Opinion:

RING-VIRKNINGER

Effekter av tre arrangementer & aktører i Kongsberg

*

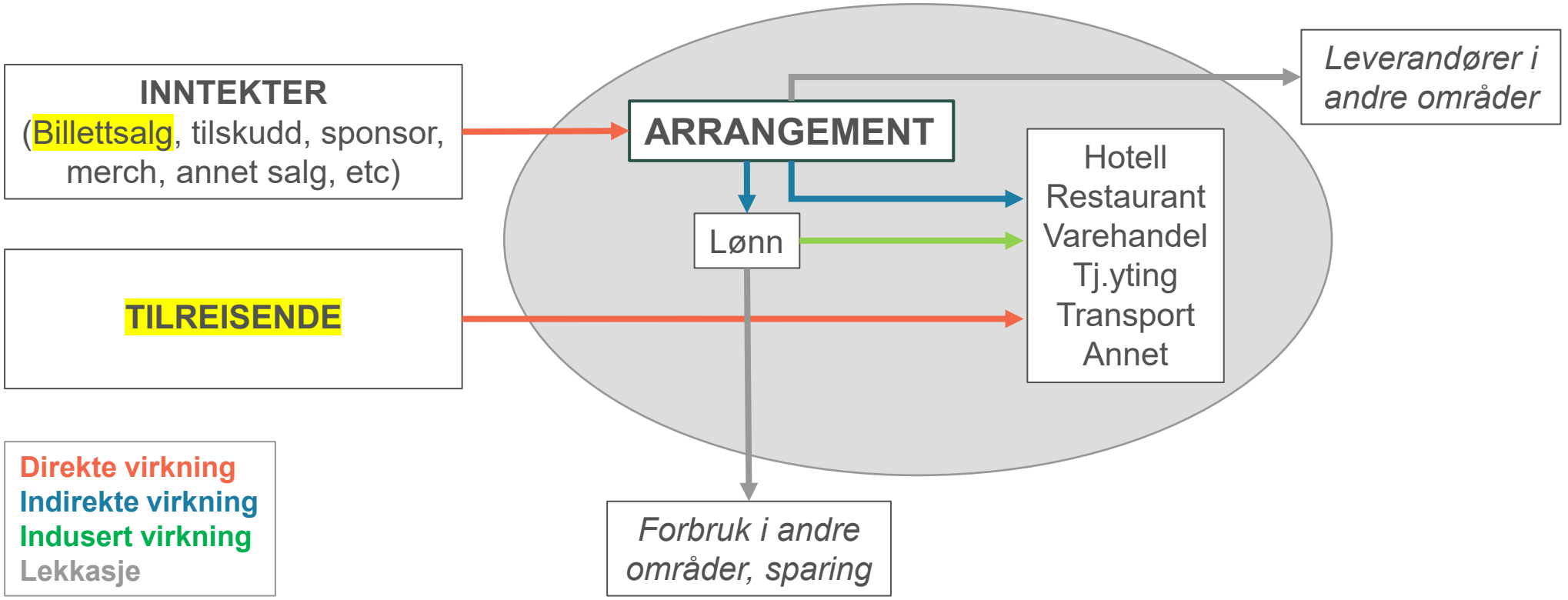
Kongsbergkonferansen

11.11.2026

Ola G. A. Askheim



Hva er økonomisk 'ringvirkning'?



To typer effekter





Omdømme er den samlede oppfatningen, tilliten og meningene som omverdenen (kunder, ansatte, medier og samfunnet) har til en bedrift, organisasjon eller person over tid.

