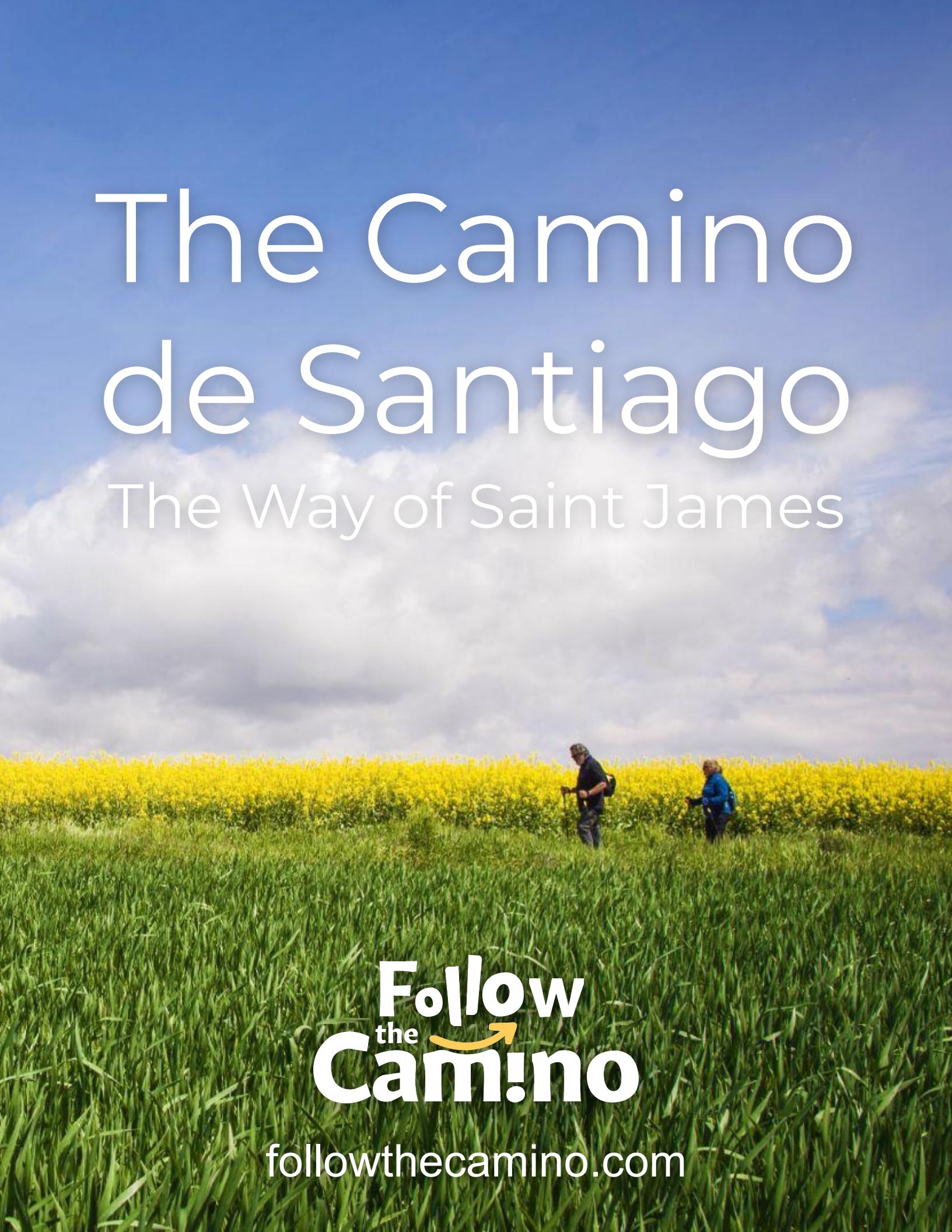


# The Camino de Santiago

The Way of Saint James

A photograph of two hikers walking through a field of tall green grass. In the background, there is a vibrant yellow field of flowers, likely rapeseed, stretching towards a horizon under a vast, cloudy sky.

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[followthecamino.com](http://followthecamino.com)

# WELCOME

## Introduction

The Camino de Santiago is the most famous walk in Europe. You may have heard of it through friends, colleagues or perhaps you even saw the movie called "The Way" starring Martin Sheen.

