

# RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

29  
MAY

01  
JUNE

2025

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EXPO CENTRE & RIVIERA DI RIMINI, ITALY

Organized by

**ITALIAN EXHIBITION GROUP**  
Providing the future





# An 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 2024

Over  
**100,000**  
visits  
+20% over 2023

**300**  
Brands

**28**  
Pavillions

**80**  
Conventions, seminars  
and training courses

**170,000**  
Sqm indoor  
and outdoor

**2,000**  
Hours of training

**240**  
Riminiwellnessoff  
events

# FACTS & FIGURES 2024 - APP



**16,000**

Active users on the digital platform  
+**60%** over 2023

**70,000**

Exhibitor profile views on the app  
+**75%** over 2023

**7,000**

Exhibitors' products views  
+**27%** over 2023

**10,000**

Interactive map views  
+**67%** over 2023

**11,000**

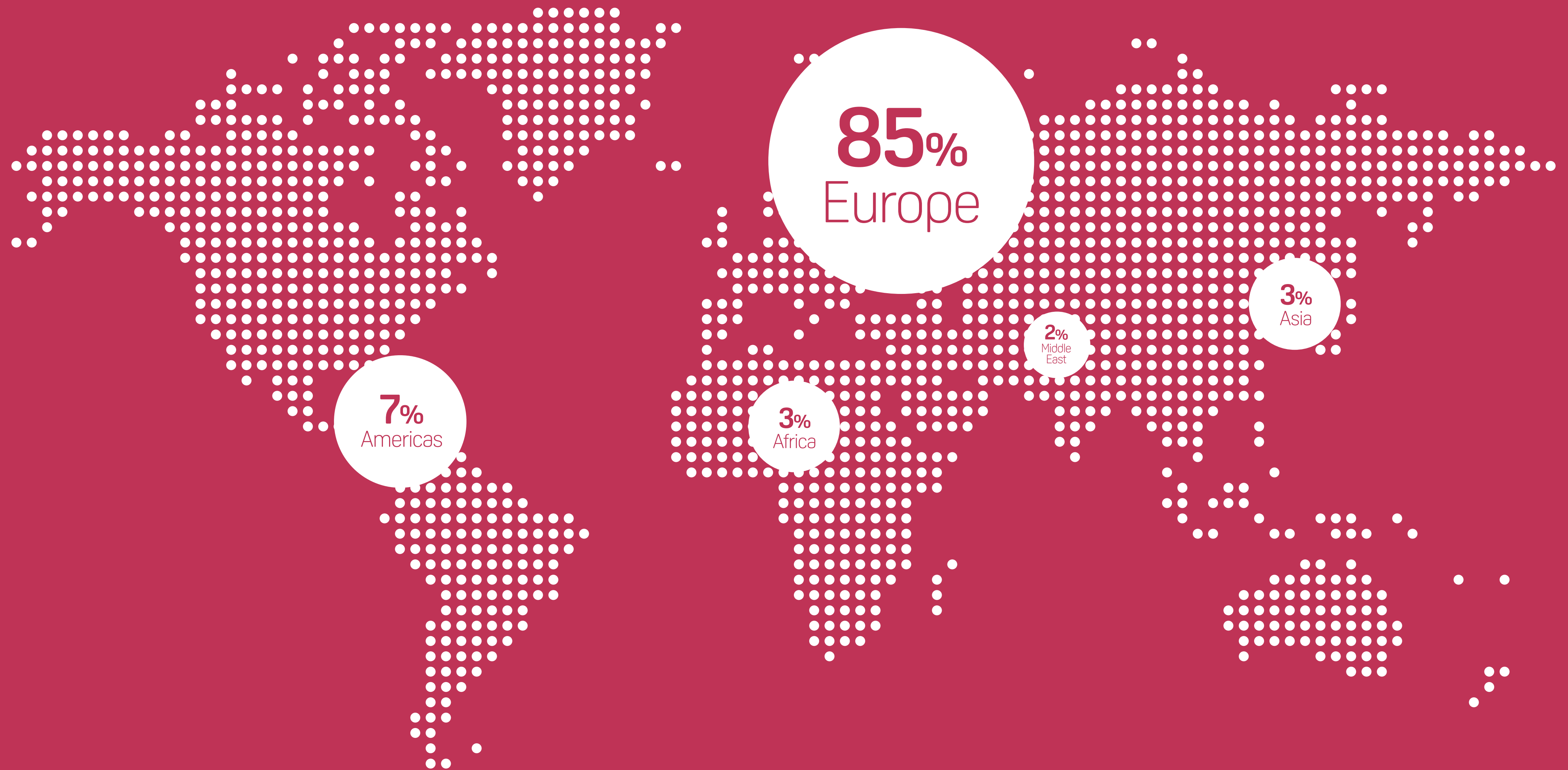
Exhibitors and products added to favorites  
+**55%** over 2023

