

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

ORGANIZED BY

ITALIAN
EXHIBITION
GROUP

Providing the future

28-31

MAY

2026

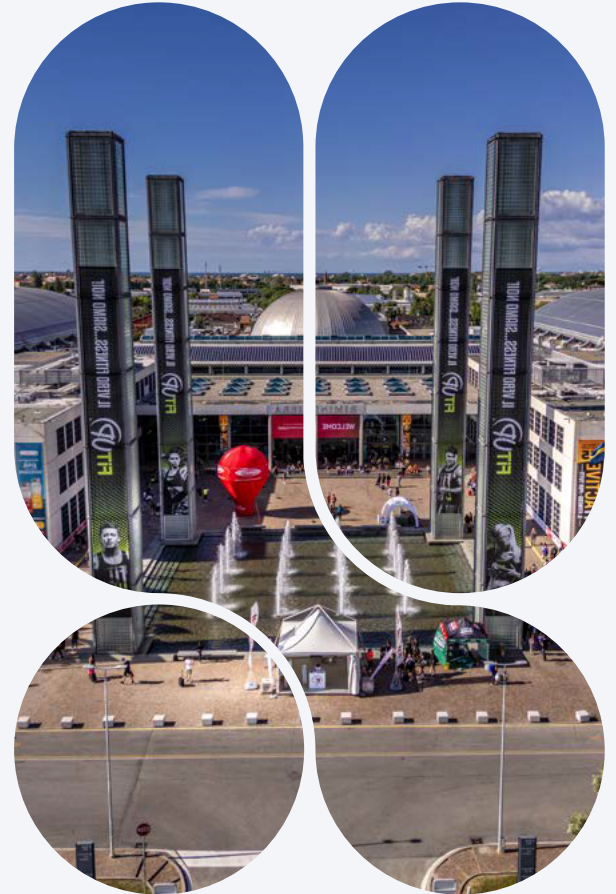
EXPO CENTRE &
RIVIERA DI RIMINI,
ITALY

THE INTERNATIONAL EVENT DEDICATED TO THE ENTIRE WELLNESS COMMUNITY:

- the latest trends
- innovations and training for wellness professionals
- fitness and sport enthusiasts

RiminiWellness is an event that brings together under one roof all the major players in the fitness and wellness universe: exercise equipment manufacturers, gyms, fitness clubs, training institutions and trade associations, medical spas, health centers, rehabilitation, tourism and design, always with an eye on what the fitness community wants. A «HUB» for business, education and networking, consisting of different concepts; an observatory on new wellness trends and innovation, both for professionals and consumers.

- **Health**
- **Fitness**
- **Nutrition**
- **Appearance**
- **Mindfulness**
- **Design**