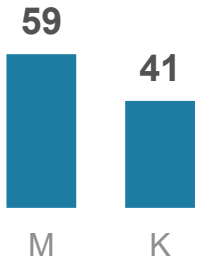
snl.no

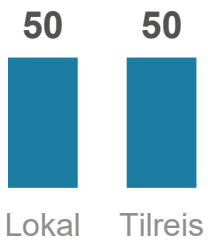


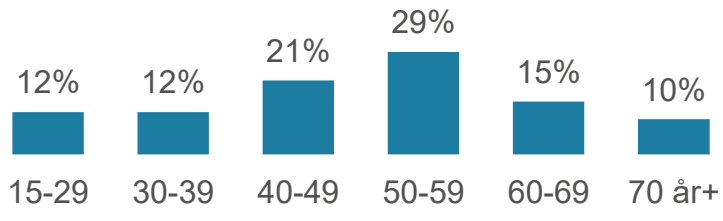




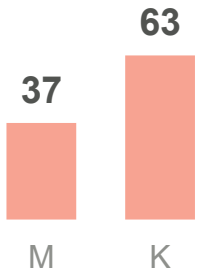
AGENDA KONGSBERG AGENDA

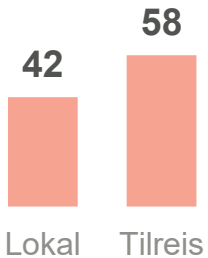


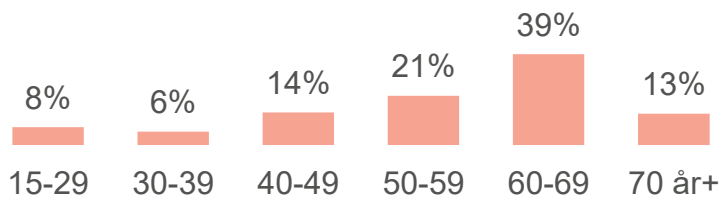




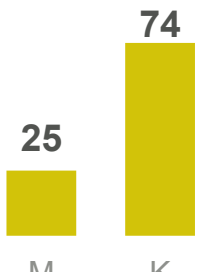
KONGSBERG jazz FESTIVAL

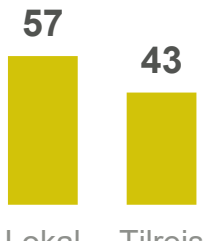


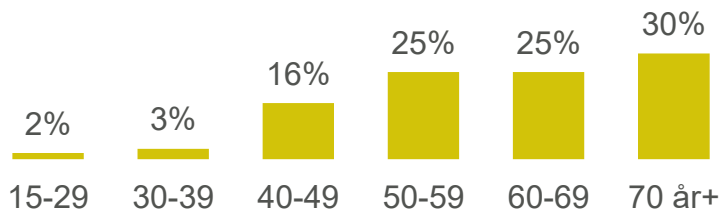




KONGSBERG MUSIKKTEATER
KULTURHUSET PÅ KONGSBERG





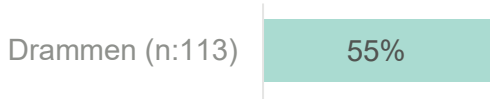


Har din oppfatning av en eller flere av disse byene endret seg i løpet av de seneste årene, og i så fall i hvilken retning?

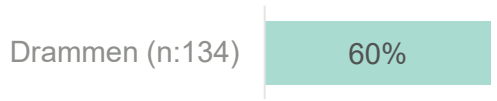
Agenda



Jazz

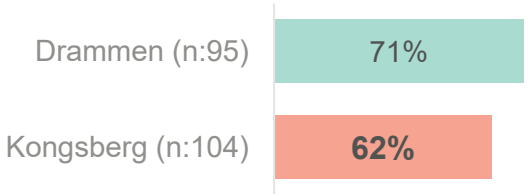


Musikkteater

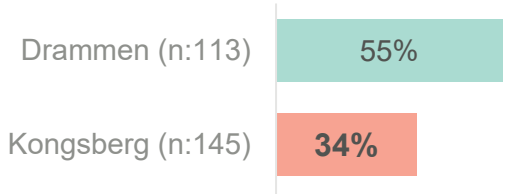


Har din oppfatning av en eller flere av disse byene endret seg i løpet av de seneste årene, og i så fall i hvilken retning?

