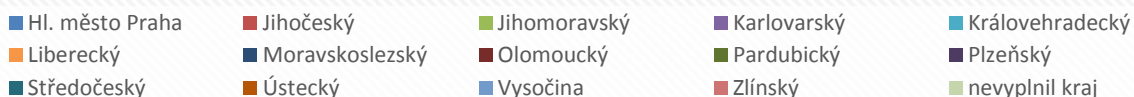
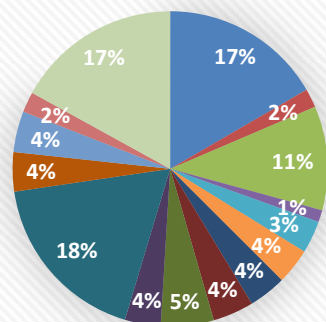
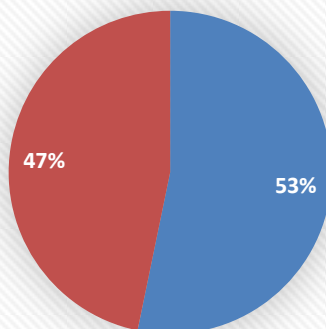


**Český návštěvník** - celkový počet respondentů v daném období 571

### Otázka č. 1 - Ze kterého kraje pocházíte?

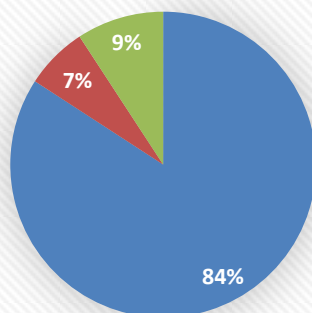


### Otázka č. 2 - Už jste někdy dříve navštívil/a Kutnou Horu?



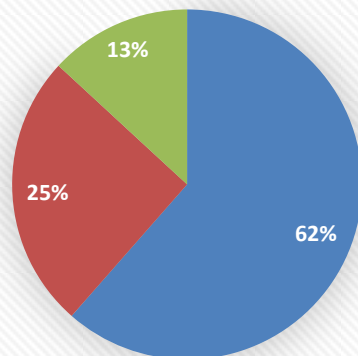
■ ano ■ ne

### Otázka č. 3 - Za jakým účelem jste navštívil/a Kutnou Horu?



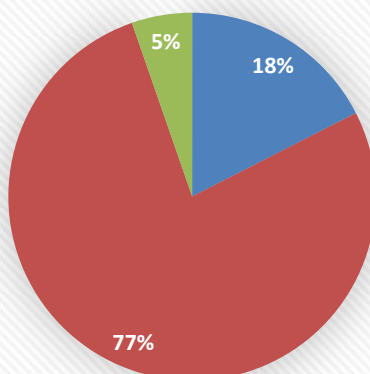
■ Návštěva památek ■ Pracovní cesta ■ Návštěva známých, příbuzných

