scale.

The Cooperation Network of Cities and Towns on the Ruta Vía de la Plata began in **April 1997** with the signing of its statutes by the mayors of Gijón, León, Zamora, Salamanca, Cáceres, and Seville. Over the years, other municipalities along the route have joined the network.

The Network is preparing to celebrate its **30th anniversary**, which will take place in 2027, with a series of events that will be officially presented once approved at the General Assembly in November 2026.





Member municipalities and entities (2026)

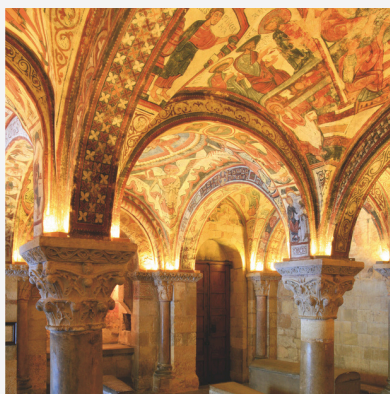
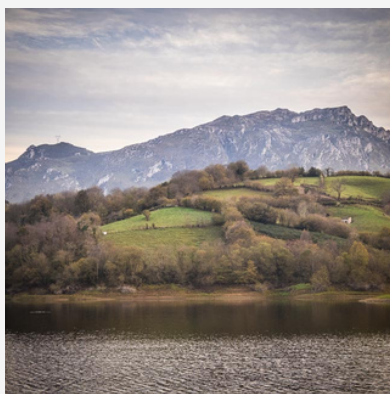
Currently, the Network is made up of **37 municipalities and one provincial council.**

Principado de Asturias

- Gijón
- Llanera
- Ribera de Arriba
- Morcín
- Riosa
- Mieres
- Aller
- Lena

Castilla y León

- La Pola de Gordón
- León
- La Bañeza
- Benavente
- Zamora
- Guijuelo
- Béjar
- Candelario
- Puerto de Béjar





Member municipalities and entities (2026)

Extremadura

- Diputación de Cáceres
- Baños de Montemayor
- Hervás
- Aldeanueva del Camino
- Plasencia
- Garrovillas de Alconétar
- Casar de Cáceres
- Cáceres
- Aldea del Cano
- Aljucén
- Mérida
- Villafranca de los Barros
- Los Santos de Maimona
- Zafra
- Medina de las Torres
- Calzadilla de los Barros
- Fuente de Cantos
- Montemolín

Andalusia

- Santiponce
- Carmona
- Sevilla





Governance of the Association (2023–2027)

Position	Municipality	Representative
President	Zafra	Juan Carlos Fernández Calderón (Mayor)
Vicepresident I	Ribera de Arriba	Tomás Manuel Fernández Muñiz (Mayor)
Vicepresident II	La Bañeza	D. Javier Carrera de Blas (Mayor)
Vicepresident III	Sevilla	Dña. Ángela María Moreno Ramón (Councillor)
Member at large	León	Mercedes Escudero Pérez (Councillor)
Member at large	Zamora	Christoph Strieder (Councillor)
Member at large	Aldeanueva del Camino	José Luis Fernández Cordero (Councillor)
Member at large	Casar de Cáceres	Marta Jordán Ordiales (Mayor)
Member at large	Villafranca de los Barros	Adela Trabado Pachón (Councillor)
Secretary	Gijón	Ángela Pumariega Menéndez (Deputy Mayor)

Table 1: Executive Board of the Cooperation Network (January 2026)



Agreements and collaborations

1

In 2008, an agreement was signed between Turespaña, the Cooperation Network, and the four regions through which the itinerary runs (Asturias, Castilla y León, Extremadura, and Andalusia), with the aim of promoting and marketing the Ruta Vía de la Plata both nationally and internationally. This agreement has been renewed since then.

2

Cooperation Network for Heritage along the Roman Roads – *Iter Romanum*

Aware of the importance of the Roman Empire in European history, the Cooperation Network of Cities on the Ruta Vía de la Plata took the initiative to promote a major European Cultural Route to boost the development of European cultural tourism based on Roman heritage.

The association was founded on 25 October 2017 in Luxembourg, where the founding charter was signed, and it was entered in the Spanish National Registry on 16 January 2019.

Iter Romanum is a cultural, educational, and tourism cooperation project in Europe aimed at creating a large network of sites that structure tourism and cultural activity along Roman routes and heritage on a joint basis

More information: **[Iter Romanum](#)**



Agreements and collaborations



Cultural Routes of Spain: *Rutas Culturales de España* is a national association of major cultural and tourism routes, and a tourism brand endorsed by the Spanish State Secretariat for Tourism. It currently brings together eight thematic routes in Spain, representing a broad sample of the historical, cultural, and landscape diversity of the country.

The Cooperation Network is a founding member of this association of routes, which was created on **9 April 2021** and is represented on its Executive Board.

Rutas Culturales de España carries out numerous joint initiatives related to Spanish heritage, such as the *Cruces de Caminos* (crossing of the ways) project. It also coordinates participation in promotional activities, attendance at international tourism trade fairs, cooperation with tour operators and international media, as well as collaboration with Spanish Tourism Offices abroad under the aegis of the State Secretariat for Tourism.

More information: [Rutas Culturales de España](#)





ROMAN HERITAGE IN THE ASSOCIATED MUNICIPALITIES

The Ruta Vía de la Plata is one of the European itineraries with the highest concentration of Roman archaeological heritage.