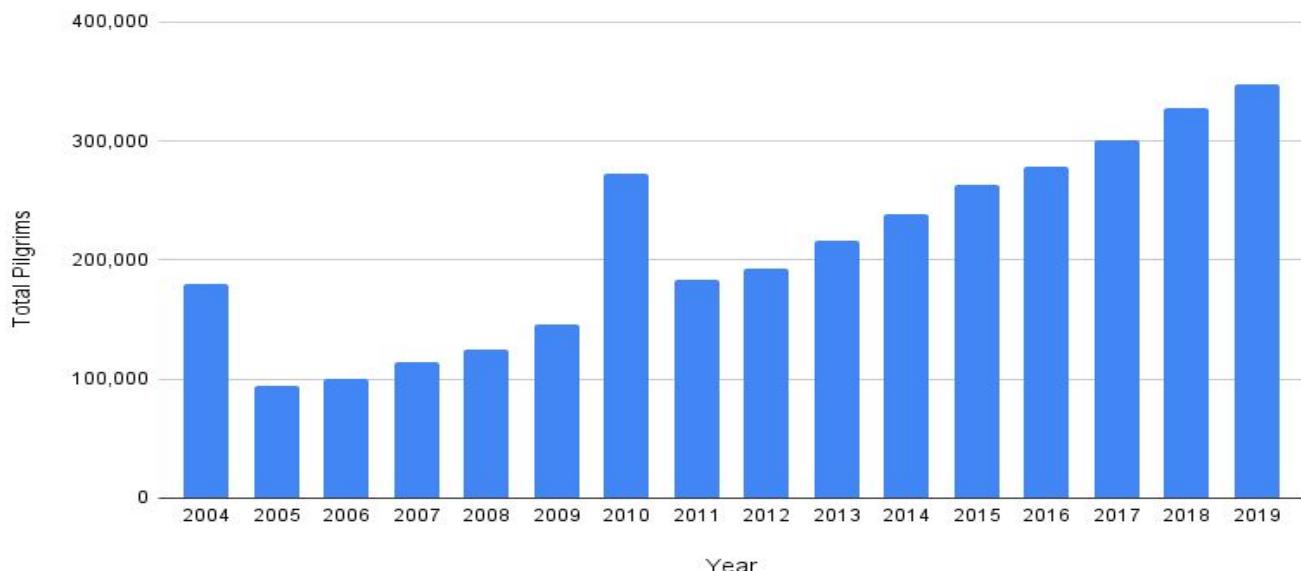
As shown in the graph below, the number of pilgrims finishing in Santiago de Compostela is growing every year. This is only a portion of the total number of people who walk on many different Camino routes across Spain, Portugal and France.

Follow the Camino (a part of One Foot Abroad LTD) is the first-ever Tour Operator in Ireland to operate on the Camino de Santiago.

Since 2006 our leading Camino experts have created manageable sections along nine main routes to Santiago de Compostela, Spain.



Number of pilgrims on the Camino





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# WHY SELL THE CAMINO WITH FOLLOW THE CAMINO

## → **Commission**

10% commission for Travel Agents & Advisors.

## → **Flexible & Bespoke Active Holidays**

Outstanding services include:

- Authentic accommodation & local food
- Luggage transfers
- Guided & Self Guided options
- Walking & Cycling
- 24/7 customer service

### **Opportunity for Upsell**

- Premium Accommodation:
- Airport transfers
- Extra Nights
- Dinners, Wine Tastings & Food Experiences
- Day Tours and other Activities

### **Add your own features:**

- Flights
- Travel Insurance
- Activities and other Products

### **Opportunity for repeat business:**

- 40% of clients come back

### **Flexible Payment Options:**

- Split Payments, Group Payments
- Negotiable Deposit % and Post Travel Payments available to qualifying Agents

## → **Dedicated Sales Consultants**

We will work with you to advise on the options available and to customize itineraries to suit your client's requirements

## → **Customer Satisfactory**

Over 10,000 satisfied customers. Very high referral and recommendation rate

- 4.5/5 in Tripadvisor
- 4.8/5 on Google

## → **Wide Customer Profile**

Individuals, groups, charities, churches, etc.

