
All-round well-being

RIMINIWELLNESS
THE WELLNESS EXPERIENCE SHOW

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

WELLNESS



THE HOLISTIC WORLD FOR OPERATORS AND ENTHUSIASTS

RiminiWellness 2026 opens the doors to the **WELLNESS** sector. The Wellness Experience Show, at the **Rimini Expo Centre from May 28th to 31st 2026**, will design a dynamic area that combines products, new wellbeing solutions and engagement activities by the leading wellness and beauty companies.

This is a multi-functional space dedicated to **yoga, Pilates**, and **mindfulness**, perfectly integrated into the exhibition and layout. In this area you will find product tests and direct engagement liaising with both enthusiasts and industry professionals. It is the ideal place to discover

the holistic world, body care services and personal well-being solutions.

It is a unique opportunity **to enhance your skills and your professional network, to gain awareness and discover new trends and innovation, keeping in touch with enthusiasts and professional operators from the holistic world.**

Four days of **talks, workshops**, and **training** dedicated to wellness and holistic operators, nutritionists, biologists, masseurs, physiotherapists and students who wish to start a professional career in this sector.

Wellness

FACTS & FIGURES 2025



6,000 sqm

Exhibition Area



50

Exhibitors



15,000

Professionals involved



8

Conference and workshop rooms



200

Hours of training



10

Talks



4

Days



80

Workshops

OASI DEL BENESSERE

“**OASI DEL BENESSERE**” - aka “the “WELLNESS OASIS” - is a comprehensive and engaging space entirely dedicated to natural wellbeing in all its forms. It is a genuine immersive experience that combines training, exploration, and relaxation. It is a unique opportunity to discover the most innovative disciplines and regenerate body and mind in one distinctive area, which includes the following sections:

BIO STAGE - EXPERIENTIAL AND DEMOS AREA:

To experience various Bio-natural disciplines: from the dynamism of Nia and Pilates, to the precision of Vietnamese Facial and Foot Reflexology, including the innovative Photobiomodulation, Maderocare techniques, and Rotaction Loney.

EXHIBITION AREA:

The area where you can meet holistic operators and leading companies offering wellness products and services: from natural cosmetics to specialised publishing, from wellness holidays to artistic and oriental crafts, right up to solutions for the home and the well-being of your pets.

THE WELL-BEING CONFERENCES:

A series of training meetings open to the general public, dedicated to the culture of well-being. These appointments, led by professionals with many years of experience in the holistic sector, in partnership with Training Schools and reference Companies, offer practical insights and in-depth knowledge to apply in day-to-day life.

RELAX ZONE:

A space dedicated to regeneration with the participation of the best professionals in the wellness arts, offering a wide range of manipulative techniques, from Relaxing, to Energising, and Decontracting Massage. From sports massage (pre/post-competition and High Performance) to the wisdom of Ayurvedic and Oriental Anti-Stress, Cryo-Dynamic Massage (Ice Massage), and Cupping and Taping techniques (Lymphatic/Muscular). From the Oriental Anti-Age Facial Massage to the Californian Psychosomatic Massage.



HOLISTIC WELLBEING AREA

THE NATIONAL MEETING POINT FOR SUPPLY AND DEMAND IN THE WELLBEING/HOLISTIC TRAINING SECTOR

Alternative medicine, complementary therapies, holistic practice, integrative medicine, natural remedies. These are just some of the terms currently used to describe an infinite range of curative and wellbeing-oriented practices and disciplines that can help you maintain a healthy lifestyle, alongside training and nutritional focus.

The section dedicated to professional operators and those who want to increase their skills in the holistic field.

WELLNESS DESTINATION

THE PERFECT MEETING POINT BETWEEN TOURISM
AND WELLBEING

WELLNESS DESTINATION is the answer to the growing need for a more holistic and integrated approach to **health and quality of life.**

It is not just an exhibition area, but a true experiential ecosystem designed for all those - professionals, operators, and enthusiasts - who wish to fully immerse themselves in the Wellness world through 360 degrees, even while on holiday, and who travel to have a new sports experience.





WELLNESS BEAUTY

BEAUTY AND SPORT

The concept of beauty is evolving; it is no longer confined to the catwalks; it is dynamism, energy, and self-care at every moment of life. Why beauty is essential for the active individual:

- **Protection and Hydration:** an athlete's skin is exposed to external agents. Resistance, protection, and deep hydration are key to keeping skin radiant and healthy, even after a workout.
- **Empowerment & Style:** athletes and prominent figures in the sports world are the new icons of Style, Strength, and self-esteem. Personal care products become tools to express energy and feel "on top of your game", from the treadmill to the post-workout cocktails.
- **Performance & Wellbeing:** Beauty is not just aesthetics. Products for aromatherapy, muscle recovery, and hair care are an integral part of complete well-being.

THE FORMAT

Much more than a simple exhibition area, it is a true immersion into the Beauty Area, a space for those who live life at a fast pace and are looking for products and secrets to feel comfortable in their own skin, always. Each brand has its own space to tell its story and its mission in supporting a wellness routine.