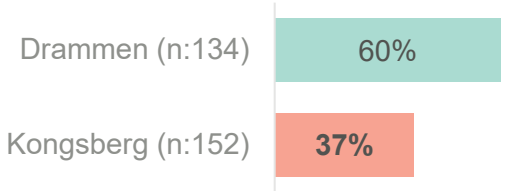
Agenda



Jazz

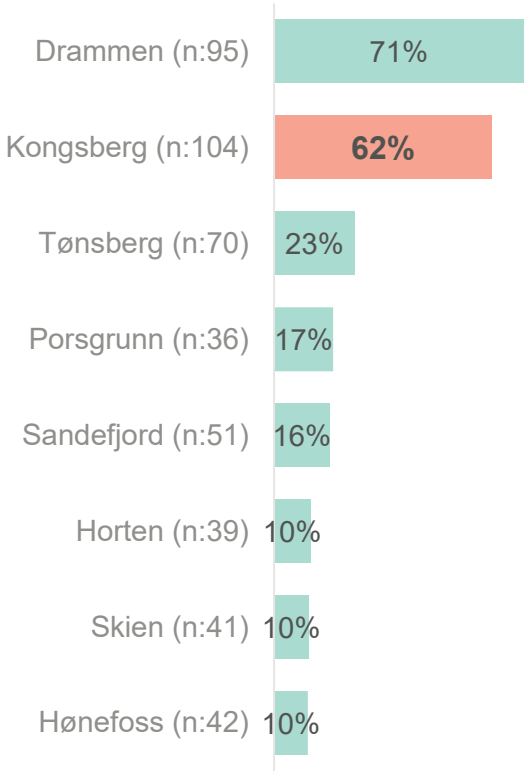


Musikkteater

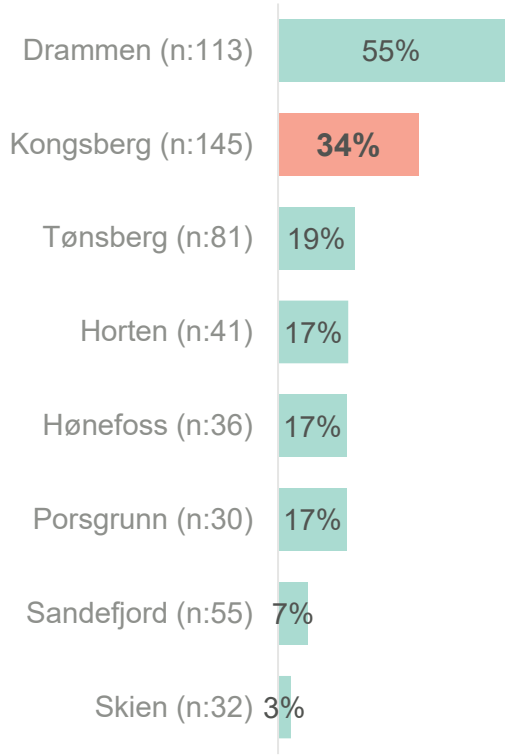


Har din oppfatning av en eller flere av disse byene endret seg i løpet av de seneste årene, og i så fall i hvilken retning?

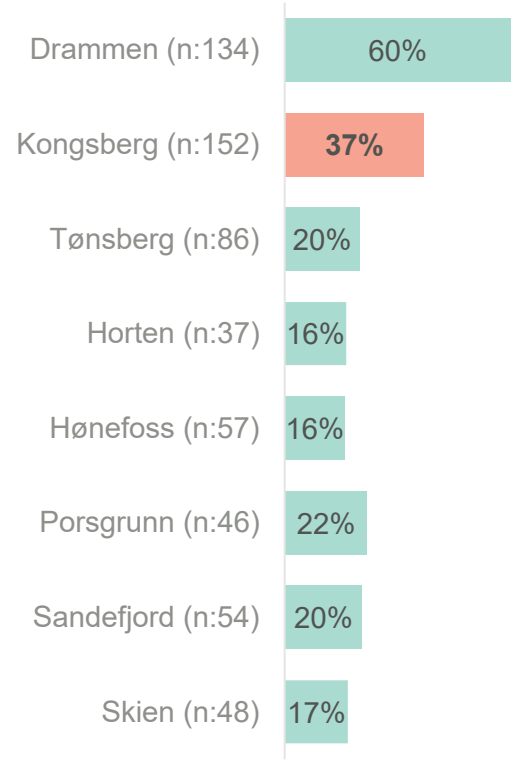
Agenda



Jazz



Musikkteater



Publikum på tre ulike arenaer har et bemerkelsesverdig sammenfallende alt-i-alt inntrykk av Kongsberg