Accessible to all fitness levels and all ages.

## **Regular Webinar Training Sessions from our knowledgeable experts**

These will familiarize you with the various routes, history of the Camino, options for walking, cycling or even horse riding on the Camino. They will provide you with answers to all the questions that your clients might ask you

## **Marketing collateral**

We can provide you with inspirational content to enhance your selling opportunities

## **Our Ethos**

We operate to the highest professional standards and treat Travel Agents & Advisors as our partners. We are a Responsible Tour Operator and are fully committed to promoting Sustainable Travel



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# TESTIMONIALS



## Calibration Travels

"It is a pleasure to write a testimonial of my working relationship with my Camino Consultant at Follow The Camino! While there were several things I didn't understand at first, she was wonderful and patient in working with me.

I took a group of 12 pilgrims with me and we had the most memorable and positive adventure. We loved all of our hotels. My clients felt very comfortable knowing how each day was planned out and we soon were in the daily rhythm of our daily walks. There are very few things I would change because everything went very smooth by working with Follow The Camino! I am already planning future group trips!"

KATHY DUSENBERY



CALIBRATION TRAVELS

## Travel Eyes Ltd

"We have worked with Follow The Camino for several years now and cannot fault the work they do, or the service they provide. We create holidays for quite a specific group of travellers and Follow The Camino have always understood exactly what it is we need from them in order to create a perfect trip for our groups.

From the get go the team are great every step of the way, from the initial planning through to the excellent organisation on the trips which all culminate to create a fantastic experience for our travellers. It's not often you can find a supplier who you can rely on to deliver such great trips year after year and not face any issues along the way.

Fab company who we hope to continue working with for years to come."

LAURA MIDDLEBROOK

**TRAVELEYESES**  
SHARE THE ADVENTURE





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# TESTIMONIALS



## Gold Travel Counsellor

“Follow the Camino are true experts in their field.

They consistently go the extra mile for my clients.

I always feel at ease knowing that they take great care of my clients whilst they are on holidays.

They are just a phone call away should my clients require any assistance. This is great peace of mind for me as the travel agent. I would not look beyond Follow the Camino for this special holiday.”

SARAH MCCARTHY

**travel counsellors**



## Penguin Travel

“We have been working with Follow the Camino / One Foot Abroad since 2012 and they have arranged many self guided tours for our individual customers both along Camino de Santiago and some of the other destinations they offer.

They have always been quick to send an offer when a request is sent to them, they have always arranged the tours smoothly giving very good service to the customers and choosing hotels and guesthouses that appeal to the tourists.

I can highly recommend their services.”

MARIA KOSTADINOVA





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# WHAT IS THE CAMINO DE SANTIAGO?

Camino de Santiago or The Way of St. James is an ancient pilgrimage that dates back to the 9th century.

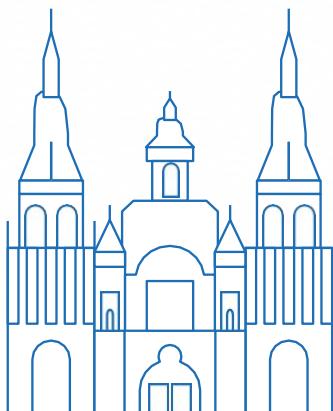
Legend has it that a young shepherd in Spain was led by the stars of the Milky Way to his buried remains in a field.

The local bishop declared the remains those of St. James the Greater, Apostle to Jesus Christ. The bishop ordered a church to be built on the site to house the remains of St. James (or Saint Iago).

Pilgrims began walking to the resting place of St. James, taking different routes from their homes to reach Santiago de Compostela.

As word spread, pilgrims started walking from all across Europe and even further afield to visit the sacred burial site of one of the Apostles of Jesus Christ.

The modern Camino de Santiago is made up of nine main routes - all of varying lengths, terrain, culture and natural beauty.



Each of these trails has something wonderful to offer. The choice of which route to walk comes down to the pilgrims' personal preference and fitness level.

All complete routes lead to Santiago de Compostela, except for the Finisterre Way, which starts in Santiago and leads to the west coast at 'World's End', Cape Finisterre.