### Otázka č. 4 - Jak dlouhý byl Vás pobyt v Kutné Hoře?



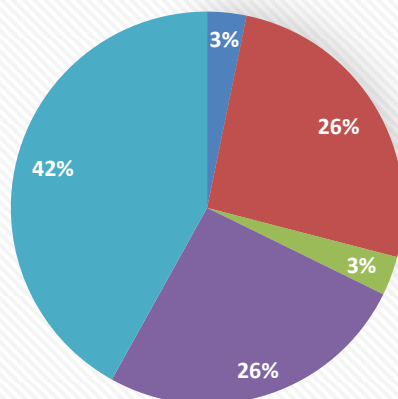
■ Jednodenní   
 ■ 1-2 noci   
 ■ delší

### Otázka č. 5 - Co bylo impulzem k návštěvě?



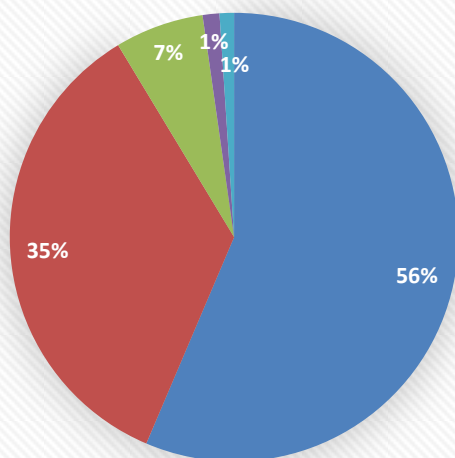
■ doporučení od známých   
 ■ vlastní rozhodnutí   
 ■ reklama

### Otázka č. 5 a) - Reklama?



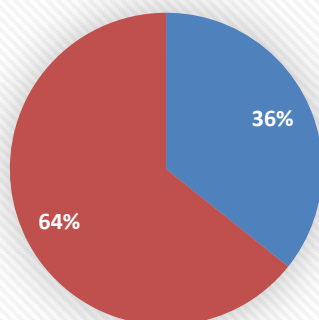
■ billboard / plakát   
 ■ noviny / časopisy   
 ■ radio   
 ■ TV pořad / film   
 ■ internetová reklama

### Otázka č. 6 - Jak jste do destinace přijel/a?



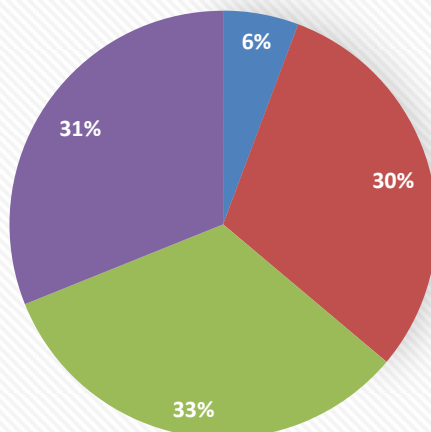
■ auto / motorka ■ vlak ■ autobus ■ kolo ■ pěšky

### Otázka č. 7 - Jste muž / žena?

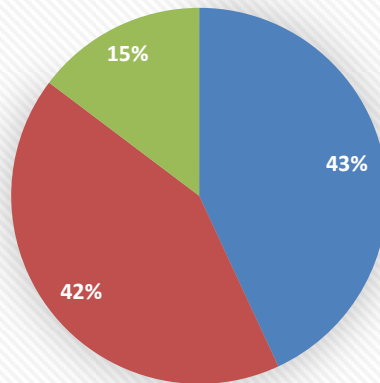


■ muž ■ žena

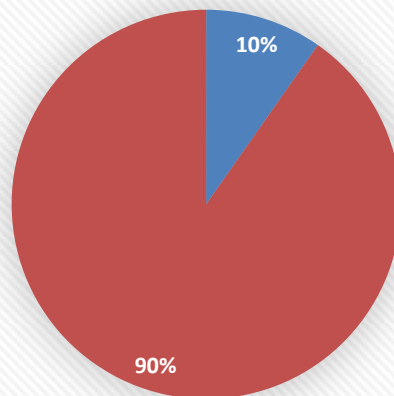
### Otázka č. 8 - S kým cestujete?



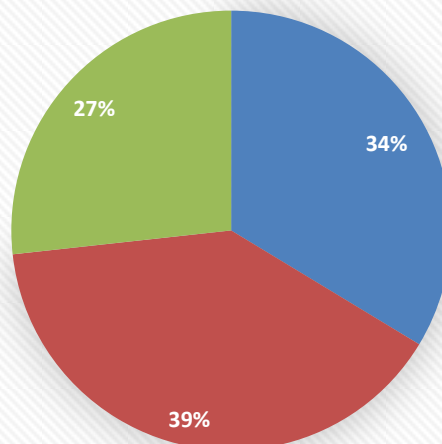
■ sám / sama ■ s přáteli ■ s rodinou ■ s partnerem