WELLNESS & BEAUTY HOUSE

The **Beauty House** is an exclusive and private space, designed to pamper and help you discover beauty from a completely new perspective. A sanctuary dedicated to calm and innovation with guided sessions in a relaxed and stimulating environment.



MEETING POINT

RiminiWellness is the international event dedicated to the entire ecosystem of the Wellness world. Latest trends, innovations, and training for professionals and fans of fitness, well-being, and sport.

INNOVATIONS AND TRENDS

RiminiWellness is the ideal place to discover new and stimulating ways to engage in fitness and get a preview of all the latest equipment innovations, whenever and however you want!

DEMO & WORKSHOP

A great opportunity to learn and train with a complete schedule of seminars, workshops, and demonstrations. The numerous schedule topics offer stimulating insights into various key aspects of the sector: from marketing management to communication, from health to technical training for instructors and trainers.

VISITATORS & EXHIBITORS

The RiminiWellness visitor embraces a **holistic approach to well-being**: attentive to a healthy lifestyle, integrating regular exercise, body care, and their inner selves. A conscious consumer, interested in a balanced diet based on natural principles, who recognises wellness as the most effective form of prevention and the foundation for healthy and harmonious ageing. A continually growing community seeks experiences, products, and solutions that sustainably and lastingly improve the quality of life.

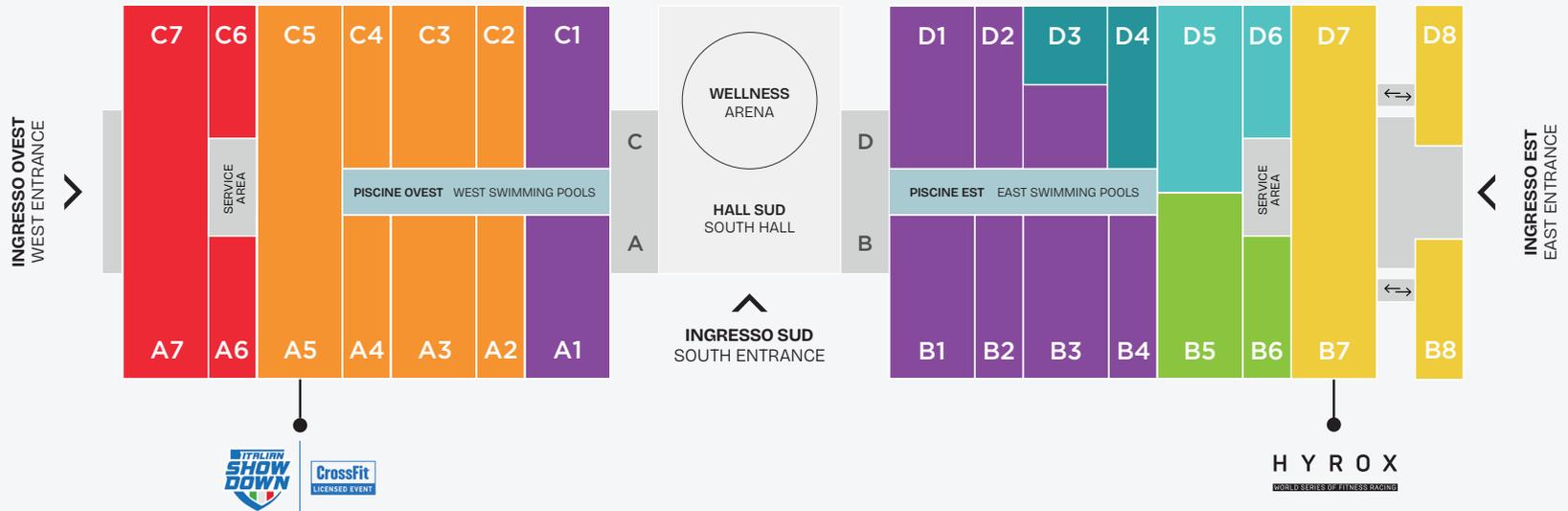
COMPANY PRIMARY BUSINESS

- Health clinic
- Rehabilitation centre
- Health/wellness travel
- Retail/GDO
- Pharmacy/Parapharmacy/Chemistry's
- Gym/fitness centre
- Wellness centre/spa/beauty
- Sport association
- Sport medicine centre
- Alternative medicine centre/holistic disciplines
- Dance school
- Physiotherapy
- Pilates studio
- Personal trainer
- Hotel
- Finance/Investment

PROFESSIONAL PROFILE

- Physiotherapist
- Instructor
- Personal Trainer
- Nutritionist/dietitian
- Doctor
- Kinesiologist
- Osteopath
- Clinic Manager
- Personal Coach
- Massophysiotherapist
- Chemistry's owner / Pharmacist
- Teachers
- Engineer/ Chemist /Biologist
- Athlete

LAYOUT 2026



RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

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ITALIAN EXHIBITION GROUP

Providing the future