You also have the option to complete any section or sections of each Camino route, such as the last section. Or, you can complete your preferred route over several holidays by doing one section at a time.

**The Camino de Santiago becomes a passion – once you start, you won't want to stop!**



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- **Camino Frances**
- **Camino Portugues**
- **Camino Portugues Coastal**
- **Camino del Norte**
- **Camino Primitivo**
- **Camino Ingles**
- **Via de la Plata**
- **Finisterre**
- **Le Puy Route**

# The Routes of the Camino

# BEST SELLER - CAMINO FRANCES THE FAMOUS LAST 100KM

- 7 days
- 5 walking days
- 115 km / 71 miles
- From €560
- Galicia, Spain

The last 100km of the famous Camino Frances is the most popular section of the most popular Camino route!

Join the energising flow of pilgrims walking from Sarria to Santiago. Stop in the ancient monasteries and cathedrals along the way and enjoy the peaceful Galician countryside.

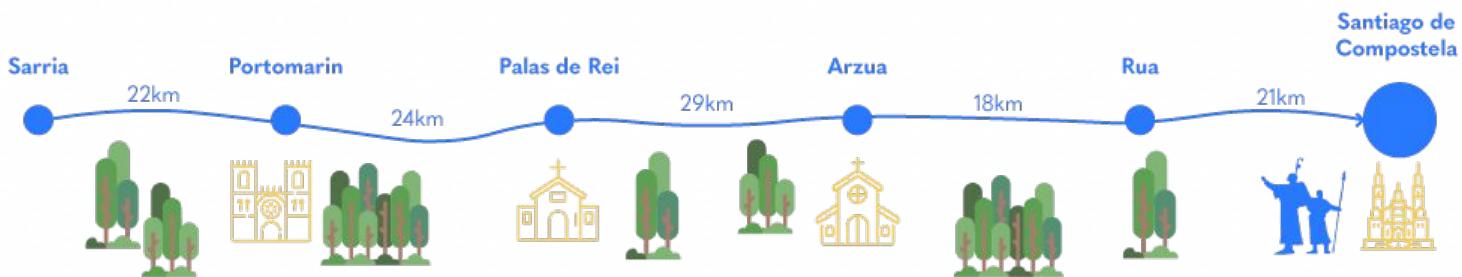
Indulge in wonderful food and wine along the way and sample all that Galicia has to offer!

Reach your destination of the old town of Santiago de Compostela, a UNESCO World Heritage Site, where the newly restored Cathedral de Santiago stands in all its glory.

At the end of your walk, you will be awarded your Pilgrim certificate or Compostela as proof of your pilgrimage along the famous Camino de Santiago.

There are plenty of opportunities to upgrade or customise this wonderful route.

Long or short walking days? Guided or Self-Guided? The choice is yours!



# BEST SELLER - CAMINO FRANCES THE FULL WAY OF SAINT JAMES

→ 36+ days

→ 34 walking days

→ 772 km / 480 miles

→ From €3323

→ Spain

Embrace the spirit of the Camino on a full Way journey!

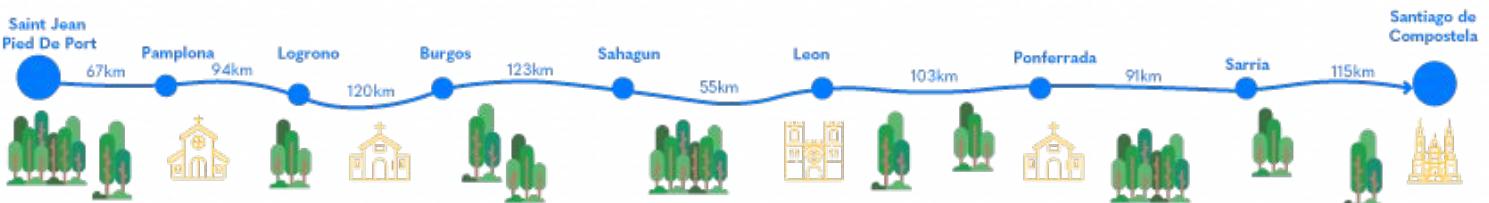
The Camino Frances is the most popular route of the Camino, and it is easy to see why! This incredible journey traverses the whole of Spain. From the French border, over the gorgeous green Pyrenees Mountains, across the striking Meseta, over the rolling Cantabrian mountains, and into luscious Galicia.

