



Palacongressi di Rimini



# THE FIRST WELLNESS & CONGRESS VALLEY LOCATION

## Get fit at Palacongressi di Rimini

**It's quite a first in the meetings industry: wishing to combine congress tourism with the well-being and health of its guests, the Convention Bureau della Riviera di Rimini recently set up a Wellness Foundation within a so-called Wellness Valley.**

The idea is quite original since it's about creating a new experience for the congress delegate. Complementing what the **Palacongressi** already offers with the underlying principles and activities of the **Wellness Foundation**, the **Wellness Valley**, the first international district specialised in the quality of life and well-being, promoted by famous brand Technogym, has been designed with fitness and relaxation in mind.

### TIME OUT

Thanks to a programme which will accompany participants at Palacongressi events throughout their stay in Rimini, it will be possible to take time out from a busy schedule to enjoy moments dedicated to psychophysical well-being, while discovering the city. A new area has thus been set up in the Palacongressi, equipped with **Active Sitting Wellness Balls**, where a video trainer will demonstrate the simple and relaxing exercises that you can carry out during a break.

Great attention has also been placed on the nutritional aspect, with a 'wellness Menu', designed by a nutritionist and the chef of Summertrade, the catering company partner of the Palacongressi, to guarantee that all meals showcase the flavours of the local area and offer healthy alternatives based on the Mediterranean diet. Participants are also invited to take part in physical activities such as a morning run on the beach, walking or cycling to the Palacongressi through the city parks, guided by a GPS, visiting the historic centre or doing a spot of shopping, thanks to directions directly on their smartphones.

### ALREADY AWARDED

The project was already awarded a prize at the end of March during the Federcongressi&eventi in Venice. This award is presented to initiatives aimed at the development and consolidation of good business/professional practices in the meeting industry, focused on product innovation and creativity and/or organisation.

Federica Lucini, Marketing Manager at Convention Bureau della Riviera di Rimini, explains: *'The idea of the Wellness project actually came from a big player in the fitness industry, Technogym, which is also one of the major industries in our region. Sharing the philosophy of wellness as a lifestyle gave rise to the Palacongressi's choice to become the first Wellness Valley congress location. It is a fantastic promotional marketing opportunity for the venue to offer a range of extras for all the events we host. It also provides companies and associations with the excellent advantage of combining their event with attractive wellness concepts.'*

### MORE INFORMATION

[www.wellness.riminipalacongressi.it](http://www.wellness.riminipalacongressi.it)

