

press release no.11

**SPORT, TECH AND TRAVEL: MAPPING THE WELLNESS ECONOMY**

* **24.7 billion euros: the value of the sports economy in Italy**
* **55% of Italians train with the help of technology**

***Rimini, 29 May – 1 June 2025 –*** Italy is moving, changing habits, and seeking new ways to thrive. Wellness is no longer just a physical matter: today, it all about active lifestyles, digital awareness, experiential tourism, and innovation. **RiminiWellness 2025**, the international event curated by **Italian Exhibition Group**, will be held at **Rimini Expo Centre** **and along the Riviera from May 29 to June 1**. The event captures the new face of wellness in Italy and anticipates its future developments.

**SPORT IN ITALY: WIDESPREAD POPULARITY AND ECONOMIC IMPACT**

*According to the 2024 Sports Report, produced by Sport e Salute and the Institute for Sports Credit in collaboration with the Minister for Sport and Youth*, the Italian sports industry has solidified its position as a key pillar of the national economy, generating a total value of **over 24 billion euros**, equivalent to approximately **1.4% of the GDP**. Beyond its economic dimension, sport is increasingly recognised as a factor of inclusion, a territorial anchor, and a driver of active participation. Across the entire peninsula, there are over **112,000 Amateur Sports Organisations**, with a total of more than **13 million Italian members**. Among the most popular non-competitive activities, **gymnastics and fitness** lead with 15.2%, followed by **football** at 9.2%, **dance** at 7.1%, **athletics** at 4.3%, **cycling** at 4.2%, **volleyball** at 3.9%, **tennis and padel** at 3.5%, weightlifting at 3.5%, and **basketball** at 2.9%. This confirms a broad and diverse sports landscape. Employment is also showing signs of consolidation: in 2022, the industry registered **412,479 workers**, marking a **2.5% increase from 2021**, when there were 402,291 employees, confirming an ongoing positive trend.

**ITALY BALANCING SEDENTARY LIFESTYLES AND A NEW CULTURE OF WELLNESS**

According to the *Valore Sport 2025 Observatory, conducted by The European House – Ambrosetti*, despite the progress made in recent years, Italy remains one of the most sedentary countries in the OECD area. **80.3% of adults** and **91.7% of children** do not meet the minimum levels of physical activity recommended by the WHO, **placing us in fourth place for physical inactivity** after Turkey, Portugal, and Greece. Yet, alongside this critical picture, encouraging signs are emerging. Since 2001, the proportion of the population that is completely inactive has decreased by **over 7%** while **continuous sports practice** has increased by over **9%**, indicating a greater awareness of the importance of movement. In terms of infrastructure, the country has **76,919 sports facilities**, with an average of **131 facilities per 100,000 inhabitants**, which is lower than in other European countries. However, the rates of inactivity remain high among **over 65s (83.6%),** individuals with a low level of education **(68.6%)**, women **(68.4%)**, residents of the **South and Islands (72.5%)**, in **small towns (71%)**, and **urban suburbs (64.3%)**. Italy appears to be torn between a tradition of inactivity and a new drive towards well-being. In this context, **RiminiWellness** stands out as a key event: it promotes a culture of movement and well-being, engaging diverse regions and audiences, and breaking down cultural and social barriers. It's not just a show, it’s a **workshop of experiences** that helps make fitness more accessible, inclusive, and motivating.

**TECHNOLOGY SUPPORTING NEW TRAINING METHODS IN THE GYM**

In the new approach to self-care, technology plays a key role in daily workouts. Even in the gym, technology is increasingly present: apps, devices, and digital platforms help monitor activity, integrating with the work of trainers and personalised programmes. Tools such as pedometers, heart rate monitors, and calorie tracking systems are regularly used, reflecting a more conscious and tailored approach. The support of a personal trainer, chosen by one in three Italians, remains central. Frequency is high: nearly one in two people train at least three times a week, and one in seven does five sessions per week. Among the most popular activities are running, yoga, Pilates, gym, soccer, and swimming. Mental well-being is now the primary motivation, followed by health and physical fitness - a sign of an Italy that is increasingly aware and attentive to its own balance.

**WELLNESS IS ALSO DRIVING TOURISM**

The growth of wellness is also spreading to tourism, where it is emerging as one of the most significant trends in Italy. According to the latest *Global Wellness Economy Monitor 2024*, conducted by the Global Wellness Institute, our country recorded **13 million wellness-related trips**, with a total expenditure of **19.2 billion dollars**. These numbers position Italy among the world's most sought-after destinations for those seeking experiences focused on psycho-physical balance. Wellness tourism is divided into two main categories: primary trips, where the main motivation is wellness, and secondary trips, which integrate healthy activities into stays with other purposes. The latter account for **88% of trips** and **85% of spending** in the industry, confirming a growing trend: the desire for wellness is also making its way into more traditional business or leisure trips. Italian accommodation facilities are responding to this demand with increasingly targeted services: spas, healthy eating, physical activities, meditation, and tailored treatments.

Sources: Unisalute Health Observatory – Eumetra | Sports Value Observatory 2025 – Studio Ambrosetti | Sports Report 2024 – Sports and Health Studies Centre | Global Wellness Institute (GWI)

**ABOUT RIMINIWELLNESS 2025**

**Date**: 29 May – 1 June 2025; **event type**: international expo; **organiser**: Italian Exhibition Group S.p.A.; **recurrence**: annual; **edition**: 19th; **open to:** general public and operators; **info**: [www.riminiwellness.com](http://www.riminiwellness.com)

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