There is plenty to see and do along the way from Saint Jean Pied de Port to Santiago de Compostela, from Michelin Star restaurants to ancient churches, and lively festivals to peaceful country walks.

The Way of Saint James is a physical challenge as well as a mental one, but it is easily broken into shorter walking days with plenty of rest days. The paths are well marked and easy to follow, with plenty of services along the way.

The Camino Frances is so accessible that dozens of wheelchair users finish it each year!

This is a life-changing and affirming experience that MUST be on your bucket list!



# BEST SELLER - CAMINO PORTUGUESE COASTAL ROUTE

→ 13 days

→ 11 walking days

→ 270 km / 168 miles

→ From €1200

→ Portugal & Spain

Discover the up and coming Camino that has been growing in popularity - the Portuguese Coastal route!

The Coastal route, as its name suggests, takes you up the coastline of northwest Portugal before crossing the border into the coastal region of Galicia. The Way then takes you inland to join the traditional Camino Portuguese to Santiago de Compostela.

Meander the stunning coastline, past beaches and through charming coastal towns. Swim in the ocean or rest on the boardwalks at the end of the day.

Taste the sumptuous foods of northern Portugal and Spain, and drink incredible local wines. The seafood is especially good!

Northern Portugal and Galicia are also full of history, culture, art, and music, so there really is something for everyone.

A quiet and peaceful route, you'll get plenty of time near the ocean to swim, walk, cycle, and eat fresh seafood. Starting from Porto, you'll walk or cycle your way to Santiago de Compostela.

Venture off the classic Camino trails and embrace something a bit different. Embrace the coast of Portugal and Spain!





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# OUR OTHER PRODUCTS

## OTHER MAJOR PILGRIMAGE WALKS IN EUROPE

### Via Francigena

Via Francigena is an epic pilgrimage to the eternal city of Rome from Canterbury in England! The full route takes over 180 days to walk, covering almost 2000 km and traversing 4 countries. This route has also been recognized by the Council of Europe and was designated a Major Cultural Route in 2004.

This route is not as busy as the Camino de Santiago, so it has fewer services and will require more planning ahead. Nonetheless, this route is growing in popularity, particularly with pilgrims who have completed the Camino de Santiago and are looking to complete a different pilgrimage.

The Italian sections are especially popular, leading through rolling hills, scenic woods, stunning wine regions, and of course - there's plenty of delicious Italian food!

### St Francis Way

This route to Rome has been crafted around the life of Saint Francis - patron saint of Italy and of animals. For this trip, sites that have a strong link to the life of St Francis are linked together with scenic walks through Italy. Explore the beauty of the Apennine range which was so beloved by St Francis.

## ONE FOOT ABROAD ACTIVE TOURS

Our sister company, One Foot Abroad, provides a variety of walking and cycling holidays across Europe.

Discover the outdoors and active travel in Austria, Bulgaria, France, Spain, Portugal, Italy, Ireland, Romania, Slovenia, United Kingdom.





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## TAKE THE NEXT STEP

Become a Follow the Camino Partner and get started with selling the Camino de Santiago and earning commission!

The Camino is waiting for your clients and we would love to help you to sell it. Whatever your clients are thinking about, from adding a week of walking to an existing holiday to walking the full Camino Frances - we can put together an itinerary for them!

We are with you every step of the way - from initial dreams to Santiago de Compostela and beyond!

Contact us for a quote or to request more information on any of our products.

Make an appointment today with one of our expert Camino Planners:

### Call us

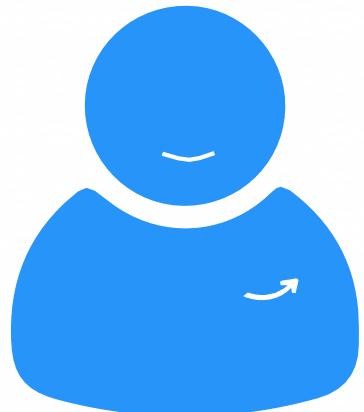
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Or get in touch through our website [Followthecamino.com](http://Followthecamino.com)!

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