

# Restaurant Distribution and Future Potentials to Open New Restaurant in Rome, Italy

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# Introduction

- The city of Rome is one of the most beautiful cities with a very diverse culture in Europe.
- It is also the preferred destination of locals and tourists from all over the world and home of very ancient churches and monuments.
- However, as it is the city with old buildings and narrow city roads, most of the tourist destination areas do not have appropriate facilities to customers including car parking and there are very limited restaurants that offer such access to the customers near the downtown area where most tourists prefer to dine. T

# Study objective

- This project will explore the neighborhoods in the city and develop a tool that will provide information for our clients who wants to own restaurants in the city. The tool will able to provide convenient locations in the city for our clients to open new restaurants and properly address the following questions.
  - Is it a busy area with highest foot traffic?
  - Is there enough parking area?
  - Have several other restaurants opened at the same spot?
  - What are the specific types of cuisine available at the area?

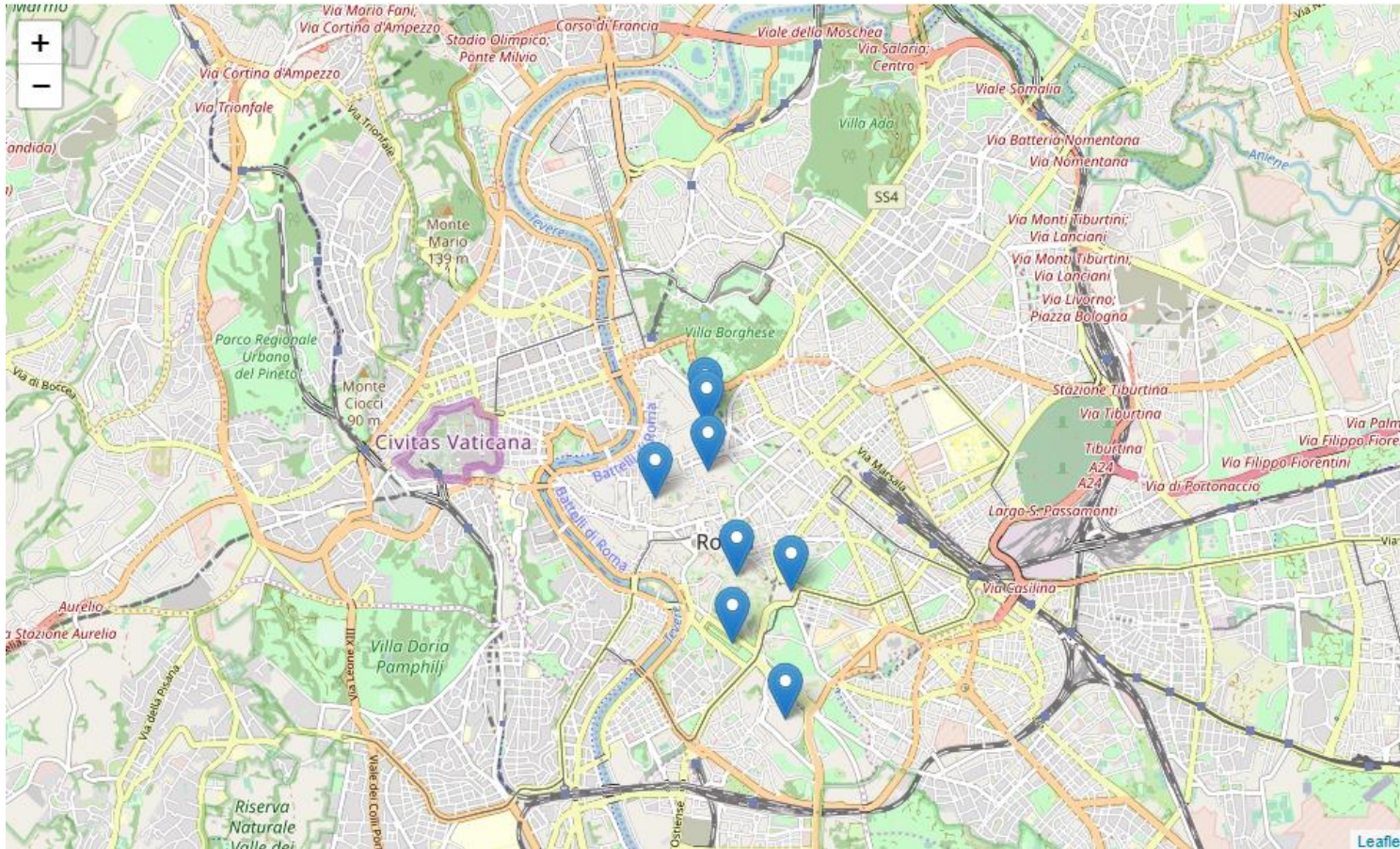
# Data Description

- In this project, use the Foursquare location data which allow us to access precise, up-to-date community-sourced venue data.
- As we are trying to develop a tool to address our client requirement and allow them gathering information including the available restaurants and customers rate in the city of Rome where large number of tourists are dining, the JSON file from Foursquare location data provides enough information to develop this particular project including the name, unique ID, location, the category and customer rates of most restaurants in the city.

