

Abstract

- Title:** Marketing communication of long-distance trail Hřebenovka
- Objectives:** The main purpose of this thesis is to create a proposal of marketing communication for Czech long-distance trail Hřebenovka. The secondary purpose is to redesign the Hřebenovka's website and design a layout of a mobile application.
- Methods:** The main method chosen for this thesis was an online focus group with beginners and experienced hikers in form of a videoconference. Content analysis of the website was used for evaluation and subsequent redesign proposal of the website.
- Results:** The result of this thesis is a proposal of a marketing communication for a long-distance trail Hřebenovka for year 2022. The proposal contains design of the website and application, design of posts on social networks, example of cooperation with an influencer and design of additional subjects.
- Key words:** trek, digital marketing, website, focus group

