

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

29
MAY

01
JUNE

2025

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

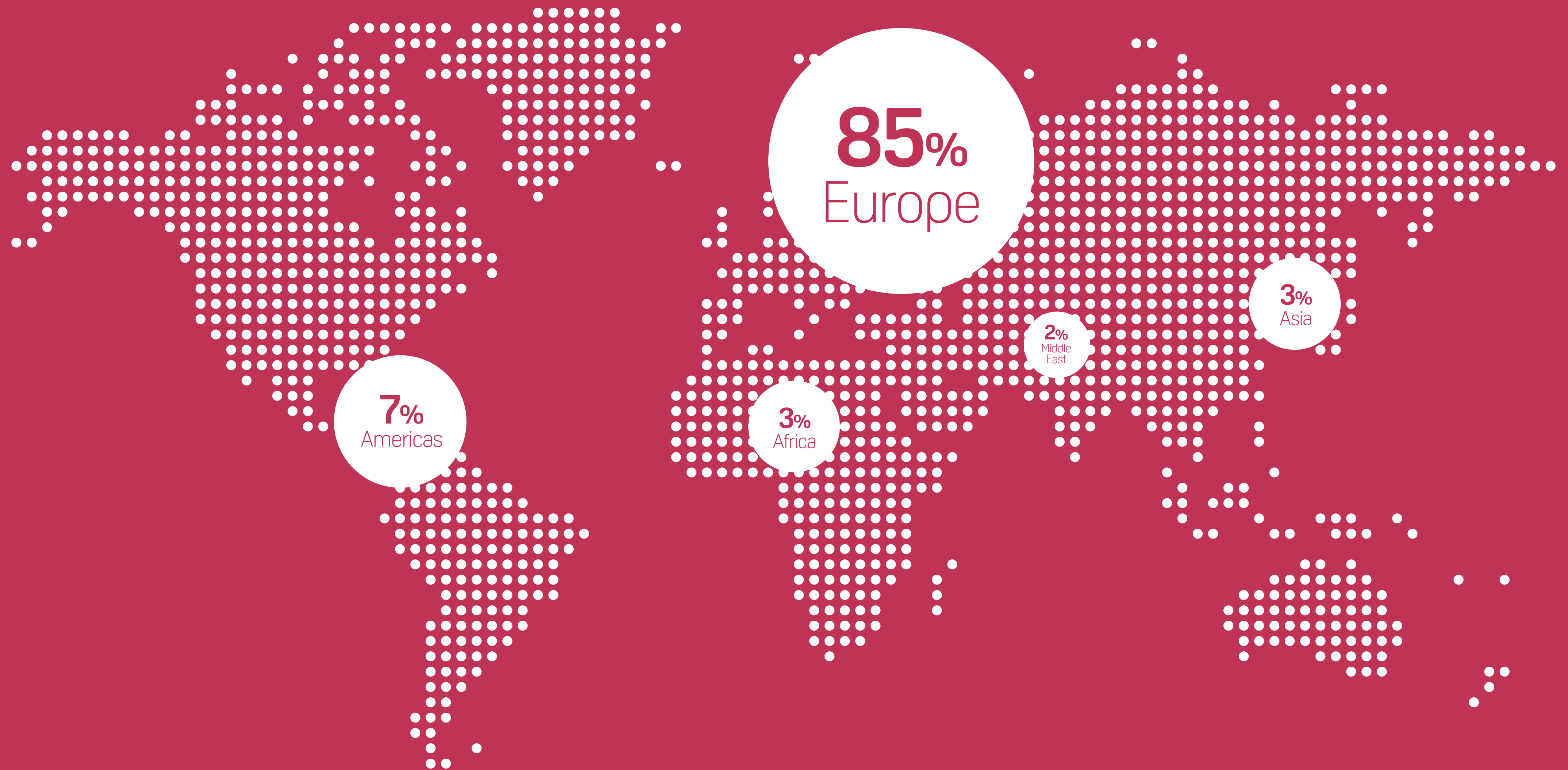
11,000

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

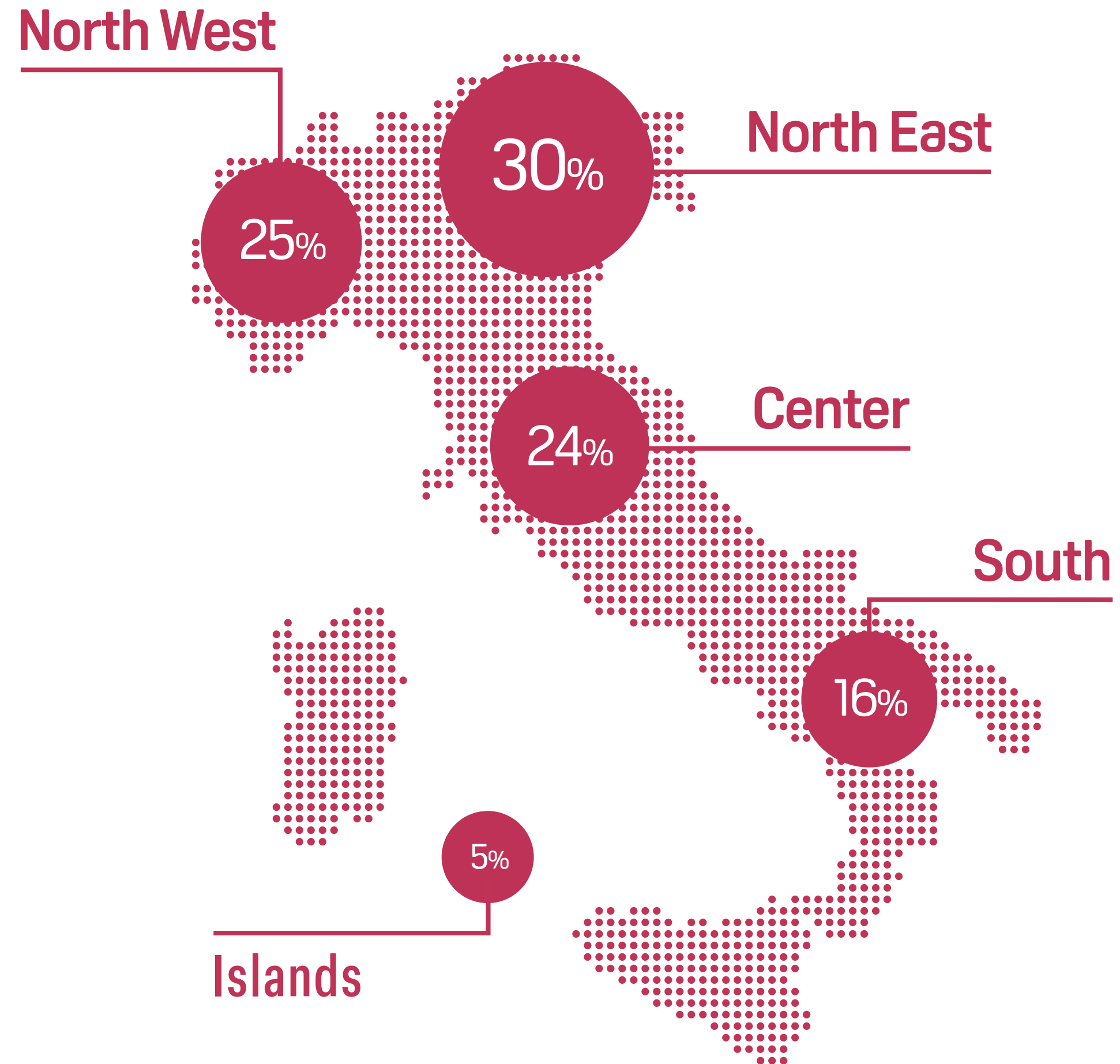
40,000

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

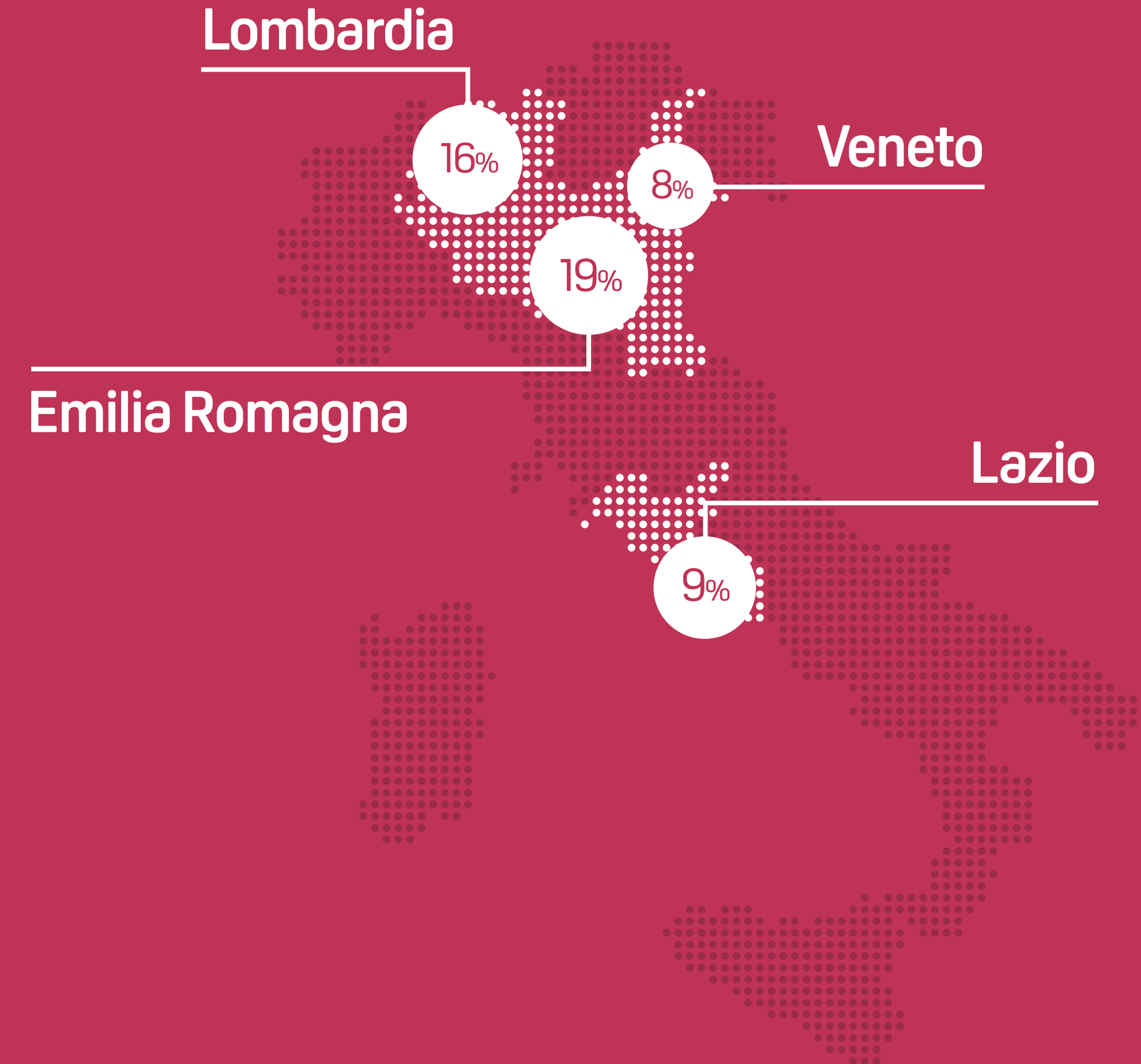
INTERNATIONAL VISITORS



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

2,589,423

Reach Instagram
+44% over 2023

182,990

Interactions Instagram
