



press release

RIMINIWELLNESS 2026, THE FULLEST AND MOST INTERNATIONAL EVER. OVERALL ATTENDANCE +15%, FOREIGN PARTICIPATION UP 25%

- **The 20th edition of the IEG event saw a 15% increase in total attendance**
- **International attendances from 140 countries: even Guernsey and the Virgin Islands in Rimini**
- **120 buyers hosted from 36 countries and 150 international stakeholders and industry leaders**
- **Over 400 brands on display, 670 accredited journalists, 2,000 hours of activities, new disciplines, greater number of under 30s and 200 events for RiminiWellnessOFF**
- **Next appointment from 27th to 30th May 2027**

Rimini, 31st May 2026 – RiminiWellness 2026 came to a close today at Rimini Expo Centre and on the Riviera with an edition that has written a new chapter in the history of the IEG event. **Overall attendance rose by 15% whilst international participation increased by 25%** with attendees from 140 countries (the most unusual origins included Guernsey, a British Channel island, and the Virgin Islands), confirming IEG's development trajectory and **the growing role of RiminiWellness as a global benchmark for fitness, sport, wellbeing and healthy eating**. On its 20th anniversary, the event broadened its appeal and consolidated the dialogue between business, innovation, education and public engagement. **It was the fullest and largest edition ever.**

A 20TH EDITION AMID BUSINESS, COMMUNITY AND INTERNATIONAL NETWORKING

Spanning **30 halls** and more than **190,000 square metres** of indoor and outdoor space, RiminiWellness 2026 hosted over **400 exhibiting brands** and a vast community of professionals, buyers and enthusiasts from all over the world. **670 accredited journalists were in attendance**. A success built on the event's ability to serve as a **shining example of business and consumer integration**. The coexistence of companies, public, innovation and the market alongside **global leaders in the production of training equipment, machinery and technologies**, professional content and hands-on experience, is precisely what generates an ecosystem that produces value for every stakeholder involved. An edition that looked to the future by also featuring **30 industry start-ups**. A model that is now increasingly attracting **brands from other sectors** that see this trade show as a strategic opportunity for reaching new targets and building relations with a wider, more connected and qualified community.

EVER MORE ACTIVE, INCREASINGLY YOUNGER

For four days, RiminiWellness offered **2,000 hours of training sessions and 12 constantly active stages**. The Active area showcased **innovative fitness disciplines** and new developments in established activities, confirming the event as a **privileged observatory for trends that will shape the sector in the years to come**. An important sign was the growth in the number of **under-30s** in attendance, an informed and aware audience for whom RiminiWellness has become a key destination – with a **considerable social and lifestyle dimension** – for exploring health, exercise and quality of life.

RIMINI, CAPITAL OF THE GLOBAL WELLNESS AGENDA

120 buyers from 36 countries were hosted through collaboration with the **Italian Trade Agency**, which oversaw the selection and incoming of industry professionals and leaders from the USA – the main fitness and wellness market – as well as from the Gulf, Central Asia and North Africa. These prominent attendees were joined by **150 stakeholders, opinion leaders and experts from the world's leading sector organisations**. RiminiWellness is now the place where the global dynamics of the wellness industry come together, exchange

ideas and find direction, offering inspiration and a sense of community to the business. The major international events of the 2026 edition included the **World Active Summit**, which saw industry leaders from every continent gather to discuss strategic issues aimed at making physical activity a priority on the global public health agenda; the **Global Fitness Leaders Meeting**, featuring a discussion between representatives from over 20 countries on education and international standards; **the TEHA – The European House Ambrosetti’s Sport Value Observatory**, which provided a structured analysis of the economic and social value of Italian sport between digital transformation, tourism and new engagement models.

FROM THE EXPO CENTRE TO THE RIVIERA: RIMINIWELLNESSOFF

The energy of RiminiWellness spread beyond the Expo Centre grounds to the entire Riviera. The 4th edition of RiminiWellnessOFF, in collaboration with the Municipality of Rimini, saw the global community of enthusiasts and sports lovers involved in **200 events** in the Sea Park, on the beach, in the city’s historical centre and around the hinterland. A collective experience of inclusion, movement and wellbeing that confirmed Rimini’s reputation as a vibrant, open and healthy city and strengthened the bond between the show and the local area, highlighting the destination’s position as an international hub for wellness and active lifestyles.

The next appointment with RiminiWellness will be from 27th to 30th May 2027. After the 20th anniversary edition, the future of wellness will continue to start from Rimini.

ABOUT RIMINIWELLNESS 2026

Dates: 28/31 May 2026; **event:** international trade show; **organisation:** Italian Exhibition Group S.p.A.; **frequency:** annual; **edition:** 20th; **entry:** public and trade; **info:** www.riminiwellness.com

PRESS CONTACT ITALIAN EXHIBITION GROUP

head of corporate communication & media relation: Elisabetta Vitali

press office manager: Marco Forcellini, Pier Francesco Bellini | **press office coordinator:** Luca Paganin | **press office**

specialist: Mirko Malgieri; Nicoletta Evangelisti | **press office assistant:** Julia Andreatta media@iegexpo.it

MEDIA AGENCY RIMINIWELLNESS 2026

Naper Multimedia | Zoe Perna | T. +39 02 97699600 | zoe.perna@napermultimedia.it | staff@napermultimedia.it