**40,000**

Event programme views  
+**48%** over 2023

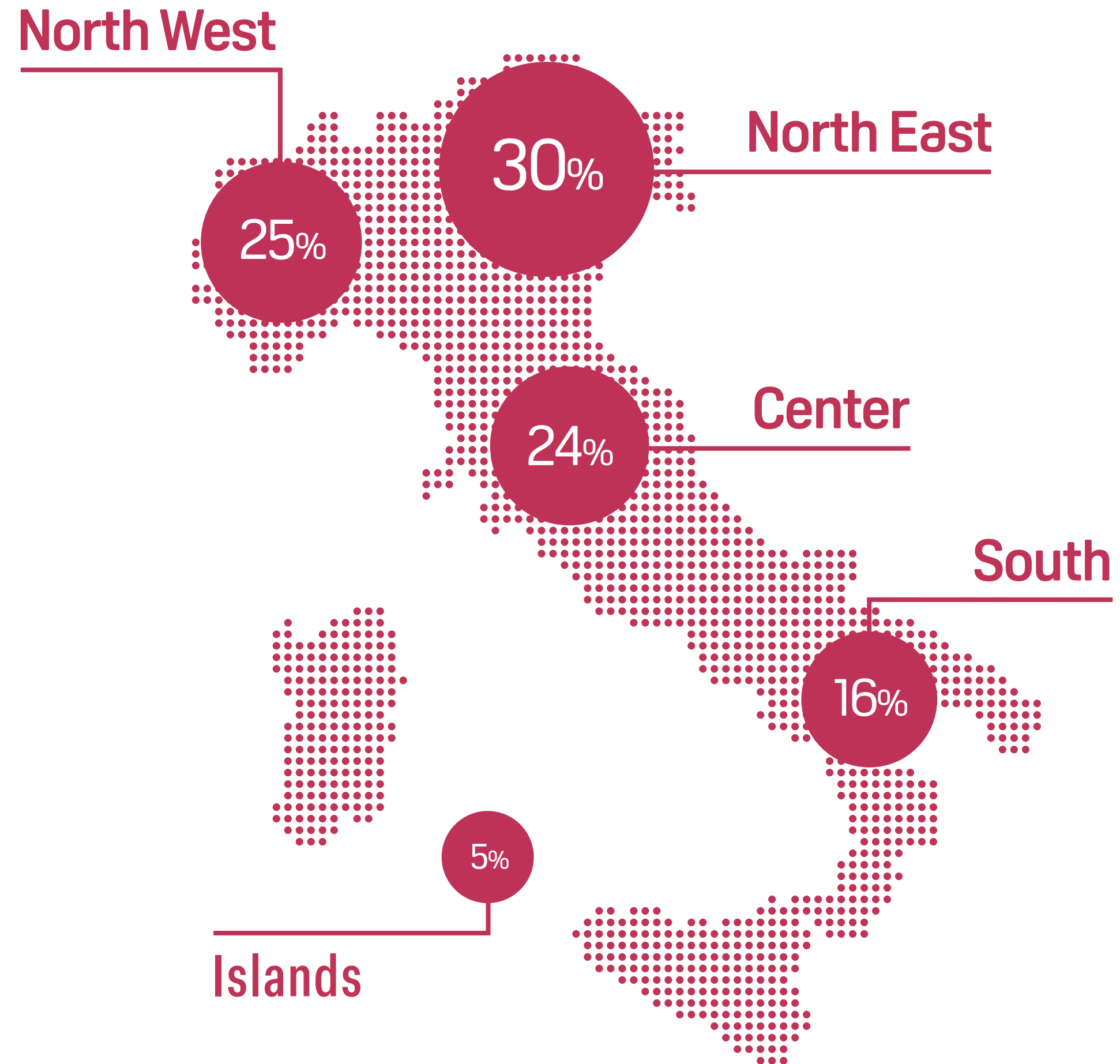


# INTERNATIONAL VISITORS

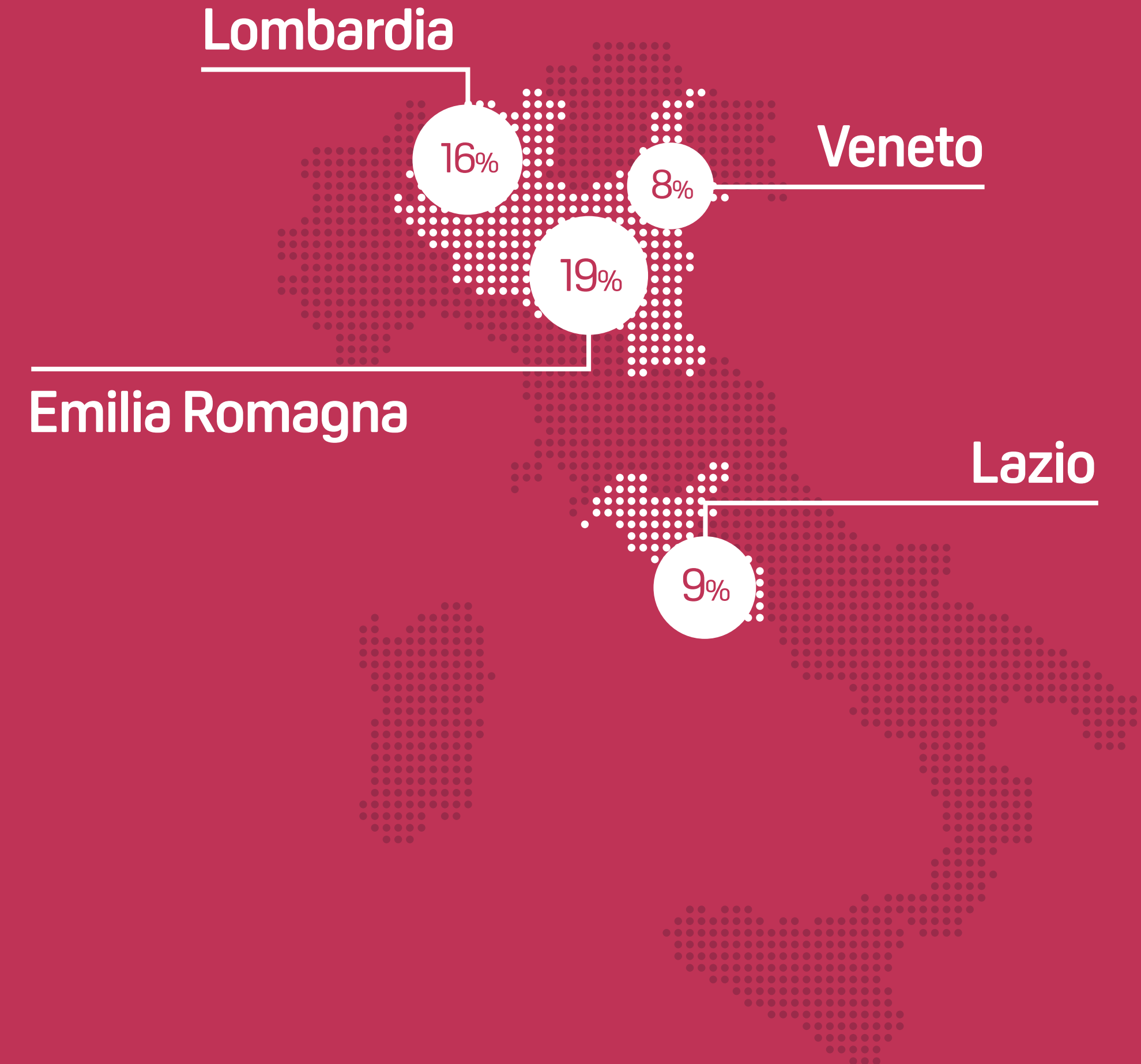




# ITALIAN VISITORS



# FIRST 4 REGIONS





# VISITOR PROFILE

## GENDER

**60%**  
Women



**40%**  
Men

## AGE

**35%**  
25-34 yo

**20%**  
35-44 yo



**22%**  
18-24 yo

**8%**  
Over 55 yo

**15%**  
45-54 yo

## PROFILE

**27%**  
Professional



**73%**  
Consumer



# WEB SITE - RIMINIWELLNESS 2024

365K

Unique website users  
(+23% over 2023)

330K

Unique users Italy  
(+20% over 2023)

35K

Unique users International  
(+66% over 2023)

## TOP 10 WEBSITE VISITATION COUNTRIES

- Italy
- The Netherlands
- Germany
- UK
- Spain
- Switzerland
- France
- Finland
- Poland
- Romania



# DIRECT MARKETING - RIMINIWELLNESS 2024

132K

Email Marketing Database  
(+43% over 2023)

