

Wellness

When thinking about wellness and quality of life, it's natural for Rimini to come to mind. It captures not only an imaginary that leverages our history and identity but also because just taking a stroll here once is enough to breathe a positive atmosphere that makes you feel immediately comfortable and at ease.

It's no coincidence that this is the **Wellness Valley**, where everything you need to feel good is available. While maintaining its original imprint and authentic features, Rimini has undergone significant changes over the years, pushing in the direction of urban and territorial quality. This trajectory includes the redevelopment of spaces, pedestrianization, kilometers of cycling paths, the health of the sea, a rich program of cultural and entertainment offerings, and wellness services, both on the beach and in hotels. The objective is sustainable and diversified tourism, present throughout the year based on different vocations, from art to sports to food to wellness.

Wellness in Rimini today means the **Parco del Mare** (Sea Park), kilometers of waterfront with cycle and pedestrian paths, fitness areas, and Technogym equipment, creating a vast open-air gym overlooking the beach. It means doing a sun salutation on the shore at sunrise or practicing pilates at sunset. It means eating healthy food under the umbrella thanks to lunchtime delivery services. It means trying the many whirlpool baths available in beach resorts and choosing one of the numerous hotels with spas and dedicated services for both guests and external clients.

On the Rimini beach, there's **Riminiterme**, a large facility that includes a thermal and rehabilitation area as well as a beautiful wellness center with a pool and a seawater tank, offering various types of treatments and therapies with a sea view.

But the word "wellness" in Rimini also encompasses the **Piazza sull'acqua** (Square on the Water) at the Tiberius Bridge, an immense green area with paths, walkways over the water, and relaxation areas where you can read, exercise, or have a picnic with takeaway baskets from the local establishments in the nearby Borgo San Giuliano.

And if wellness on the coast often translates to movement, energy, and liveliness – concepts that, as mentioned, now go hand in hand with environmental quality, sustainability, culture, and high-quality events – you only need to travel a few kilometers towards the hills to find its slow interpretation. There, you'll discover charming villages, poetry, places of the soul, local specialties, bed and breakfast accommodations, and establishments that embrace both tradition and the glamorous trends of contemporary taste.