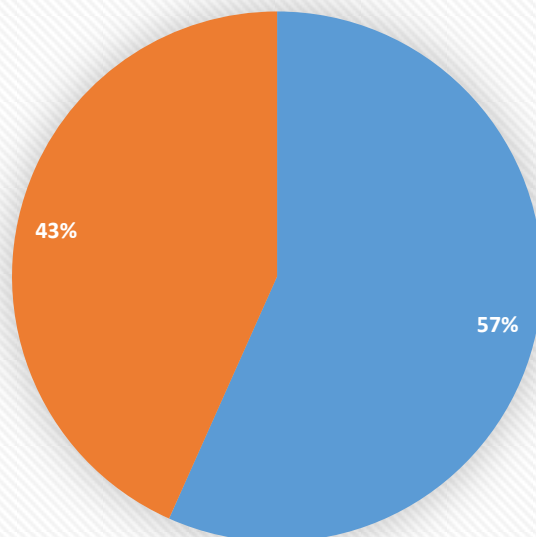


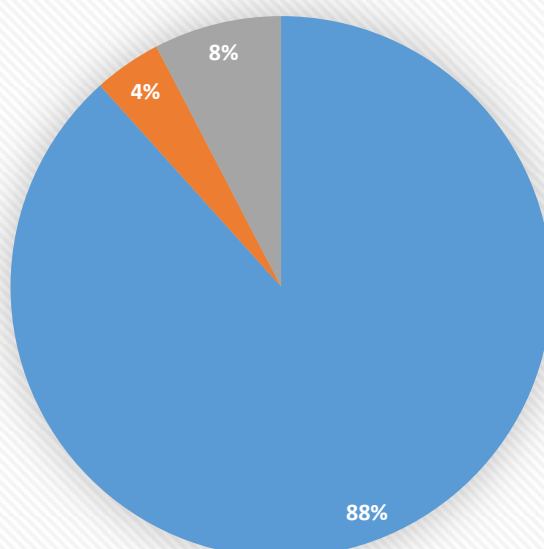
**Český návštěvník** - celkový počet respondentů v daném období 217

### Otázka č. 1 - Už jste někdy dříve navštívil/a Kutnou Horu?



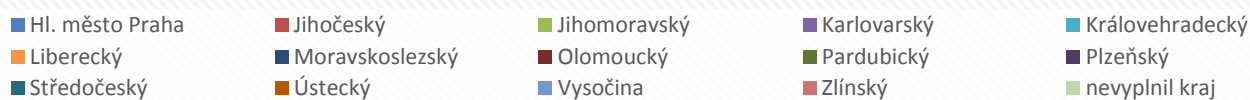
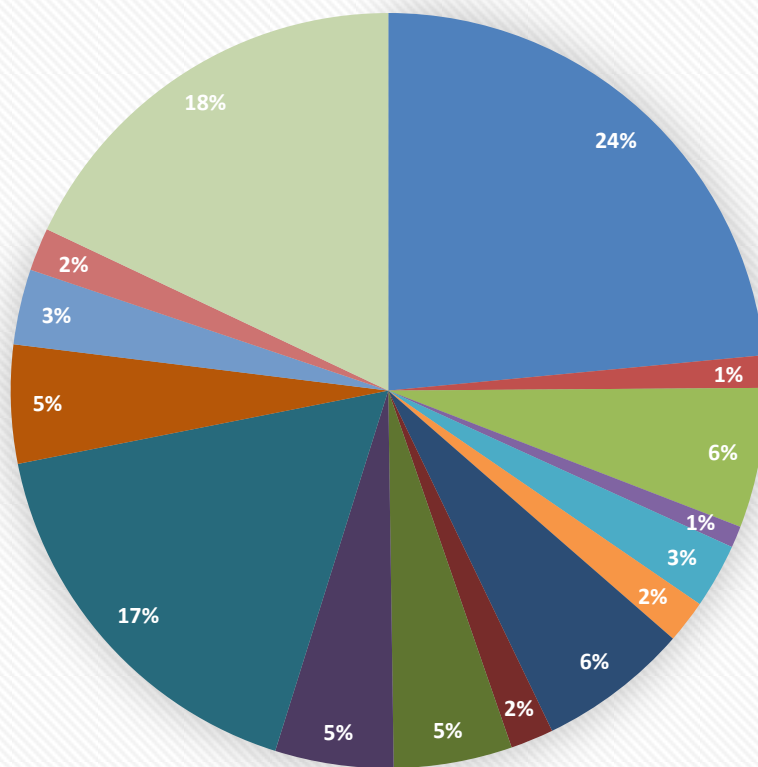
■ ano ■ ne