**Otázka č. 9 - Věk?**

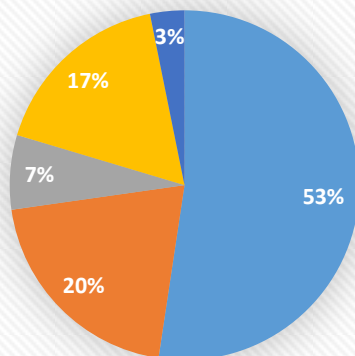
■ 10 - 30   ■ 31 - 60   ■ 60 →

**Otázka č. 10 - Sledujete naše na sociální sítě?**

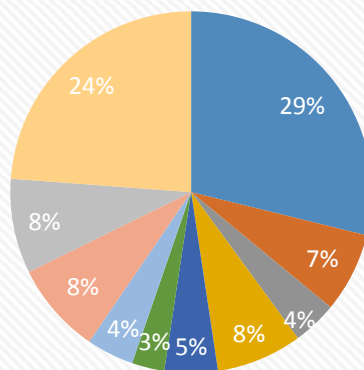
■ ano   ■ ne

**Otázka č. 10 a) - Které sociální sítě?**

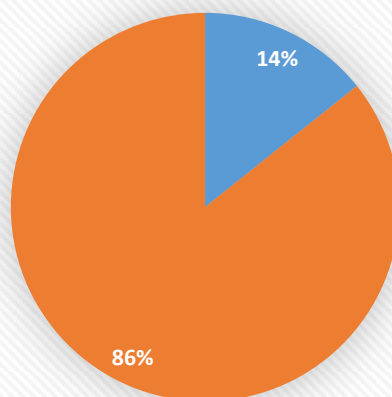
■ YouTube   ■ Facebook   ■ Instagram

**Zahraniční návštěvník - celkový počet respondentů v daném období 378**
**No. 1 - Where are you from?**


■ Europe   
 ■ America   
 ■ Other   
 ■ Asia   
 ■ Australia

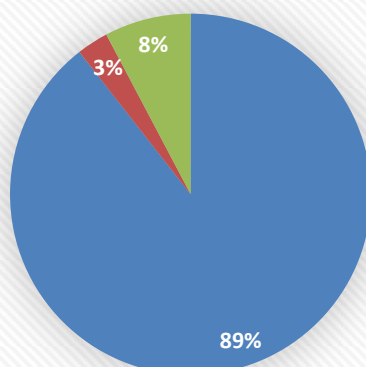
**No. 2 - What is your native language?**


■ English   
 ■ German   
 ■ Italian   
 ■ French   
 ■ Spanish  
■ Polish   
 ■ Dutch   
 ■ Russian   
 ■ Chinese   
 ■ Other

**No. 3 - Have you ever been to Kutná Hora before?**


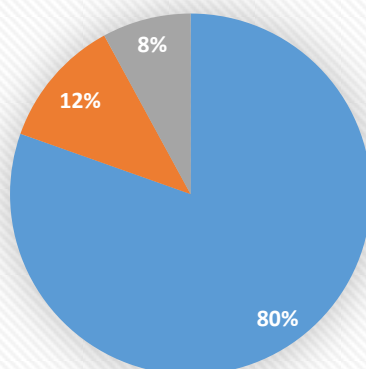
■ Yes, I have.   
 ■ No, I haven't.

### No. 4 - Why have you visited Kutná Hora?



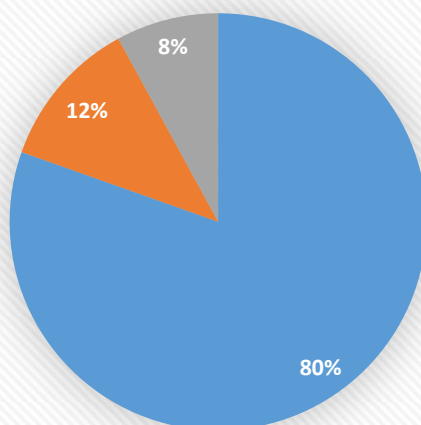
■ Sights and culture    
 ■ Business    
 ■ Visiting relatives and friends

