



## Lollobrigida on food tourism, hidden places

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ROME — Italian agricultural minister Francesco Lollobrigida spoke to Italy Now in Rome during the annual Federalberghi meeting in Rome. He made the case for food as the country's most powerful tool for spreading tourism beyond its overcrowded art cities. One in two tourists now comes to Italy primarily to eat, he said, and the recent UNESCO recognition of Italian cuisine as intangible heritage could bring as many as 18 million additional visitors a year to destinations that have rarely featured on the classic itinerary.

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