### Otázka č. 2 - Za jakým účelem jste navštívil/a Kutnou Horu?

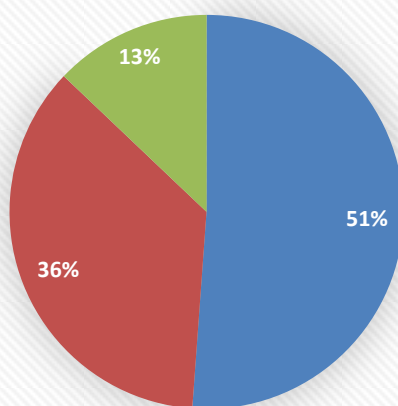


■ památky a kultura ■ pracovní cesta ■ návštěva příbuzných a známých

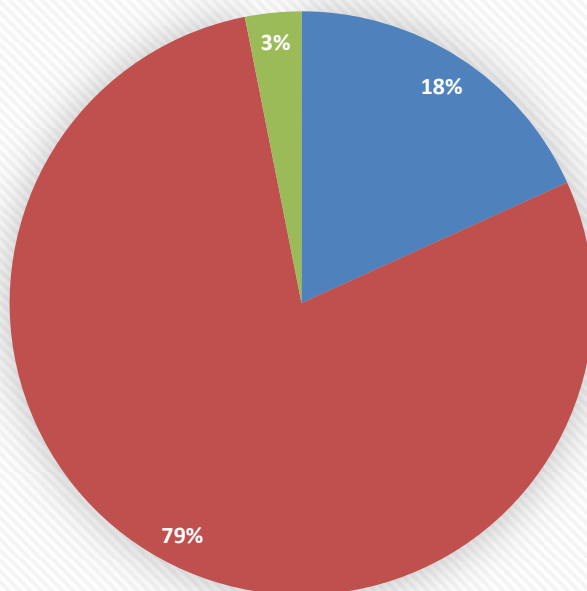
### Otázka č. 3 - Ve kterém kraji bydlíte?