### No. 5 - How long will you stay in Kutná Hora?



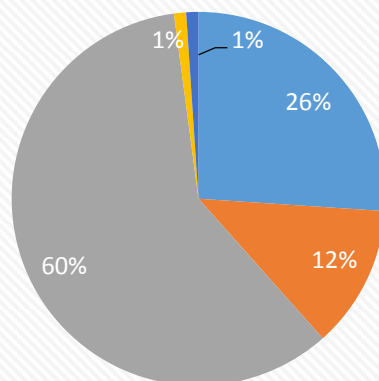
■ 1 day    
 ■ 1-2 nights    
 ■ More

### No. 6 - What was your reason to visit Kutná Hora?



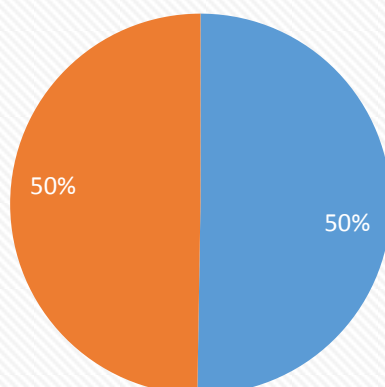
■ Recommendation    
 ■ Your own decisions    
 ■ Commercial (TV, online, ad, radio, billboard/poster etc.)

### No. 7 - How did you come to the destination of Kutná Hora?



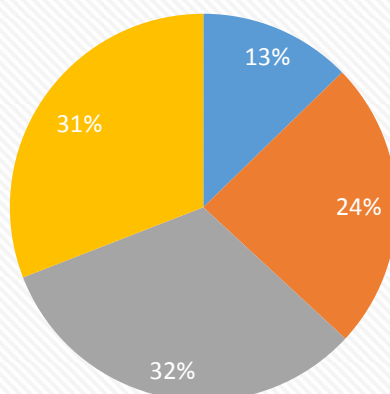
■ By car / motorbike ■ By bus ■ By train ■ On a bicycle ■ On foot

### No. 8 - You are:

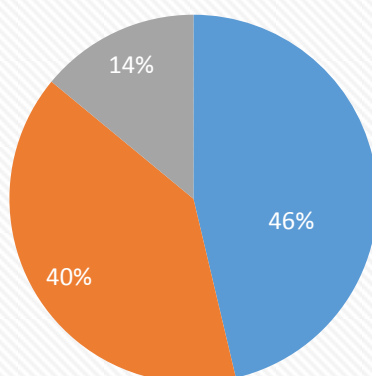


■ Man ■ Woman

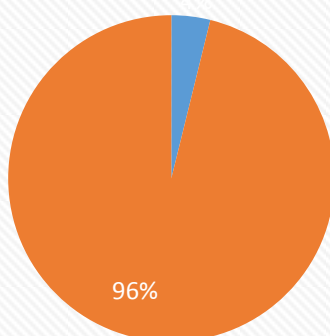
### No. 9 - You travel:



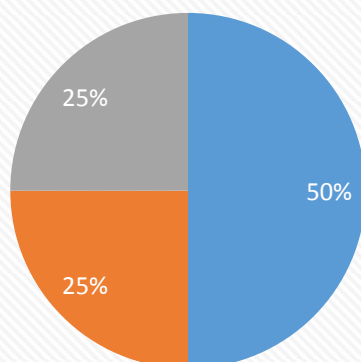
■ Alone ■ With a family ■ With a partner ■ With friends

**No. 10 - How old are you?**

■ 10 - 30   ■ 31 - 60   ■ 61 →

**No. 11 - Do you follow us?**

■ yes   ■ no

**No. 11 a) - YouTube, Facebook, Instagram?**

■ YouTube   ■ Facebook   ■ Instagram