28%

Average open rate

1,186,830

Unique opens





# SOCIAL - FANBASE / MEDIA REACH

**180,000**

**Social Fanbase**  
+14% over 2023

**9,3 mln**

**Social Media Reach**  
+107% over 2023



# **INSTAGRAM**

**61,807**

**Followers Instagram**

+35% over 2023

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**2,589,423**

**Reach Instagram**

+44% over 2023

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**182,990**

**Interactions Instagram**

+16% over 2023

# **TIKTOK**

**6,919**

**Followers TikTok**

+108% over 2023

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**2,869,191**

**Reach TikTok**

+60% over 2023

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**13,115**

**Interactions TikTok**

+20% over 2023



2,075

Followers LinkedIn 2024

+68%

over 2023



108,388

Followers Facebook

+2% over 2023

3,789,348

Reach Facebook

-10% over 2023

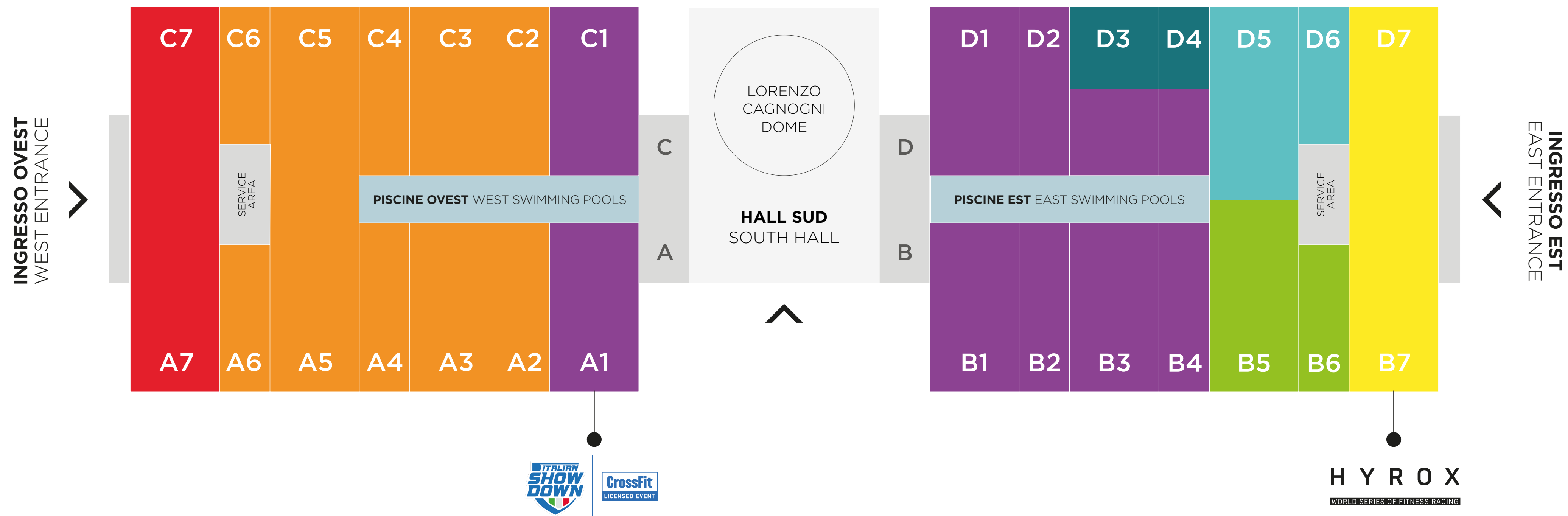
25,924

Interactions Facebook

+5% over 2023



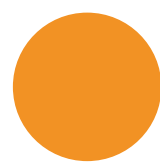
# LAYOUT 2024



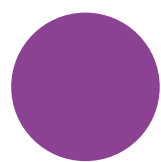
## SETTORI SECTORS



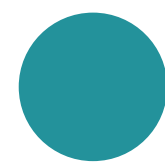
STEEL



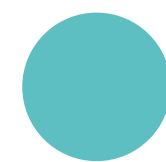
ACTIVE



FITNESS



HEALTH



WELLNESS



FOODWELL





# RWBUYERS' CLUB

500

BUSINESS MEETINGS

79

BUYER COMPANIES

107

COMPANIES

28

COUNTRIES

Belgium, Bulgaria, Egypt, Greece, Morocco, Poland, Romania, Spain, United States, Tunisia, Turkey, Ukraine, Hungary, Croatia, Slovakia, Czech Rep., Estonia, Latvia, Lithuania, Finland, Slovenia, Sweden, Canada, Georgia, Moldova, Montenegro, 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.



# WELLNESS COMMUNITY: INTERNATIONAL BUYERS

“It's the third year I come here and the fair is growing and growing. It's fantastic. I visit RiminiWellness to gain contacts and extend my business network.”

