

ABSTRACT

- Title:** The marketing research of popularity of WOG Sochi 2014
- Objectives:** The main objective of this thesis is to determinate the popularity of the WOG Sochi 2014 amongst Czech visitors of these games.
- Methods:** I used the quantitative method of collecting primary data in this thesis. I used the method of personal interviews with using a questionnaire. The compiled questionnaire was distributed by myself to Czech visitors of WOG Sochi 2014 in place of Czech olympic house. The research lasted approximately two weeks and the results were then processed by the computer technology.
- Results:** I have discovered that the WOG Sochi 2014 are very popular among Czech visitors. Research was attended by 200 individuals of whom 182 respondents completed the questionnaire. The results show that WOG Sochi 2014 were attended mainly by Czech visitors between the ages 36 – 45 who are interested in sport and Olympic Games. WOG Sochi 2014 met the expectatiton of all respondents and the respondents would recommend visit Olympics to many other people.
- Key words:** survey, marketing research, Olympic games, WOG Sochi 2014, popularity