These are some of the most important remains by region:

Asturias

- **Gijón:** Roman baths, city walls, Campa de Torres Archaeological and Natural Park, Roman Villa of Veranes.
- **Llanera:** Various Roman remains, altar dedicated to the Lares Viales (gods), mosaics (Provincial Archaeological Museum).
- **Ribera de Arriba:** Picullanza Roman Road.
- **Mieres:** La Carisa Roman Road (Ujo), votive altar of Lucio Corona, altar of Nimmedo Seddiago.
- **Lena:** La Carisa Roman Road, La Carisa Roman camp (Pico Curriechos), Mamorana Mosaic.
- **Aller:** La Carisa Roman Road, La Carisa Roman camp, votive altar dedicated to Jupiter (Serrapio).



Castilla y León

- **La Pola de Gordón:** Remains of the Roman road (Buiza de Gordón), eastern vaults of Tornero Bridge, Roman altar of the Hermitage of San Lorenzo.
- **León:** Roman remains (Museum of León), crypts, walls and Villa of Navatejera, milestones, San Pedro reservoir, and *Canal del Jardín del Cid* (Canal of El Cid's Garden).
- **La Bañeza:** Castrocontrigo Gold Route (MAEC), Bishop's Road, Valdera Road (Antonine Itinerary VIA17), Vizana Bridge.
- **Benavente:** Roman camp of Petavonium (Rosinos de Vidriales), La Corona-El Pesadero Archaeological Classroom, Roman Villa of Orpheus (Camarzana).





Castilla y León

- **Zamora:** Museum of Zamora (milestones, epigraphy, mosaics, verracos [sculptures of boars], stelae [upright stones]), Museum of Archaeology and Pottery of Muelas de Pan, gold mining sites of Pino de Oro.
- **Guijuelo:** Open-air classroom with Roman road remains and milestones at Palacios de Salvatierra.
- **Béjar:** Malena Bridge and Roman road, milestones, marble quarries of Casafranca, villa/palace in Valverde, Valentinian Stele.
- **Puerto de Béjar:** Milestones and Roman road.
- **Candelario:** Carving of the god Janus.





Extremadura

- **Baños de Montemayor:** Roman road, Roman baths, Cubo Bridge.
- **Aldeanueva del Camino:** Roman bridge, Roman inscriptions carved in stone.
- **Garrovillas de Alconétar:** Alconétar Bridge, Roman ruins of Santa Catalina.
- **Casar de Cáceres:** Roman road, milestone repository.
- **Cáceres:** Arch of Christ, Interpretation Centre of the Roman Camp Castra Cecilia (Cáceres el Viejo), Roman archaeological site of the Palace of Mayoralgo.
- **Aldea del Cano:** Milestone, olive-oil dams.
- **Aljucén:** Roman bridge in the Cornalvo Natural Park.





Extremadura

- **Mérida (UNESCO World Heritage Site):** Theatre, Amphitheatre, Circus, National Museum of Roman Art, aqueducts (Los Milagros, Rabo de Buey, San Lázaro, Cornalvo), bridges, Colonial Forum, Temple of Diana, Arch of Trajan, Moreras Archaeological Area, Ruta de la Plata Interpretation Centre, Roman houses, Alcazaba, city walls, funeral area of the Columbarios, Roman dams (Proserpina and Cornalvo), Basilica of Santa Eulalia, baths, Castellum Aquae, Mosaic Interpretation Centre, Alange Spa.
- **Villafranca de los Barros:** Roman remains (Villafranca Museum – MUVI).
- **Los Santos de Maimona:** Roman remains (Municipal Museum).
- **Zafra:** Roman remains reused in numerous buildings.
- **Medina de las Torres:** Roman city of Contributa Iulia Ugultunia.
- **Fuente de Cantos:** Pre-Roman settlement of Los Castillejos II.
- **Montemolín:** Roman necropolis of Val de Cuerna, Corinthian capital reused in the Parish Church.



Andalucía

- **Carmona:** Via Augusta (main street in the town), Archaeological Complex (necropolis and amphitheatre), Seville Gate, Cardo Maximus, Plaza de Arriba (Roman Forum area), Town Hall mosaics, City Museum, Córdoba Gate.
- **Santiponce:** Archaeological Complex of Italica (Roman theatre, Roman road, and Roman baths).
- **Sevilla:** Archaeological Museum, remains in the House-Museum of the Countess of Lebrija, stones with Latin inscriptions (foundations of La Giralda), stone columns of the Alameda de Hércules, remains of the Roman aqueduct, lamp-production kiln, Roman road of Puerta de Jerez.





Ruta Vía de la Plata

CONTACT AND INFORMATION

The Cooperation Network of Cities on the Ruta Vía de la Plata

- **Official Website:** www.rutadelaplata.com
- **Email:** info@rutadelaplata.com
- **Tel.:** +34 985 18 51 89

Social Media and Digital Resources:

- Complete information on routes, stages, and resources is available on the [official website](#).
- A downloadable passport for different travel modalities is available through the app. [Google Play](#) | [App Store](#)
- [Map of the itinerary](#) and points of interest in associated municipalities.
- [Thematic guides](#): nature, gastronomy, ornithology, and educational workbook.

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Information based on official data from the Cooperation Network of Cities and Towns on the Ruta Vía de la Plata

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