**Celia Ventura, Ventura e Queiros Wellness Lda, Portugal**

“I found a lot of exhibitors: fitness equipment and accessories, fitness and health apps. It was very useful for me, really. My team decided to visit RiminiWellness to find new and interesting solutions for our clubs.”

**Paulina Pencheva, Next Level Fitness, Bulgaria**

“RiminiWellness was very inspiring. Europe has always been a leader in many different technological advances in the world.

**Nick Arantis, Carrefour Multisports, Canada**

“I've never seen a so eclectic event, with a so wide range of companies, activities, opportunities. That's what shocked me the most. I had the chance to see technologies, fitness solutions and a level of engagement I've never seen in USA.”

**Jayson Vetere, Tedesco Body shop, USA**



# VISITORS SURVEY

97%

of visitors expressed interest to **visit RiminiWellness in 2025**

95%

of international visitors expressed interest to **visit RiminiWellness in 2025**

78%

of visitors are interested to discover **new products, technologies and trends** launched on the market

76%

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







# EXHIBITOR SURVEY

98%

of exhibitors expressed interest to **exhibit at RiminiWellness 2025**

90%

of exhibitors aims to **increase their brand awareness**

90%

of exhibitors aims to **generate new leads**

76%

of exhibitors are **satisfied with the return on the investment**





# An **ALL IN ONE** approach that combines health and well-being. Why attend?

**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 customised fitness programmes.



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**ITA**  
ITALIAN TRADE AGENCY

[madeinitaly.gov.it](https://www.madeinitaly.gov.it)



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