

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

30
MAY

/

2
JUNE

/

2024

/

EXPO CENTRE
& RIVIERA DI
RIMINI - ITALY



organized by

ITALIAN EXHIBITION GROUP

Providing the future



The 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 2023

+93%

VISITS COMPARED TO
THE 2022 EDITION

300

BRANDS

28

PAVILLIONS

200

CONVENTIONS, SEMINARS
AND TRAINING COURSES

170,000

SQM INDOOR
AND OUTDOOR

1,500

HOURS OF TRAINING

240

RIMINIWELLNESSOFF
EVENTS

FACTS & FIGURES 2023 - APP



10,000

ACTIVE USERS ON
THE DIGITAL
PLATFORM

40,000

EXHIBITOR PROFILE
VIEWS ON THE APP

5,500

EXHIBITORS'
PRODUCTS VIEWS

6,000

INTERACTIVE MAP
VIEWS

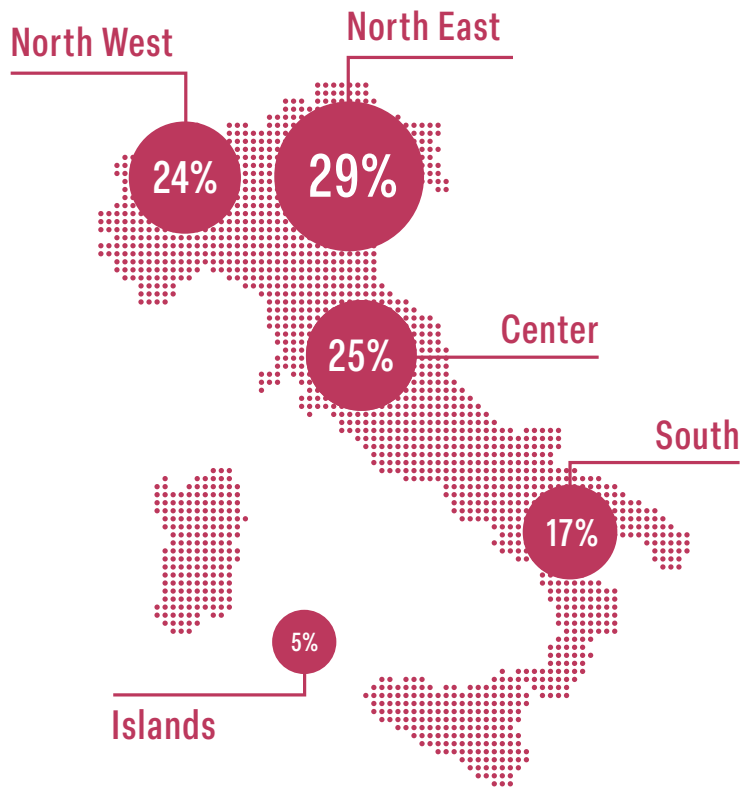
15,100

EVENT SESSIONS
ADDED TO FAVORITES

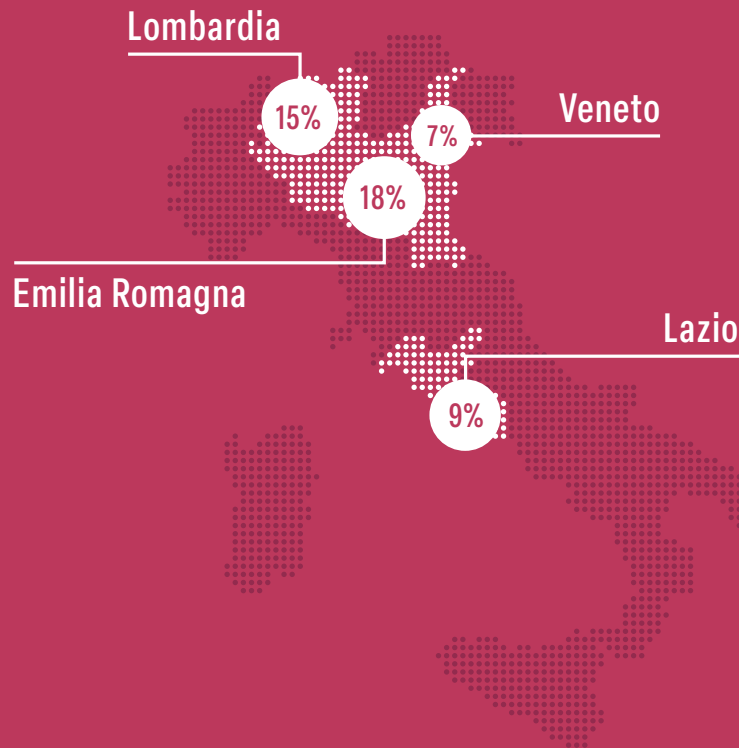
27,000

EVENT
PROGRAMME VIEWS

ITALIAN VISITORS



FIRST FOUR REGIONS



INTERNATIONAL VISITORS



AUDIENCE RIMINIWELLNESS 2023

92K

Email Marketing Database
(+23% over 2022)

160K

Social Fanbase
(+15% over 2022)

293K

Unique website users
(+53% over 2022)

PRESS & MEDIA RELATIONS

**MEDIA
REACHED**

270 mln
(+35% over 2022)

**SOCIAL MEDIA
COVERAGE**

4,5 mln
(+36% over 2022)

