

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

27–30 MAY 2027

EXPO CENTRE
& RIVIERA DI RIMINI

ORGANIZED BY

ITALIAN EXHIBITION GROUP
Providing the future

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 2026

Over

150k

visits

400

brands

30

pavillions

2k

hours of training

+15%

over 2025

190k

sqm indoor
and outdoor

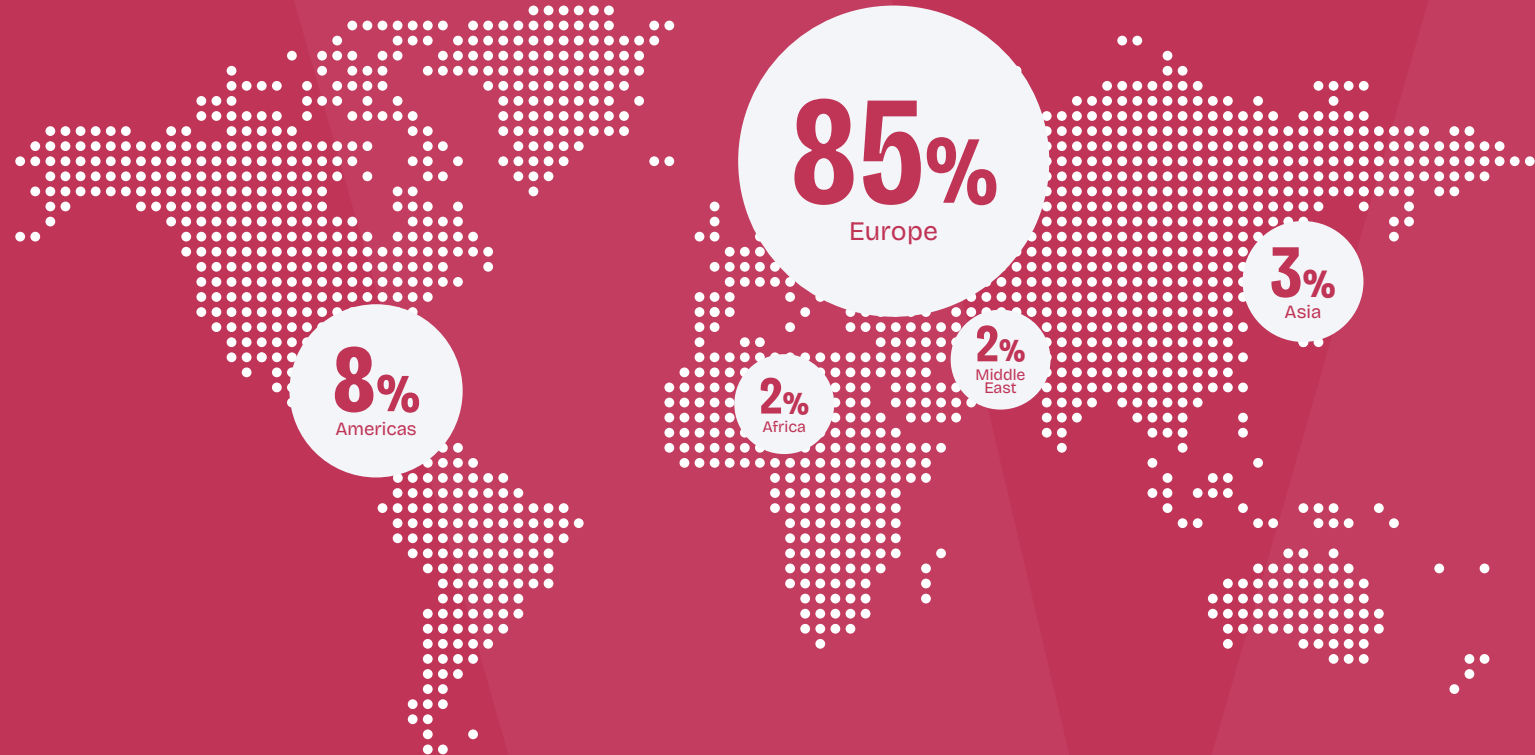
30

startups and
innovative smes

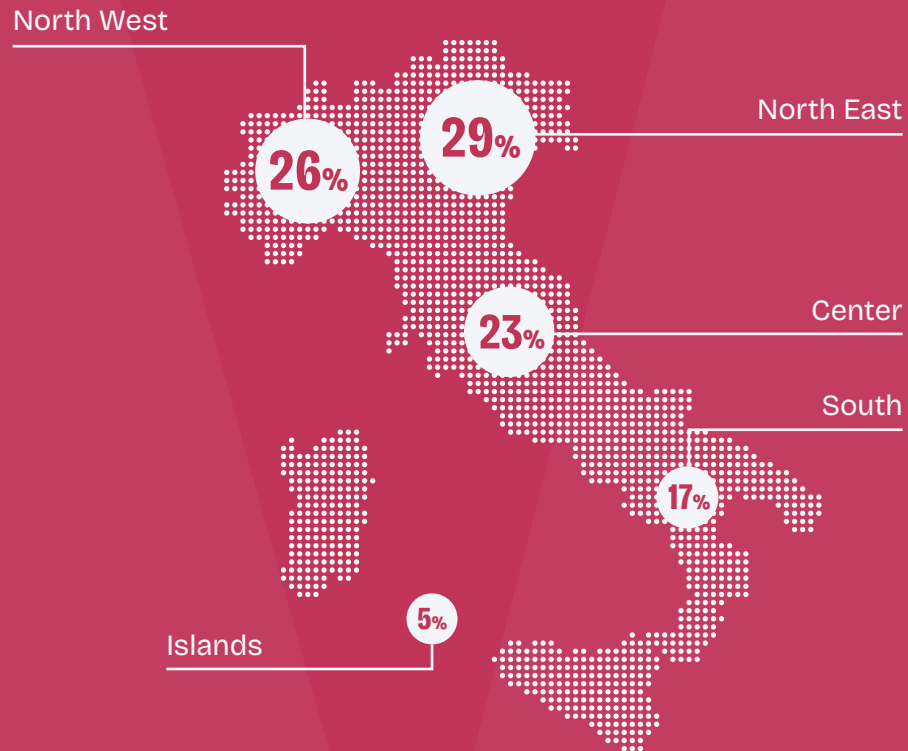
16,5m

Social Media Reach
+23% over 2025

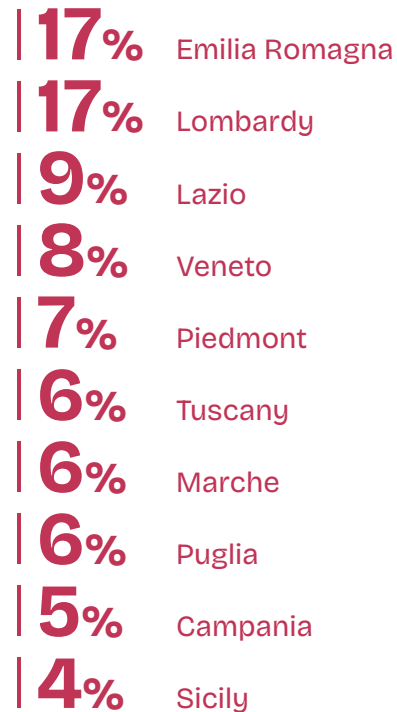
INTERNATIONAL VISITORS



ITALIAN VISITORS



FIRST 10 REGIONS

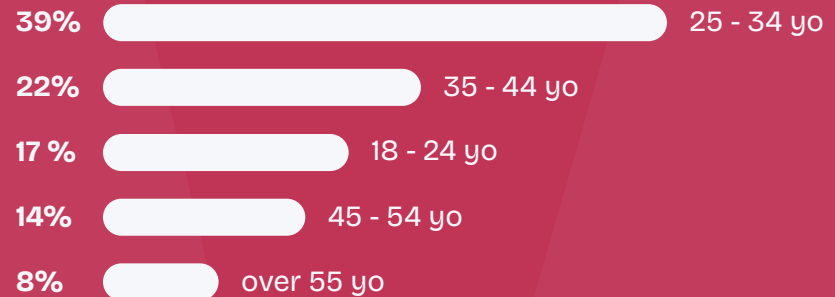


VISITOR PROFILE

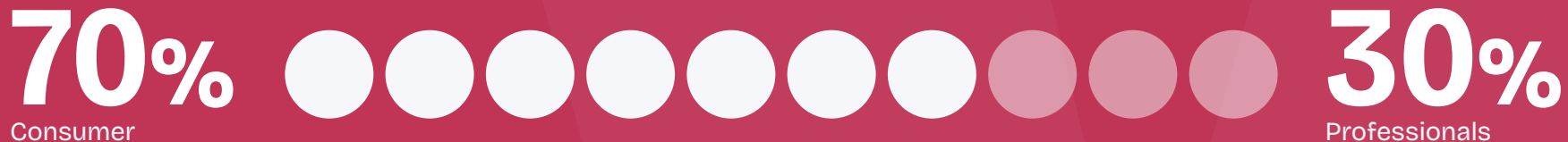
GENDER



AGE



PROFILE



WEB SITE