+16% over 2023

TIKTOK

6,919

Followers TikTok
+108% over 2023

2,869,191

Reach TikTok
+60% over 2023

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

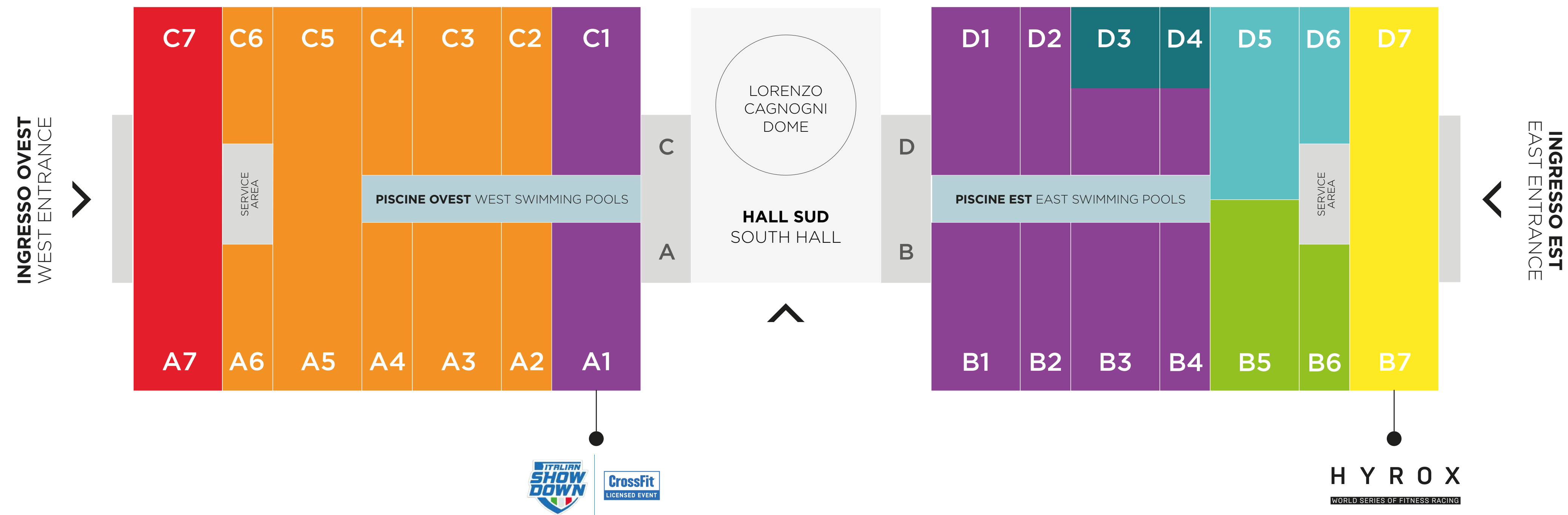
-10% over 2023

25,924

Interactions Facebook

+5% over 2023

LAYOUT 2024



SETTORI SECTORS





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.

CONTACTS

GROUP EXHIBITION MANAGER WELLNESS & SPORTS

Valentina Fioramonti
T. +39 0541 744243
valentina.fioramonti@iegexpo.it

MARKETING MANAGER

Nicola Succi
T. +39 0541 744643