### Otázka č. 4 - Jak dlouhý je Váš pobyt v Kutné Hoře?

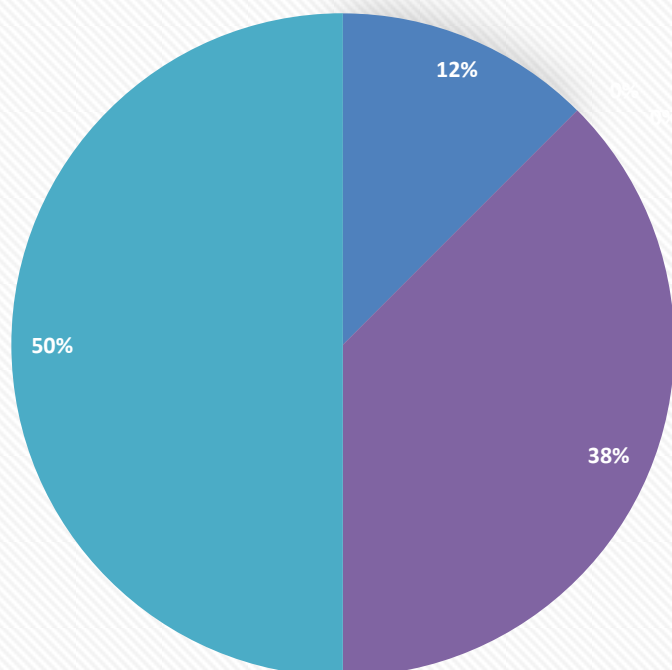


### Otázka č. 5 - Co bylo impulzem k návštěvě?

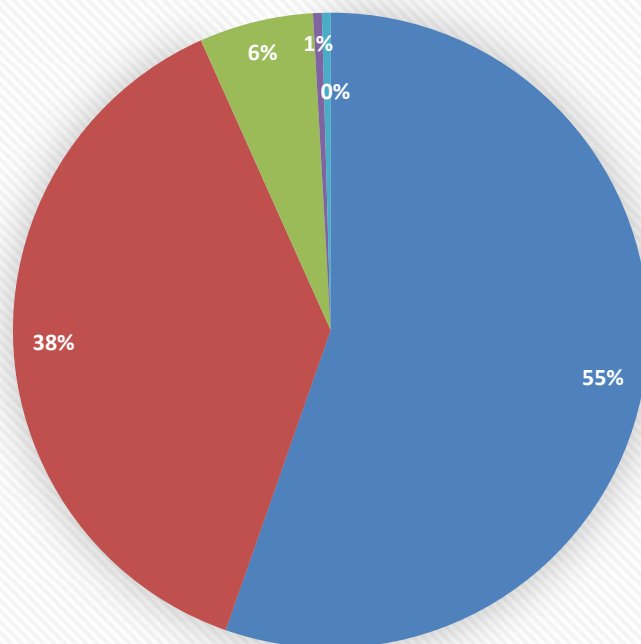


■ doporučení od známých ■ vlastní rozhodnutí ■ reklama

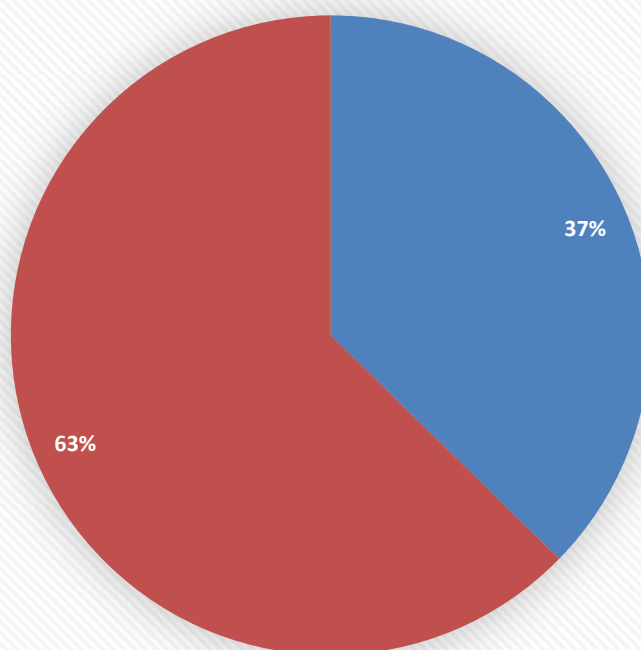
### Otázka č. 5 a) - Reklama?



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

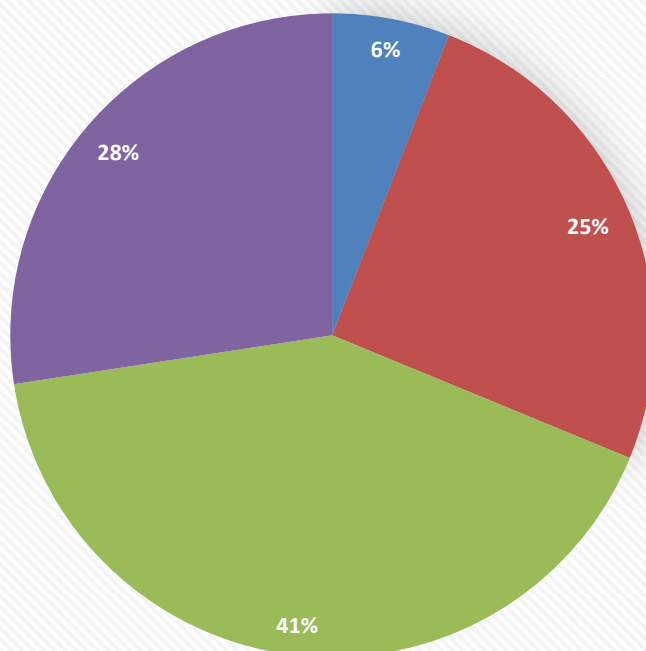
**Otázka č. 6 - Jak jste do destinace přijel/a?**

