

Abstract

Title: FC Hradec Kralove football match benefits for spectators

Objectives: The object of this work is analysis and descriptions of benefits, resulting from the visit FC Hradec Kralove football games to spectators in the season 2015/2016 and 2016/2017. Finding satisfaction with individual benefits and propose measures that could lead to increase satisfaction and traffic of a home football games FC Hradec Kralove.

Methods: observation, electronic survey, written interview, personal interview

Results: Proposals and recommendations to increase spectator satisfaction and traffic.

Keywords: spectator satisfaction, football, FC Hradec Kralove, marketing research