nicola.succi@iegexpo.it

INTERNATIONAL BUSINESS DEVELOPMENT MANAGER

Roberta Masini
T. +39 0541 744632
roberta.masini@iegexpo.it

INTERNATIONAL BUYER ACCOUNT

Lara Betti
T. +39 0541 744626
lara.betti@iegexpo.it

MARKETING SPECIALIST

Mattia Gabellini
T. +39 0541 744 889
mattia.gabellini@iegexpo.it

SALES ACCOUNT

Fabio Miglietta
T. +39 0541 744128
fabio.miglietta@iegexpo.it

EVENT COORDINATOR

Loretta Bianchi
T. +39 0541 744 603
loretta.bianchi@iegexpo.it

DIGITAL SPECIALIST

Elisa Righini
T. +39 0541 744304
elisa.righini@iegexpo.it

SALES ACCOUNT

Alessandro Patregnani
T. +39 0541 744230
alessandro.patregnani@iegexpo.it

EVENT SPECIALIST

Chiara Fizzotti
T. +39 0444 969 843
chiara.fizzotti@iegexpo.it

MARKETING ASSISTANT

Giacomo Casadei
T. +39 0541 744 209
giacomo.casadei@iegexpo.it

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

29 01
MAY JUNE 2025

EXPO CENTRE
& RIVIERA DI RIMINI
ITALY

Organized by

ITALIAN EXHIBITION GROUP
Providing the future

In collaboration with



ITA
ITALIAN TRADE AGENCY

madeinitaly.gov.it



riminiwellness.com