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

**Otázka č. 7 - Jste muž / žena?**

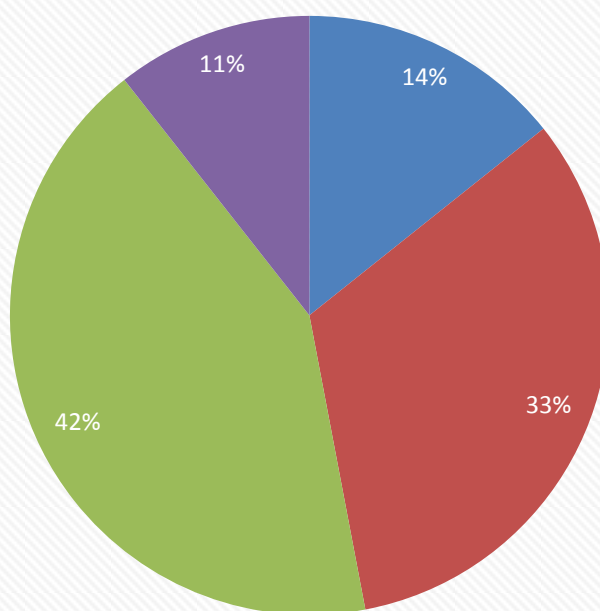
■ muž   ■ žena

### Otázka č. 8 - S kým cestujete?

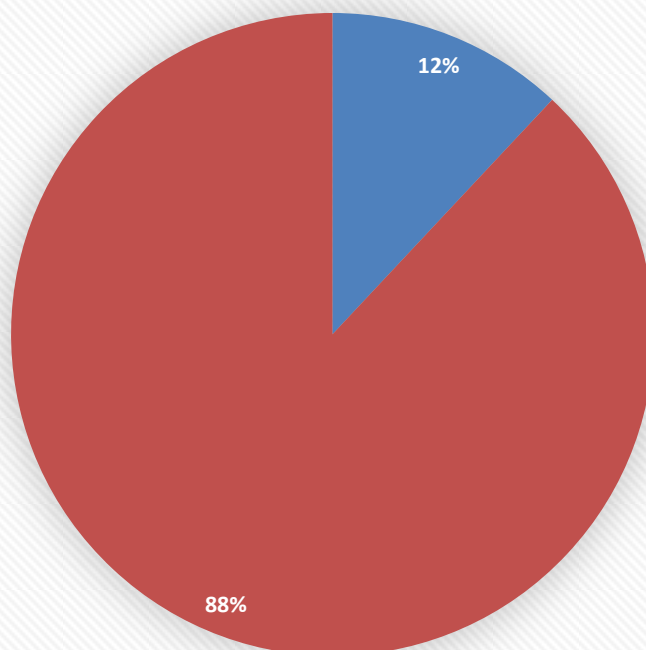


■ sám / sama    ■ s přáteli / spolužáky    ■ s rodinou    ■ s partnerem

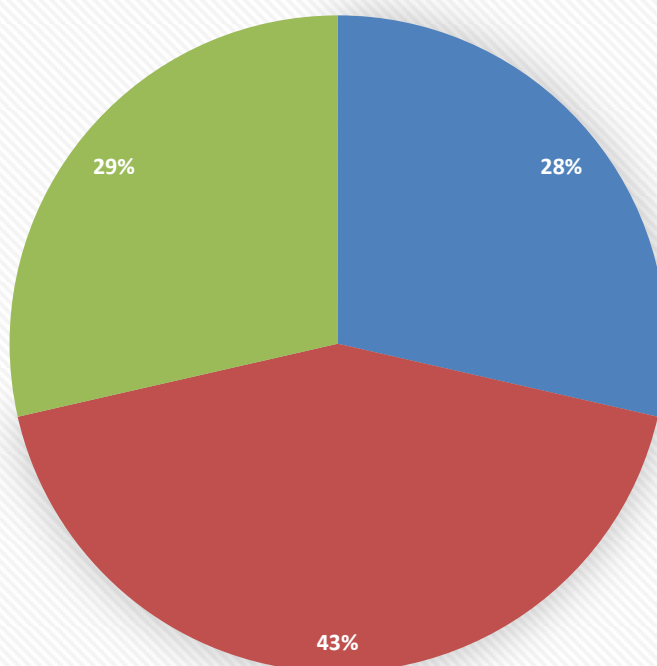
### Otázka č. 9 - Věk?