FACTS & FIGURES 2025

Over
130k
visits



+32%
over 2024

350
Brands

190k
Sqm indoor
and outdoor

30
Pavillions

80
Conventions,
seminars and
training courses

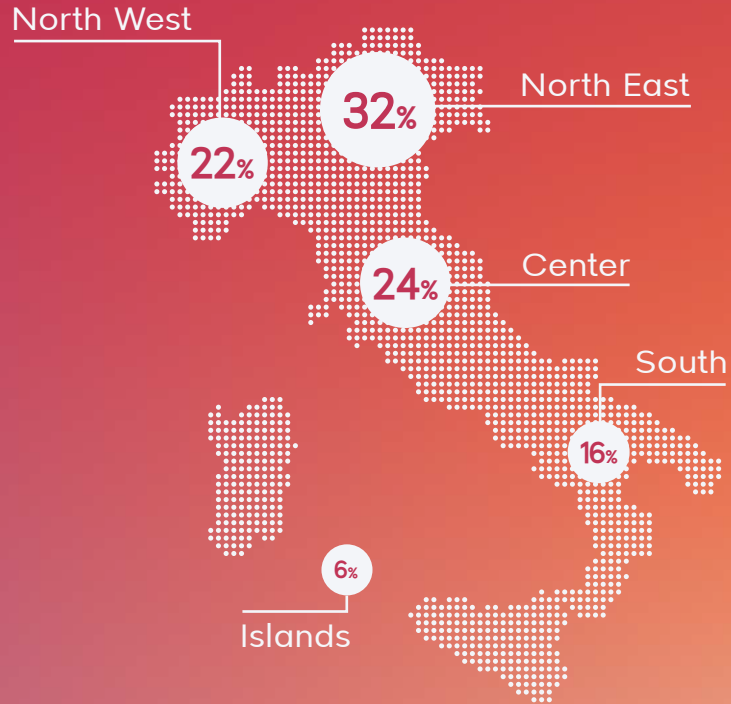
2k
Hours of training

Over
30
International
associations

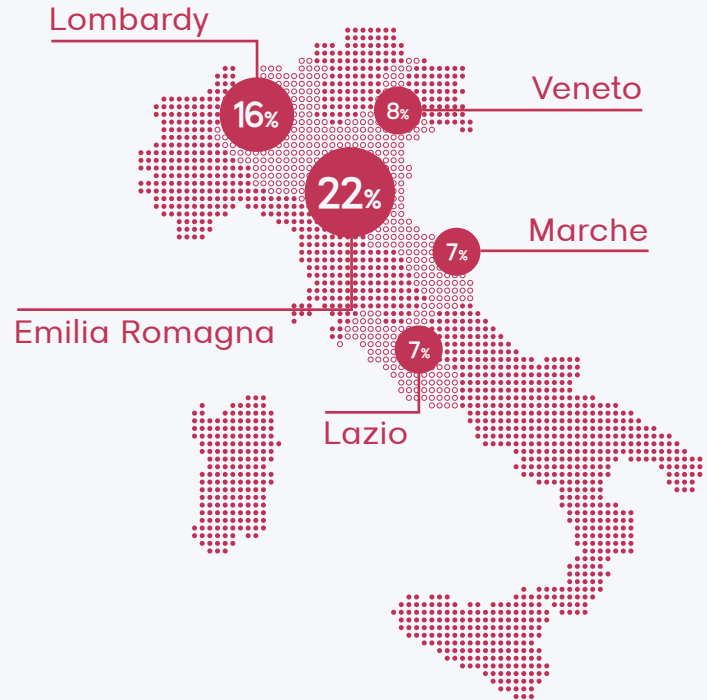
INTERNATIONAL VISITORS



ITALIAN VISITORS



FIRST 5 REGIONS



VISITOR PROFILE

GENDER

55%
Women



45%
Men

AGE

35% 25 - 34 yo

22% 18 - 24 yo

20% 35 - 44 yo

15% 45 - 54 yo

8% over 55 yo

PROFILE

70%
Consumers



30%
Professionals

WEB SITE

544k

Active website users
+52% over 2024

491k

Active Italian users
+51% over 2024

53k

Active International
users
+64% over 2024

TOP 10 FIRST COUNTRIES OF ORIGIN

1. Italy
2. United States
3. Switzerland
4. Ireland
5. Germany
6. Netherlands
7. Spain
8. Uk
9. France
10. Romania

DIRECT MARKETING

180k

Email Marketing Database
+34% over 2024

34%

Average open rate

2,250mln

Unique opens

SOCIAL - FANBASE MEDIA REACH

208,000 Social fanbase
+15% over 2024

13,5mln Social media reach
+42% over 2024



INSTAGRAM

80,045

Followers
+30% over 2024

3,757,183

Reach
+45% over 2024

236,528

Interactions
+29% over 2024

TIKTOK

13,122

Followers
+90% over 2024

7,480,916

Reach
+161% over 2024

37,167

Interactions
+183% over 2024

LINKEDIN

3,191

Followers
+54% over 2024

1,606

Reach

2,851

Interactions

FACEBOOK

109,818

Followers
+1% over 2024

2,135,108

Reach
-44% over 2024

37,926

Interactions
+29% over 2024

5,901

Total views
YOUTUBE LIVE

11,864

