



Italian Foodie and Conference Venue Attracts Half-a-Million Visitors

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FICO Italian foodie and conference venue attracts half-a-million visitors in first six weeks

Credit: FICO

In six short weeks, the new foodie amusement park in Bologna, Italy, named FICO Eataly World, has seen a half-million visitors. That's almost 11,000 people stopping in per day to sample freshly made pasta, homemade cheeses, and other truly Italian products.



The world's largest "agri-food park" opened Nov. 15 with 45 restaurants, cooking classes and tours, and the 40 onsite farm factories put visitors up close and personal with the entire farm-to-table food process. Visitors can milk cows, hand roll pasta, stomp grapes, and help make cheese.



Soon, a new hotel will open near the front entrance making this one of the most unique meetings and incentive destinations. FICO Eataly World already attracts business groups on its own with more than 17,000 business and professional visitors attending meetings, forums, and congresses at its onsite conference center so far. The site is located a short drive from Bologna, the biggest city in the Emilia-Romagna region, which is a burgeoning destination for culinary tourism.



The balsamic vinegars of Modena and the traditional tagliatelle pasta of Bologna are but a few of the recognizable draws to the region (not to mention Ferrari cars made nearby and film maker Fellini's home town of Rimini).



If you're headed to Bologna, you can forget those new year's resolutions to drop a few pounds, and meeting planners will surely find one of the more unique venues for group functions available in the world. For anyone that has visited an Eataly store in the U.S. or simply loves to cook in general, FICO Eataly World is sure to make more world records in the year to come.

(Pictures by FICO Eataly World)

By Ramsey Qubein

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