705k

Unique website users
+29% over 2025

580k

Unique website users Italy
+18% over 2025

125k

Unique website users International
+130% over 2025

TOP 12 FIRST COUNTRIES OF ORIGIN

- | | | | |
|------------------|----------------|----------------|-------------|
| 1. Italy | 4. Germany | 7. Spain | 10. France |
| 2. United States | 5. Singapore | 8. UK | 11. Ireland |
| 3. China | 6. Switzerland | 9. Netherlands | 12. Poland |

DIRECT MARKETING

203k

Email Marketing Database
+15% over 2025

32%

Average open rate

2,540m

Unique opens





SOCIAL - FANBASE MEDIA REACH

235k

Social Fanbase
+13% over 2025

16,5m

Social Media Reach
+23% over 2025

INSTAGRAM

100,888

Followers Instagram
+26% over 2025

4,024,084

Reach Instagram
+7% over 2025

765,655

Interactions Instagram
+223% over 2025

TIKTOK

17,018

Followers TikTok
+30% over 2025

9,795,319

Reach TikTok
+31% over 2025

38,458

Interactions TikTok
+3% over 2025

LINKEDIN

4,328

Followers LinkedIn 2026
+35% over 2025

46,198

Reach LinkedIn

3,780

Interactions LinkedIn
+32% over 2025

FACEBOOK

111,988

Followers Facebook
+2% over 2025

2,518,313

Reach Facebook
+18% over 2025

40,897

Interactions Facebook
+8% over 2025

FACTS & FIGURES 2026 - APP



13,5k

Active Users

47k

exhibitor catalog
interactions

10,6k

Leads collected with the
Lead Scanner

260k

Home Page Banner views

45k

AD Splash Page Views

156k

event program
interactions

RW BUYERS' 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.