Agenda



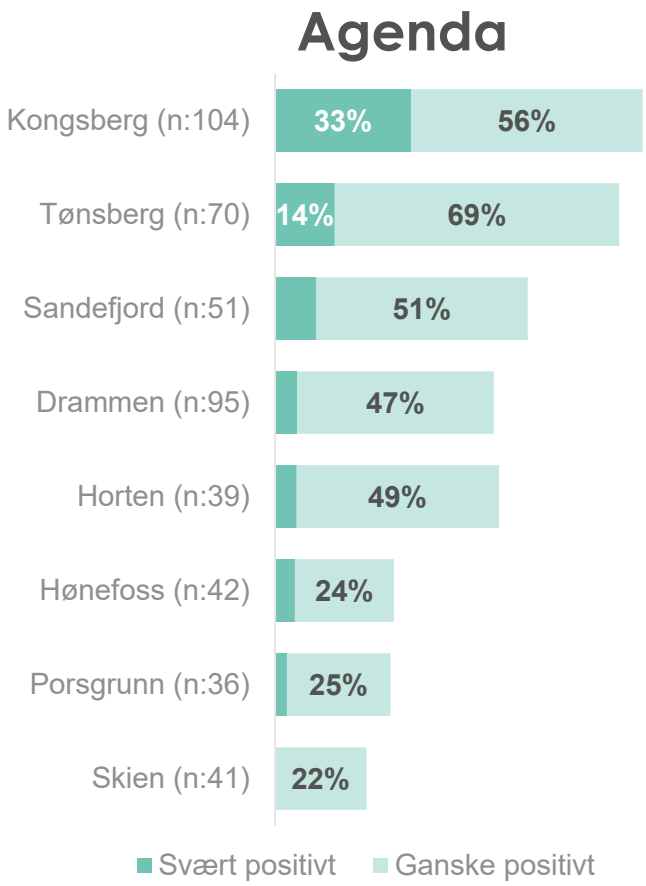
Jazz

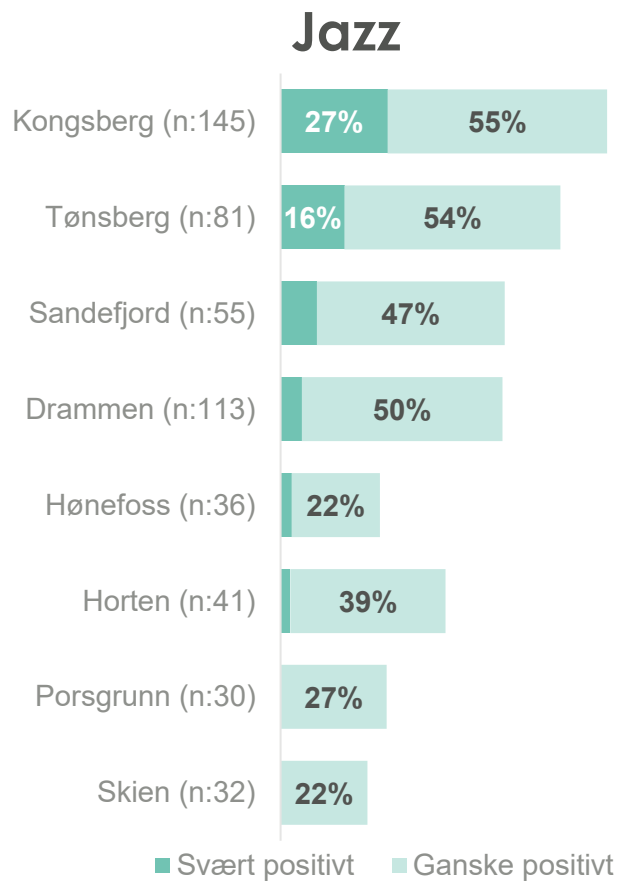


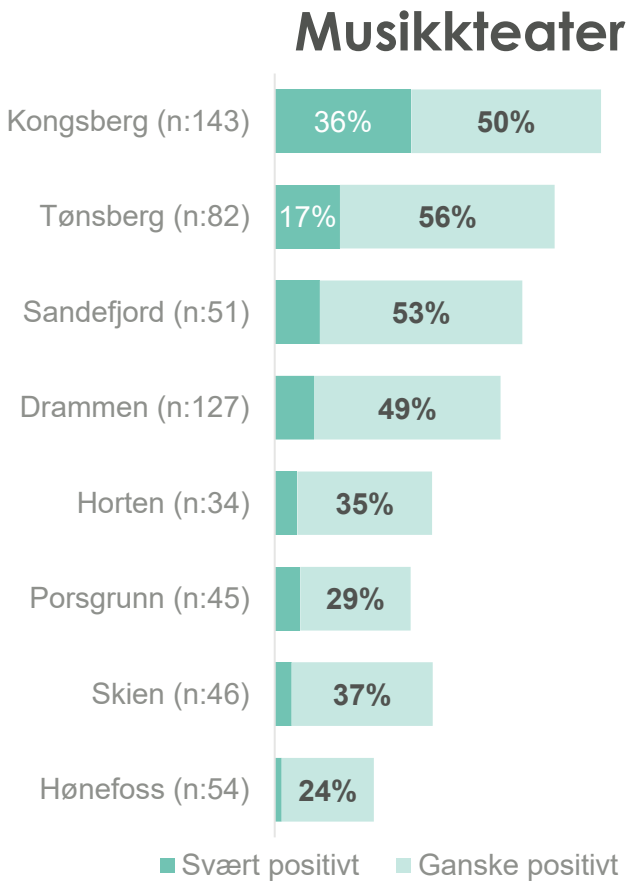
Musikkteater



Publikum på tre ulike arenaer har et bemerkelsesverdig sammenfallende alt-i-alt inntrykk av Kongsberg





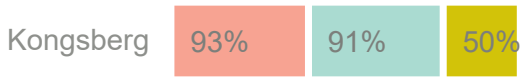


... et godt sted å vokse opp for barn