# Methodology

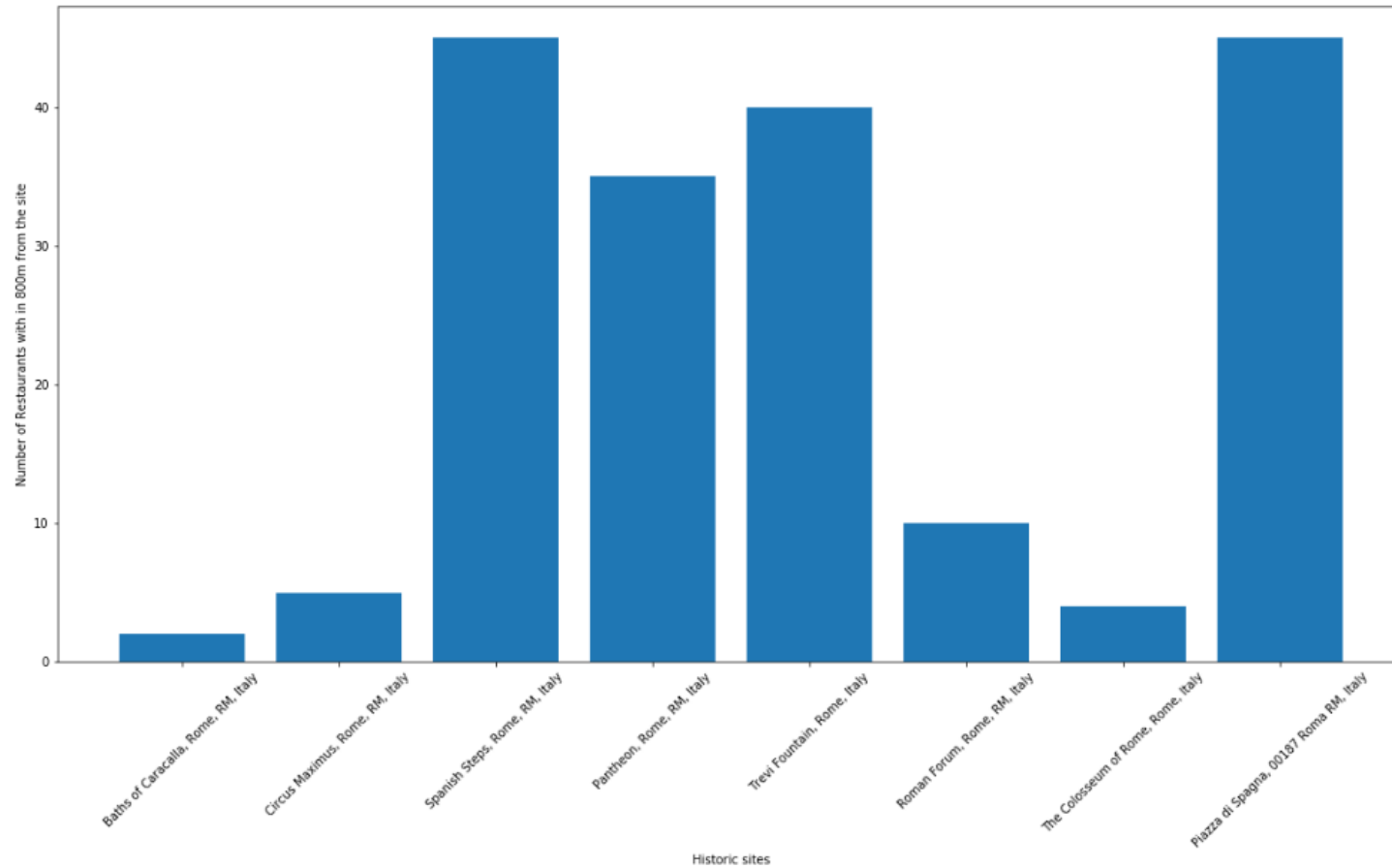
- In this project we will collect and categorize restaurants in the city of Rome, particularly for those near the most visited tourist destination in the city including the downtown area and Vatican city. Most of these areas can be reached within 1km from the center.
- As an input for our Foursquare data search, we have collected the top 7 tourist destination in the city from one of the most popular travel advisory site, voyagetip order to explore the restaurants within 1000m
- Top 7 Tourist destination in Rome
  - Baths of Caracalla, Rome, RM, Italy (41.879040, 12.492439)
  - Hadrian's Villa, Tivoli, RM, Italy (41.942802, 12.774399)
  - Circus Maximus, Rome, RM, Italy (41.886131, 12.485133)
  - Spanish Steps, Rome, RM, Italy (41.905991, 12.482775)
  - Pantheon, Rome, RM, Italy (41.898609, 12.476873)
  - Trevi Fountain, Rome, Italy (41.900932, 12.483313)
  - Roman Forum, Rome, RM, Italy (41.892464, 12.485325)
  - Coliseum, Rome, RM, Italy (41.890209, 12.492231)