Total views
FACEBOOK LIVE

4

1 live stream per day

YOUTUBE

1,320

Followers
+32% over 2024

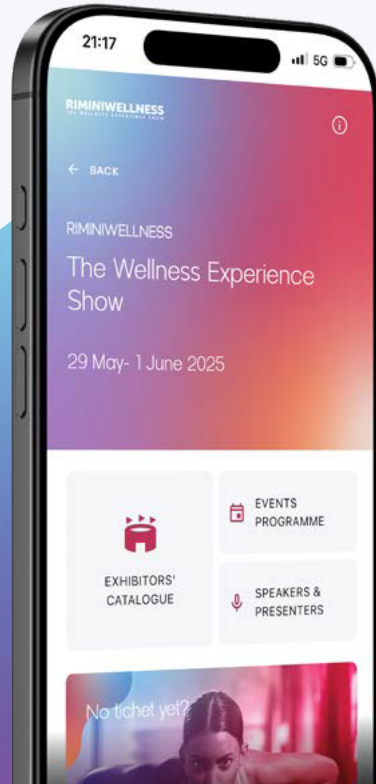
104,643

Reach
-60% over 2024

799

Interactions
+230% over 2024

FACTS&FIGURES - APP NEW 2025



Over
18,000
access of profiled
users to the app

Over
145,000
interactions in the
Exhibitors' section

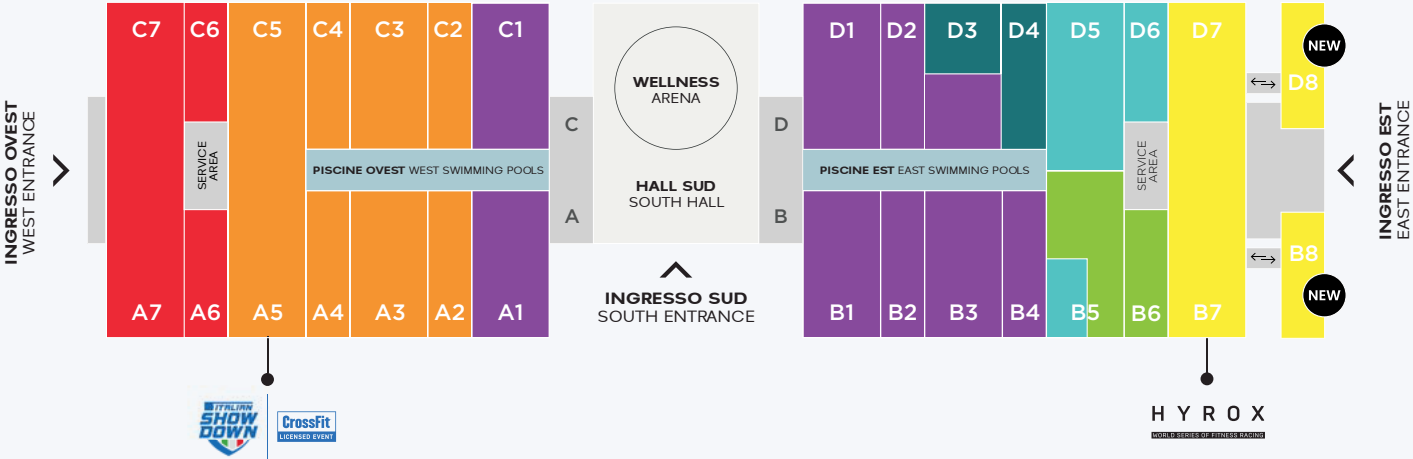
Over
30,000
interactions in the
Product section

9,000
leads collected by
lead scanner tool

Over
10,000
exhibitors and events
added to favorites

Over
130,000
interactions in the
Events' section

LAYOUT 2025



SETTORI SECTORS



STEEL



ACTIVE



FITNESS



HEALTH



WELLNESS



FOODWELL

RW BUYERS' CLUB

685

Business meeting

95

Buyer - corporate reasons

119

Companies

32

Countries

Bulgaria, France, Greece, Morocco, Poland, Romania, Spain, United States, Tunisia, Turkey, Ukraine, United Arab Emirates, Serbia, Slovakia, Czech Republic, Latvia, Qatar, Italy, Azerbaijan, Lithuania, Kazakhstan, Finland, Slovenia, Sweden, Canada, Georgia, Moldova, Kuwait, Denmark, Armenia, Portugal, North Macedonia

RWBUYERS' CLUB - INTERNATIONAL BUYER MATCHING

RiminiWellness has developed a specific programme designed exclusively to promote meetings between SELECTED INTERNATIONAL BUYERS and EXHIBITING COMPANIES. Exhibitors will access an online matching system before the exhibition to schedule B2B meetings which will be held directly at their stand during RiminiWellness.

AN ALL IN ONE APPROACH THAT COMBINES HEALTH AND WELL-BEING. WHY EXHIBIT?



