

## **Abstract**

**Title:** Marketing research of visitors' satisfaction at sport and music event Bm(X)treme fest 2013

**Objectives:** The goal is to analyze results of visitors' satisfaction research. Furthermore, on the basis of the results obtained to develop proposals which should be directed to increase of visitors' satisfaction.

**Methods:** Visitors satisfaction research has been done by electronic questioning. Research sample was randomly selected from the visitors of that event.

**Results:** The obtained data are arranged in tables and graphs in the analytical part. In each of researched areas has been found few unsatisfied visitors, therefore are some suggestion to improve event. In general were visitors satisfied with the event and some research hypothesis has been disproved.

**Keywords:** Sports marketing, marketing research, satisfaction, festival, BMX