■ 10 - 15    ■ 16 - 30    ■ 31 - 60    ■ 61 →

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

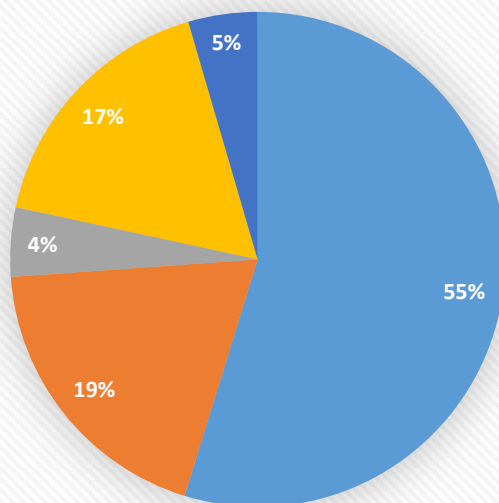
■ ano ■ ne

**Otázka č. 10 a) - Které?**

■ YouTube ■ Facebook ■ Instagram

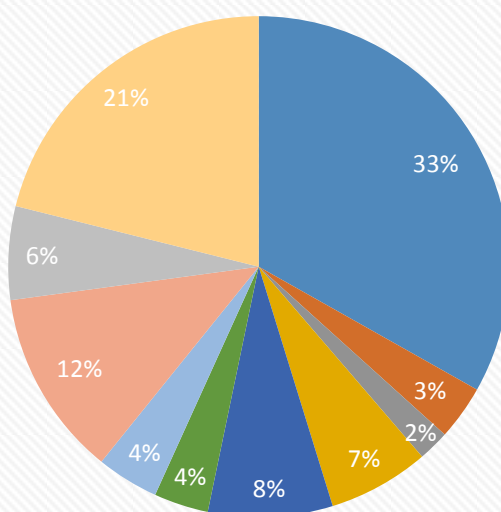
**Zahranční návštěvník** - celkový počet respondentů v daném období 199

### No. 1 - Where are you from?



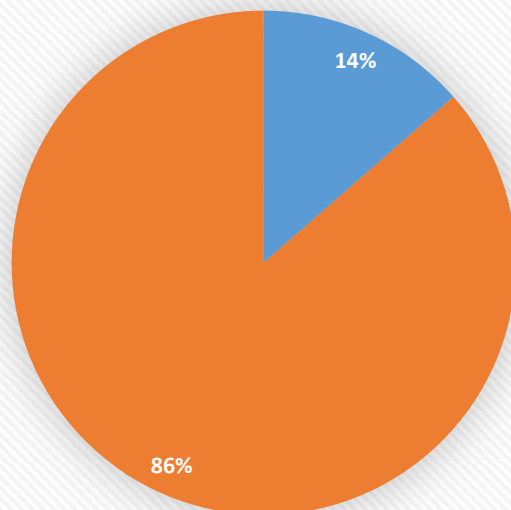
■ Europe ■ America ■ Other ■ Asia ■ Australia

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



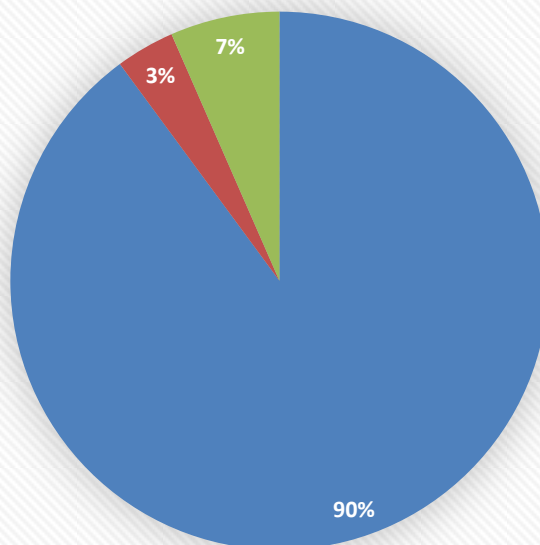
■ English ■ German ■ Italian ■ French ■ Spanish  
 ■ Polish ■ Dutch ■ Russian ■ Chinese ■ Other

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



■ Yes, I have.     ■ No, I haven't.