# Analysis



- Top 8 tourist destination area in Rome

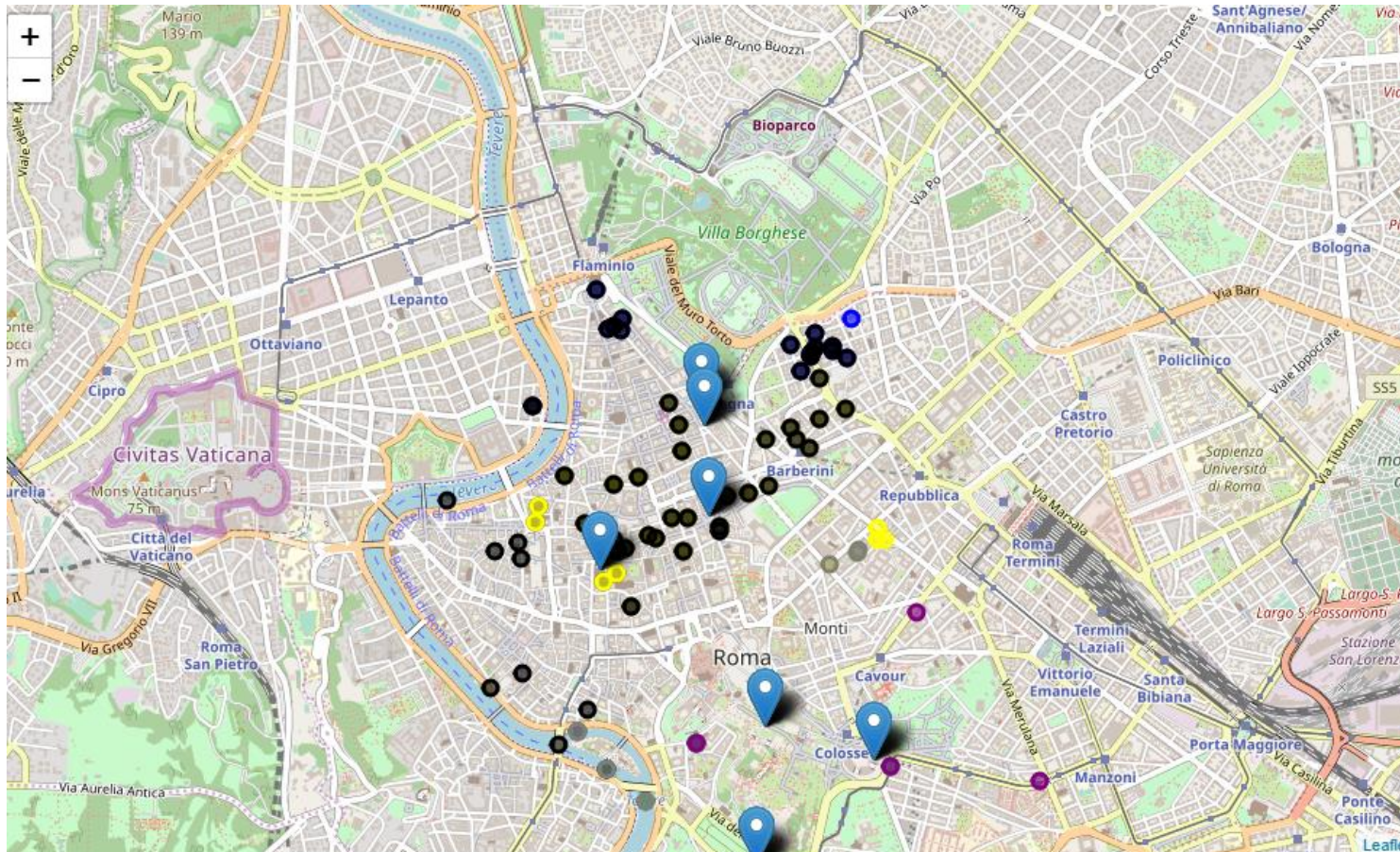
# Analysis



- Total number of Restaurants with 1000m from the Historic sites



# Analysis



- Distribution of restaurants around the Historic sites



# Result and Discussion

- As we have seen from the figures, the distribution of the restaurants in the downtown area of the city, where we identified as top tourist destination area is highly variable.
- Large number of restaurants can be found near Piazza di Spagna, Pantheon Spanish steps and Trevi Fountain; whereas very limited number of restaurants serve tourists at Circus Maximus, Roman Forum and the Colosseum areas due to different factors including the number of high foot traffic and availability of commercial buildings to open restaurants in those areas.
- Particularly, the Colosseum area is one of the oldest massive stone amphitheater in the city Rome where street parking is not allowed, and everything you want should be by foot or on public transportation.

# Conclusion

- This study provides a very basic information for people in the restaurant businesses including the overall view of the distribution with in 1000m from the top historic sites in the city.
- As we mentioned in the methodology, this study can be used as initial input for those who are interested to make a detail assessment.
- As we have a very limited data from Foursquare categorization, additional data sources should also be considered to get more details input. Other factors can also be gathered from ground survey and the city master plan that will help to identify future expansion and potential business area.