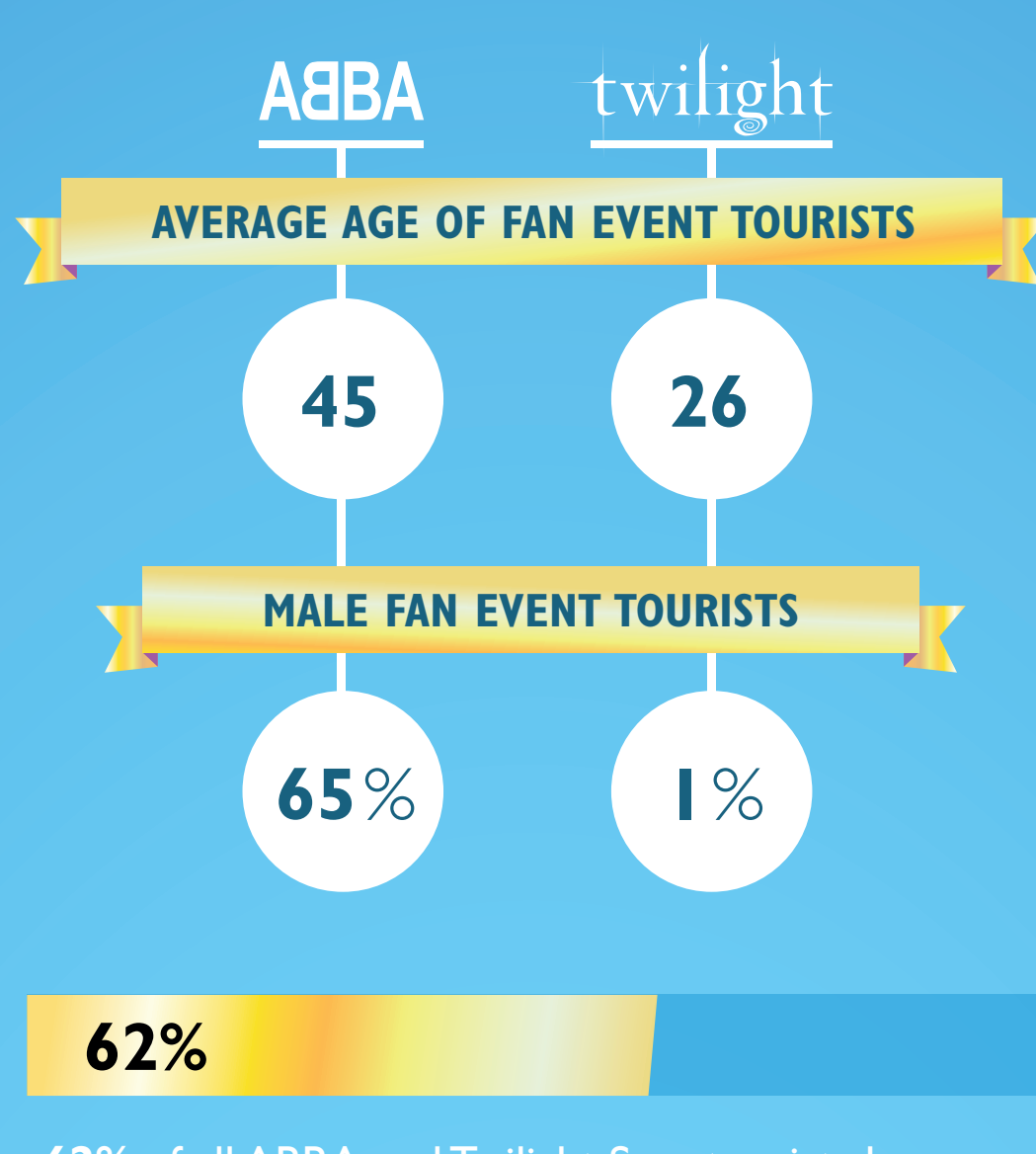


twilight vs ABBA

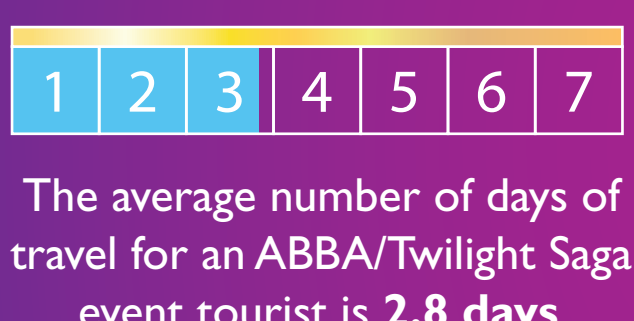
“FAN EVENT TOURISM”