... spes gunstig beliggenhet ift attraktiv natur og rekreasjonsomr

...kunne du tenke deg å bosette deg

Agenda



Jazz



Musikkteater

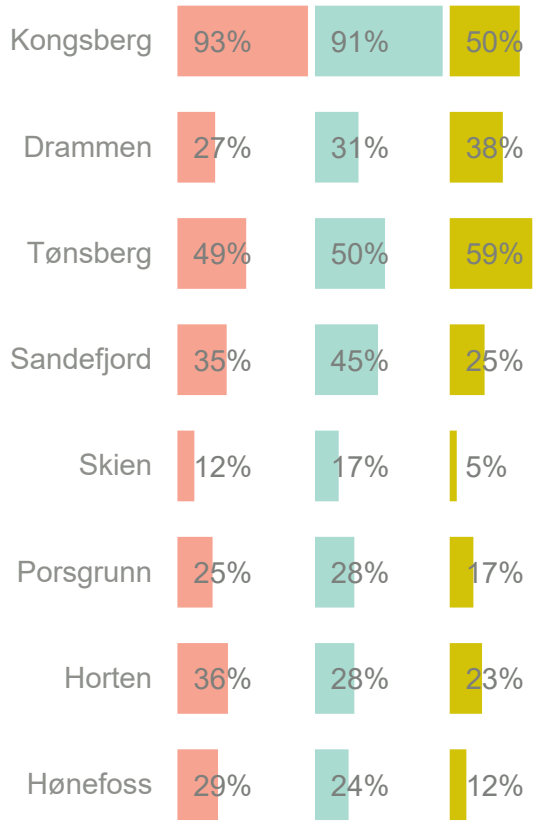


... et godt sted å vokse opp for barn

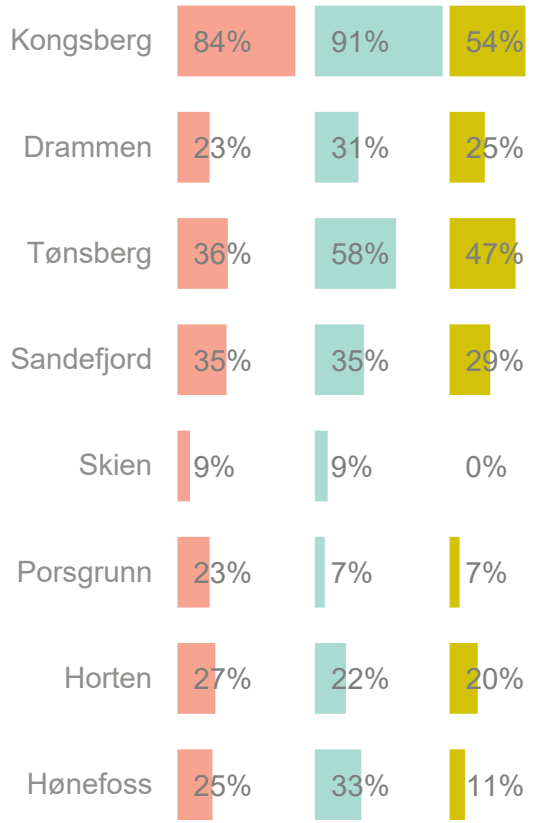
... spes gunstig beliggenhet ift attraktiv natur og rekreasjonsomr