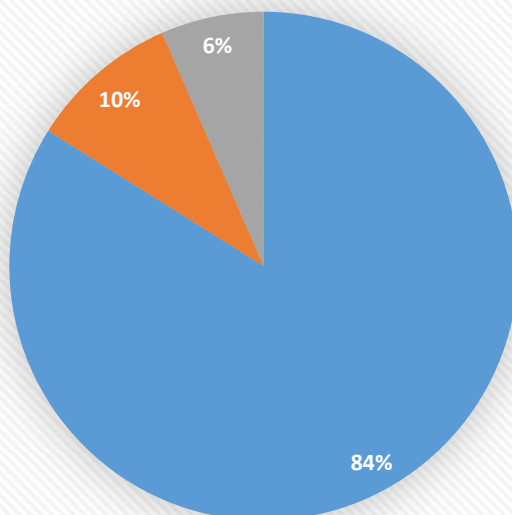
### No. 4 - Why have you visited Kutná Hora?



■ Sights and culture     ■ Business     ■ Visiting relatives and friends



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

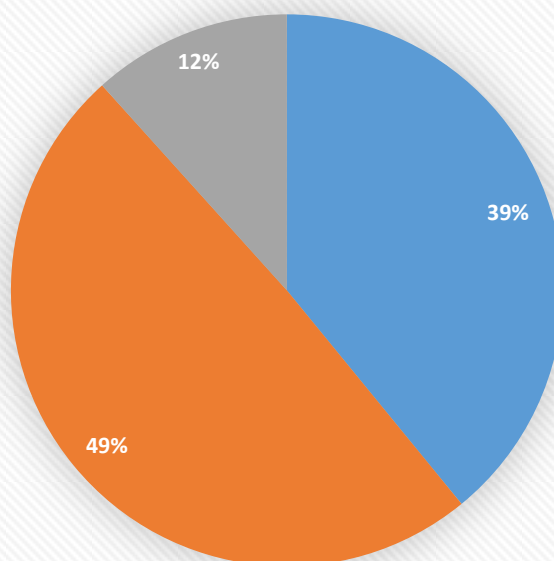


■ 1 day

■ 1-2 nights

■ More

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

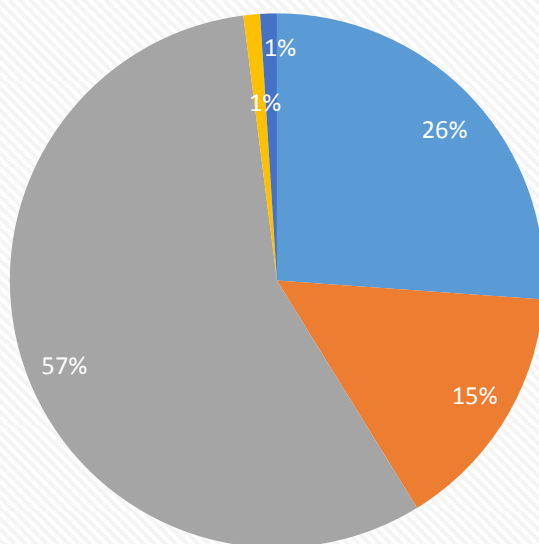


■ Recommendation

■ Your own decisions

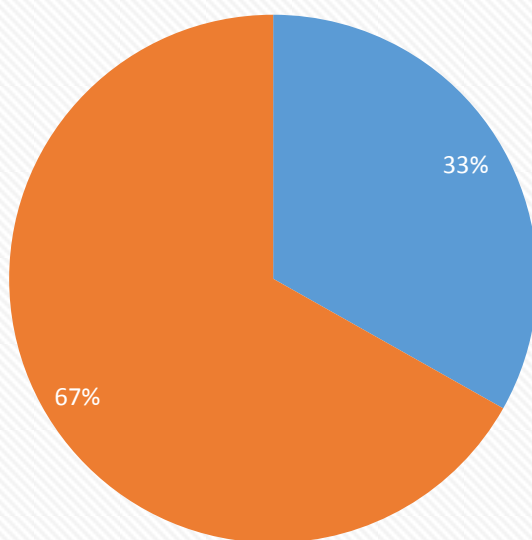
■ Commercial (TV, online, ad, radio, billboard/poster etc.)

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