Fans traveling to participate in events in the wake of popular culture

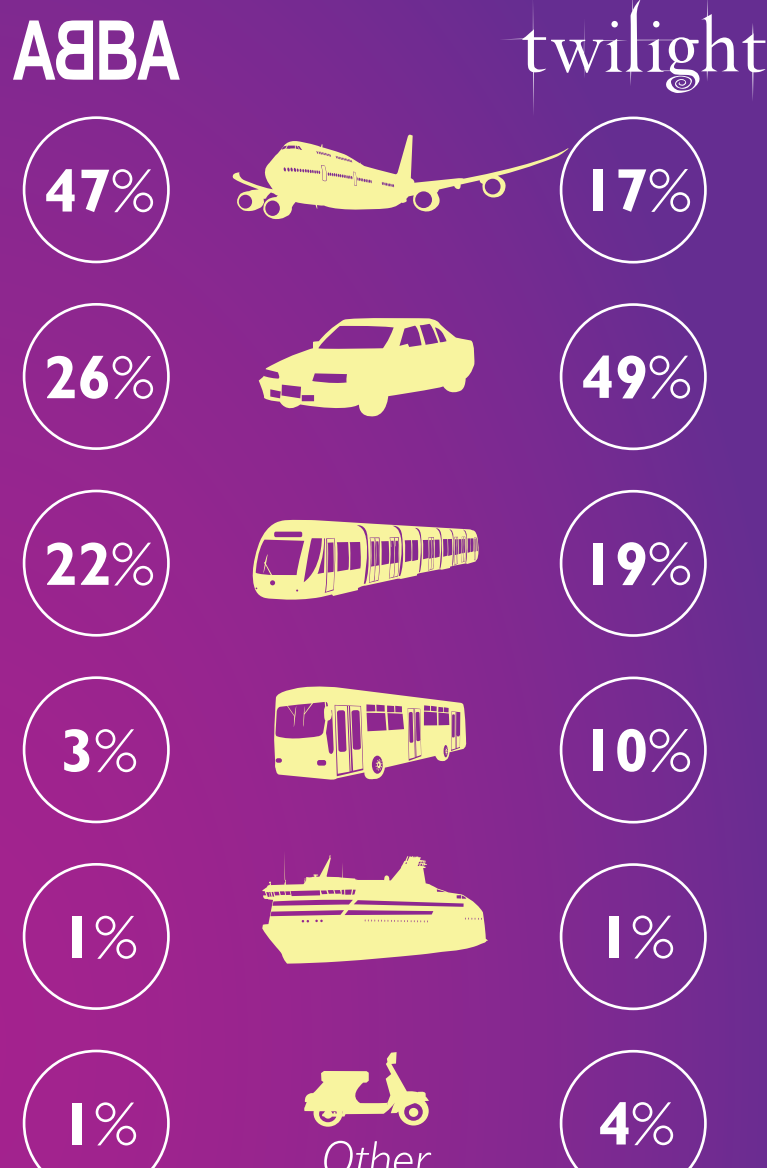
Researchers at ETOUR, Mid Sweden University, have for a number of years studied fans traveling to participate in ABBA and Twilight Saga events around the world. Here are some of the findings from their research.



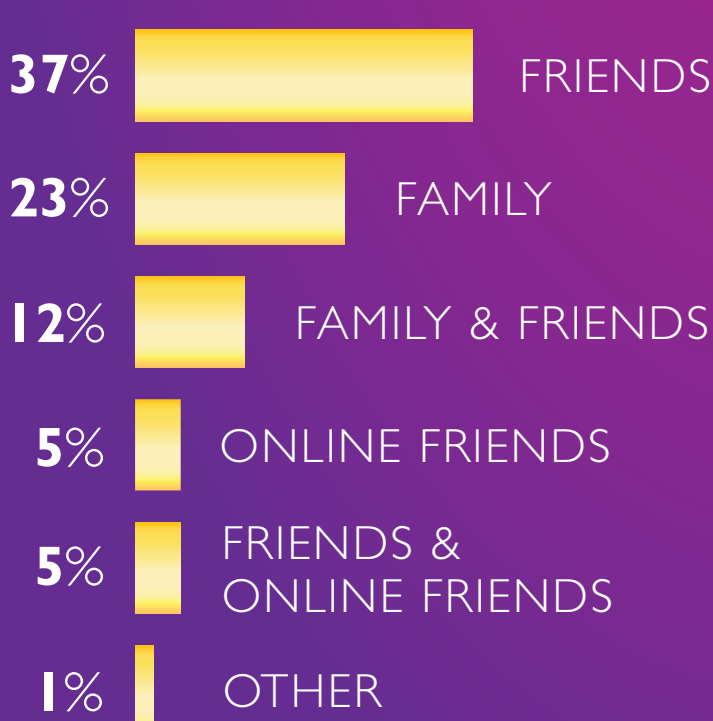
WHO ORGANISED THE EVENT?



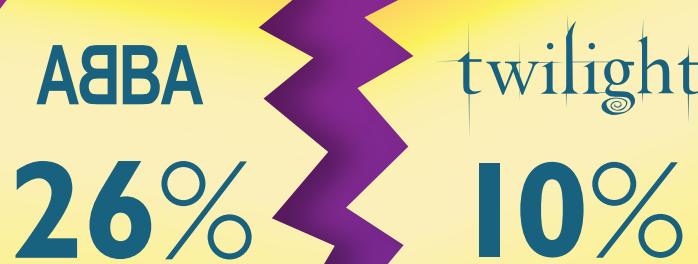
MODE OF TRANSPORT



TRAVELING WITH



TRAVELING ALONE



71%

71% would not have traveled to the destination if it had not been for their interest in ABBA/The Twilight Saga.

WWW.MIUN.SE/ETOUR

RESEARCH CONDUCTED BY

Associate Professor Christine Lundberg
Dr Maria Lexhagen

The European Tourism Research Institute (ETOUR) at Mid Sweden University develops and communicates scientific knowledge about tourism.



Investing in your future



DESIGN BY HENRIK FORSBERG

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