...kunne du tenke deg å bosette deg

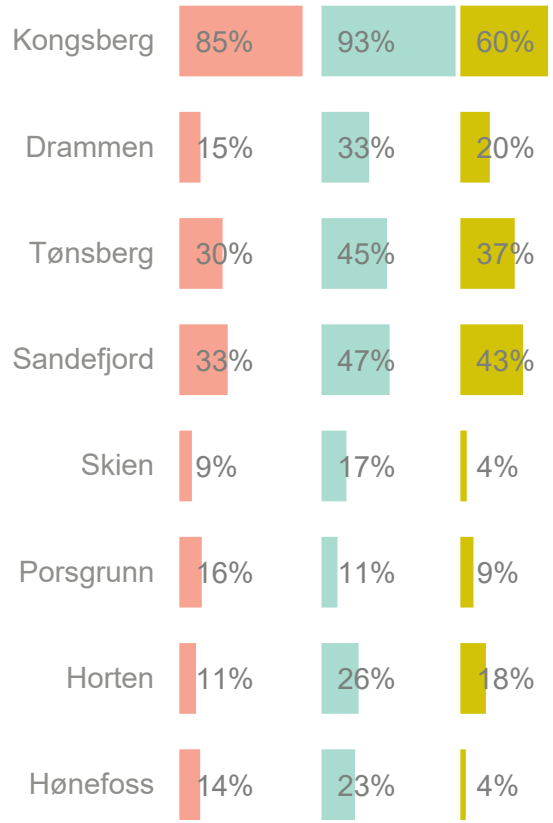
Agenda



Jazz



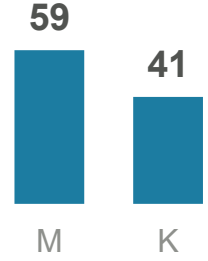
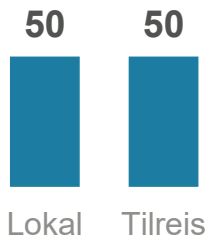
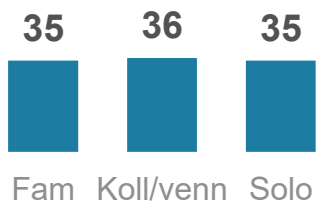
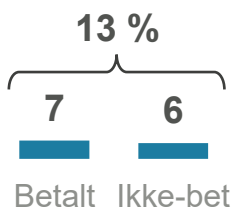
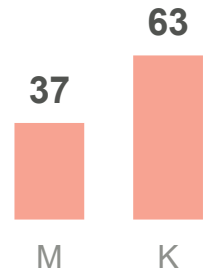
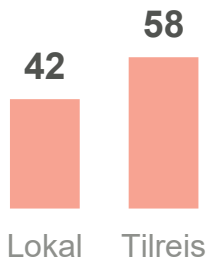
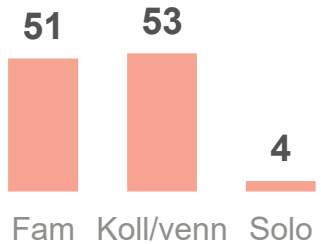
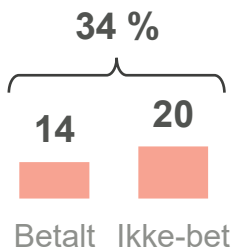
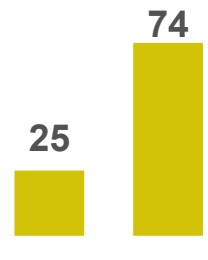
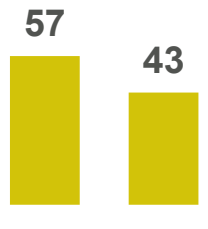
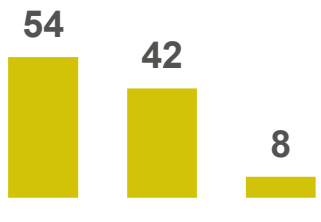
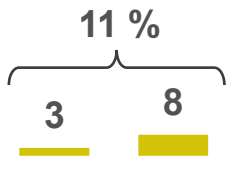
Musikkteater

