

## **Abstract**

This thesis focuses on the analysis of the communication and promotional activities of the largest non-profit festival in the Czech Republic, the Budějovice Majáles. Specifically, it focuses on identifying positive and negative aspects of communication in order to evaluate how to most effectively reach the target group of visitors. The theoretical part includes a definition of marketing activities and an introduction to the Budějovice Majáles. The practical part is followed by an analysis of the communication of selected festival events and the interpretation of interviews with visitors and festival organisers who evaluated their marketing strategies. Both groups, despite the seemingly worsened recognisability, appreciated the form of the visuals, which are significantly renewed every year by the festival. Differences emerged between the groups in terms of perceived importance of the festival's communication themes, with the atmosphere, personal experience and quality of the programme being most important to visitors. The organisers highlighted the attractiveness of the festival's extra activities and innovative elements in communication.