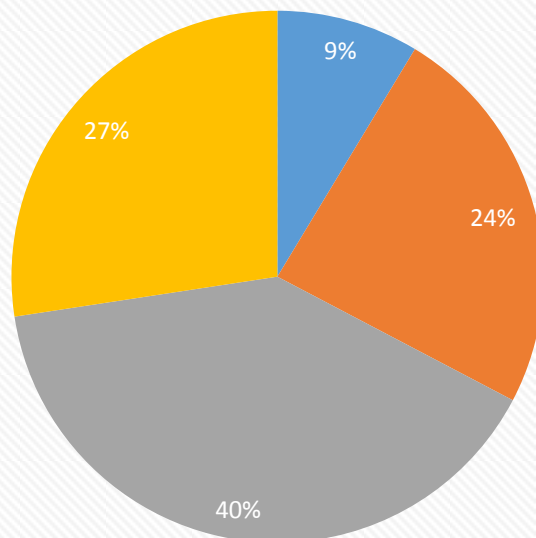
■ By car / motorbike   ■ By bus   ■ By train   ■ On a bicycle   ■ On foot

### No. 8 - You are:



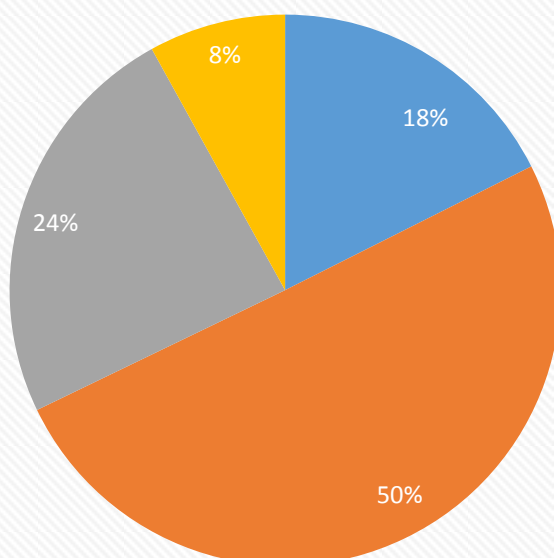
■ Man   ■ Woman

### No. 9 - You travel:



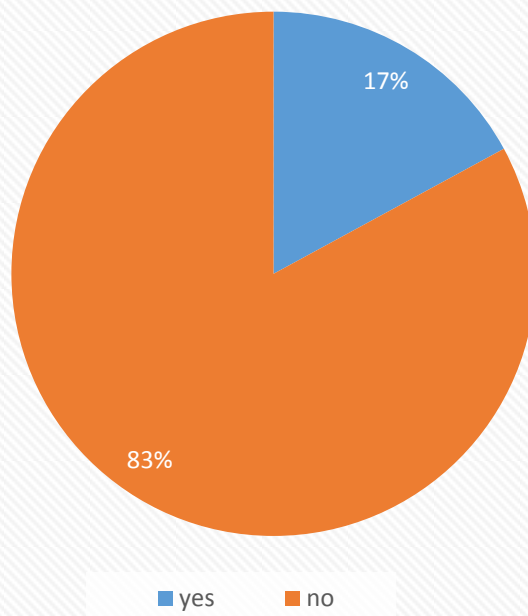
■ Alone   ■ With a partner   ■ With a family   ■ With friends

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



■ 10 - 15   ■ 16 - 30   ■ 31 - 60   ■ 61 →

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



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