Connect with the community of wellness professionals and fitness lovers at once. Establish new business relationships and consolidate existing ones with both Italian professionals and international trade visitors.



Present your new products and services and boost your brand visibility with live streaming and social media sharing.



Identify the new wellness paradigms and connect with the ultimate wellness centres that combine the highest level of medical expertise, beauty treatments and customized fitness programmes.

3 REASONS TO BE THERE

THE FUTURE OF FITNESS & ACTIVE WELLBEING

RiminiWellness is the perfect moment to get a preview of trends that will shape the future of fitness and active wellbeing. Get inspired by new products, the most influential brands of the Industry and by the leaders who are changing the market.

AN INCUBATOR OF EXPERTISE

A platform for education and training for professionals and students implemented by fitness leaders and experts in the scientific community. Grow in the active wellbeing sector with roundtables, workshops and immersive demos.

CONNECT WITH THE WELLNESS INDUSTRY

Build valuable relationships, share ideas and discover new business opportunities in the dynamic Wellness Industry. An opportunity to create synergies and to interact with professionals and fitness-enthusiasts from all over the world. Experience, business and passion in the same place and in a single moment.



IEG WELLNESS NETWORK

IEG WELLNESS NETWORK POSITIONING

RiminiWellness is the **pinnacle** event of the Wellness network, a complete trade show in terms of product and exhibition offer, the ultimate B2C2B experience thanks to the investments of the International top brands in fitness and wellness both in terms of fitness business and brand awareness. Boost on new business development on related area as Health, Innovation, Nutraceuticals, Physiotherapy, Beauty, Active Life and Outdoor (Apparel and Equipment). Engagement in terms of both media and social media, thanks to the Community Catalyst strategy and the 360 all year long content creation strategy; geographic positioning boosted by RiminiWellness OFF.

Dubai is our **stepping stone** for business in the Emirates, which benefits from a more international audience and a leadership program (Dubai Active Industry) capable of connecting the leaders of the fitness business in the Middle East and Asia where the Hospitality and Real Estate sectors are more developed. Boost also on the Sport food supplements sector, thanks to a more accessible market and less strict rules. These sectors are growing strongly in that area, where the most important investments are concentrated, and which is more appealing for the target of international companies.

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW



▣
DUBAI ACTIVE

▣
DUBAI ACTIVE
INDUSTRY

CONTACTS

GROUP EXHIBITION MANAGER WELLNESS & SPORTS

Valentina Fioramonti
T. +39 0541 744243
valentina.fioramonti@iegexpo.it

PROJECT MANAGER

Roberta Angelini
T. +39 0541 744 250
roberta.angelini@iegexpo.it

SALES ACCOUNT

Fabio Miglietta
T. +39 0541 744128
fabio.miglietta@iegexpo.it

SALES ACCOUNT

Alessandro Patregnani
T. +39 0541 744230
alessandro.patregnani@iegexpo.it

SPECIAL PROJECT PROJECT MANAGER

Lara Cristina Wruss
T. +39 0541 744469
lara.wruss@iegexpo.it

MARKETING MANAGER

Nicola Succi
T. +39 0541 744643
nicola.succi@iegexpo.it

MARKETING SPECIALIST

Mattia Gabellini
T. +39 0541 744 889
mattia.gabellini@iegexpo.it

DIGITAL SPECIALIST

Elisa Righini
T. +39 0541 744304
elisa.righini@iegexpo.it

MARKETING ASSISTANT

Giacomo Casadei
T. +39 0541 744 209
giacomo.casadei@iegexpo.it

INTERNATIONAL BUSINESS DEVELOPMENT MANAGER

Roberta Masini
T. +39 0541 744632
roberta.masini@iegexpo.it

INTERNATIONAL BUYER ACCOUNT

Lara Betti
T. +39 0541 744626
lara.betti@iegexpo.it

EVENT COORDINATOR

Loretta Bianchi
T. +39 0541 744 603
loretta.bianchi@iegexpo.it

EVENT SPECIALIST

Chiara Fizzotti
T. +39 0444 969 843
chiara.fizzotti@iegexpo.it

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

28-31 MAY 2026 | EXPO CENTRE
& RIVIERA DI RIMINI,
ITALY

ORGANIZED BY

ITALIAN EXHIBITION GROUP
Providing the future

IN COLLABORATION WITH