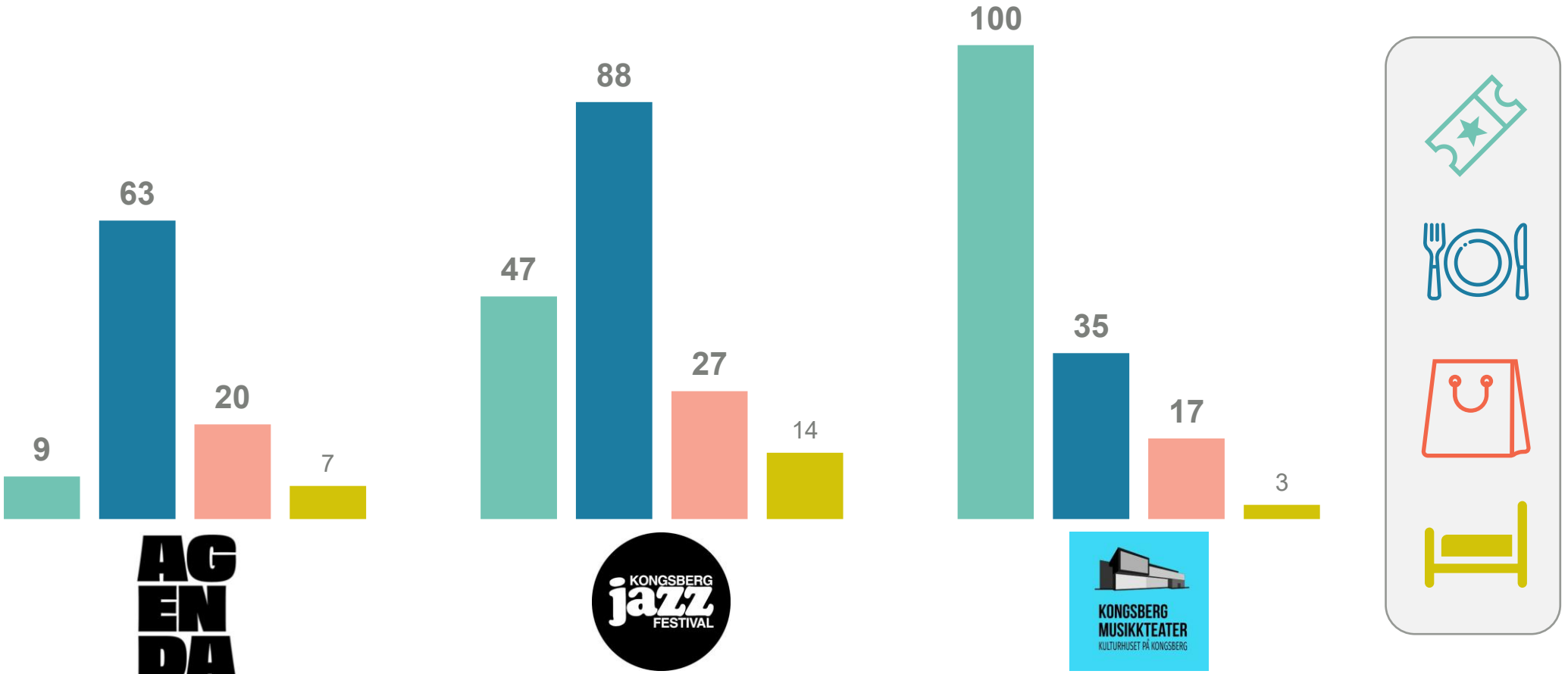


> **Consumption** refers to the use of resources to fulfill present needs and desires.
>
> - Wikipedia

’Torden-
skiolds
soldater’



			Reisefølge-sammensetning		
AGENDA KONGSBERG AGENDA					24 000
KONGSBERG jazz FESTIVAL					25 000
KONGSBERG MUSIKKTEATER KULTURHUSET PÅ KONGSBERG					26 000


9
63
20
7
47
88
27
14
100
35
17
3
AGENDA
KONGSBERG AGENDA
KONGSBERG jazz FESTIVAL
KONGSBERG MUSIKKTEATER
KULTURHUSET PÅ KONGSBERG

Anslått / beregnet forbruk pr. person

1060,-

2030,-

1040,-

Anslått samlet direkte økonomisk virkning pr. år

40 MNOK

50 MNOK

30 MNOK

110-120 MNOK

Opinion:

INNSIKT SOM BRINGER DEG VIDERE

www.opinion.no | hei@opinion.no | @opinion-as

Opinion AS | Vulkan 16 | 0178 OSLO