120

Buyer - Corporate Reasons

846

Business meeting

147

Companies

36

Countries

Albania
Algeria
Bulgaria
Canada
Croatia
Czech Rep.
Denmark

Finland
Georgia
Greece
Italy
Kazakhstan
Lithuania
Montenegro

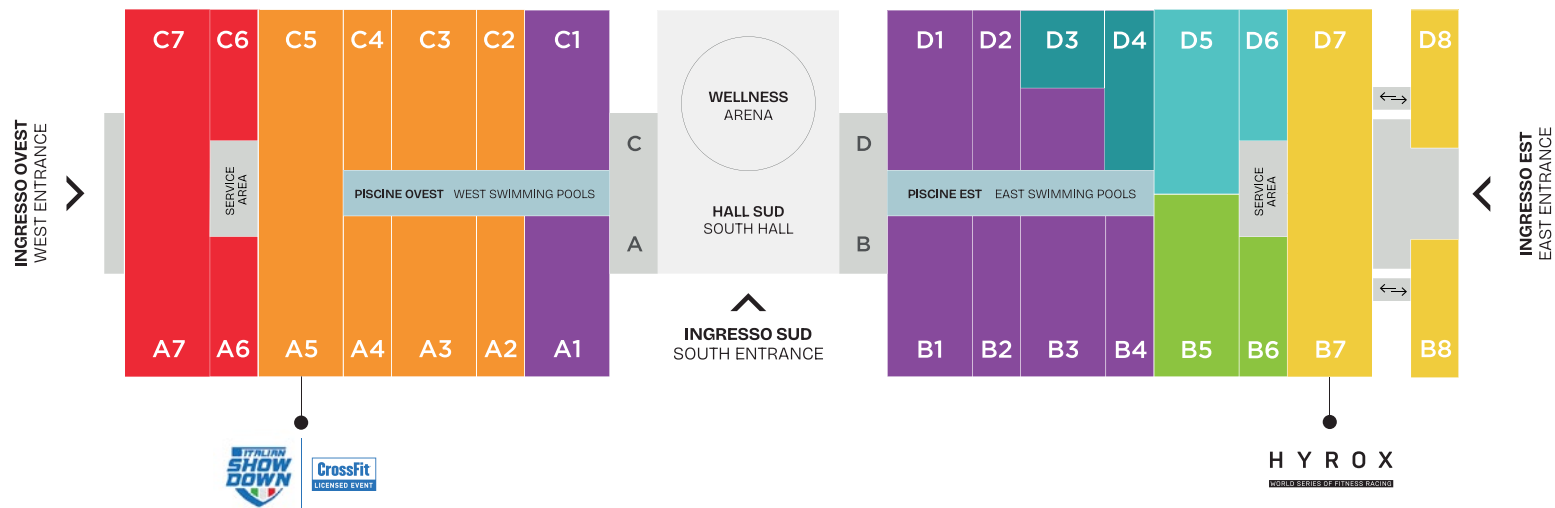
Morocco
North
Macedonia
Poland
Portugal
Qatar
Rep. of Korea

Saudi
Arabia
Slovakia
Slovenia
Spain
Sweden
Tunisia

Turkey
Turkmenistan
United
Kingdom
United States
Ukraine



LAYOUT 2026



SETTORI SECTORS



STEEL



ACTIVE



FITNESS



HEALTH



WELLNESS



FOODWELL



FITUP

150 CLUB

NON SONO L'OBETTIVO SONO LA CONSEGUENZA

150 CLUB

NON SONO L'OBETTIVO SONO LA CONSEGUENZA

IL VERO FITNESS...SIAMO NOI

FITUP

CI TROVI AL PARADISIUM - IL FITNESS - PER TUTTI - FITACTIVE 24

POWERAD Hydro Active

RIMINI FIERA

GO THROUGH

PRIORITY LINE

WELCOME TO

LA FIERA

CELEBRATION

20

LA FIERA

CELEBRATION

20

CELEBRATION

20

CELEBRATION

20

CELEBRATION

20

CELEBRATION

VISITORS SURVEY



95%

of visitors would **attend**
the next edition



88%

of visitors are interested
in **joining training sessions**
during the event.



95%

of visitors are interested in
discovering **new products,**
technologies and **market**
trends



80%

of visitors are satisfied with
the **number of exhibitors**



EXHIBITORS SURVEY



97%

of exhibitors would
participate in the
next edition



90%

of exhibitors aim to boost
brand awareness



81%

of exhibitors aim to
generate new leads



80%

of exhibitors are **satisfied**
with ROI



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

| 1

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.

| 2

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

| 3

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



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Ministero degli Affari Esteri
e della Cooperazione Internazionale

ITA
ITALIAN TRADE AGENCY

OpportunItaly
Doing business in Italy is a pleasure



[riminiwellness.com](https://www.riminiwellness.com)