VISITOR PROFILE

GENDER

60%
WOMEN



40%
MEN

AGE

9%

OVER 55 YO

17%

45-54 YO

20%

35-44 YO



20%
18-24 YO

34%
25-34 YO

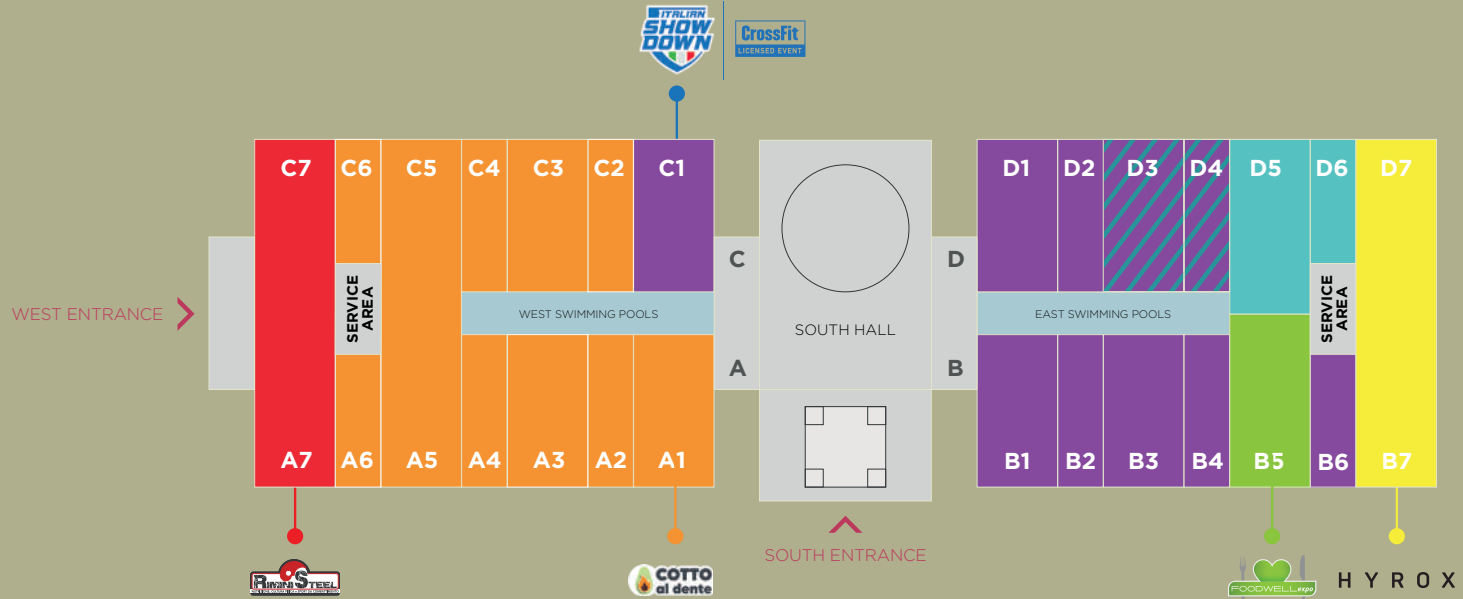
PROFILE

25%
PROFESSIONAL



75%
CONSUMER

LAYOUT 2023




RIMINISTEEL


ACTIVE


Pro.Fit | FITNESS


Pro.Fit | RIABILITECH


Pro.Fit | WELLNESS


FOODWELL


HYROX



INTERNATIONAL BUYERS' MATCHING

754

BUSINESS MEETING

86

COMPANIES

40

COUNTRIES

Europe,
MENA
and South
East Asia

MY AGENDA – INTERNATIONAL BUYERS' 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.

INTERNATIONAL BUYERS' SURVEY

90%

OF INTERNATIONAL BUYERS
ARE **VERY SATISFIED**

36%

OF INTERNATIONAL BUYERS **MADE
BUSINESS** DURING THE EVENT

83%

OF INTERNATIONAL BUYERS
INTEND TO **FOLLOW UP WITH
BUSINESS** MADE DURING THE
EVENT

96%

OF EXHIBITORS APPRECIATED
THE INTERNATIONAL BUYERS
MARKET SELECTION

98%

OF EXHIBITORS **CONFIRM THE
BUSINESS MEETING PLATFORM
MEMBERSHIP** FOR NEXT EDITION

VISITORS SURVEY

96%

OF VISITORS
EXPRESSED
INTEREST TO **VISIT
RIMINIWELLNESS**
IN 2024

75%

OF VISITORS ARE
INTERESTED IN
NEW TRENDS
LAUNCHED ON
THE MARKET

57%

OF VISITORS ARE
INTERESTED TO
DISCOVER
NEW PRODUCTS
LAUNCHED ON THE
MARKET

51%

OF VISITORS
INTEND TO
**EXPAND THE
BUSINESS
NETWORK**





EXHIBITOR SURVEY



OF EXHIBITORS
EXPRESSED INTEREST
TO **EXHIBIT AT
RIMINIWELLNESS**
IN 2024



OF EXHIBITORS
AIMS TO
**INCREASE
THEIR BRAND
AWARENESS**



OF EXHIBITORS
AIMS TO
**EXPAND
GLOBALLY**



OF EXHIBITORS
ARE **SATISFIED
WITH THEIR
PARTICIPATION**
AT THE EVENT



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

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ITA
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Find out more



RIMINIWELLNESS.COM