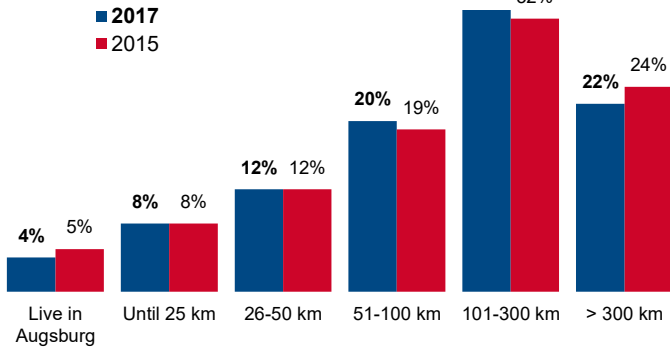
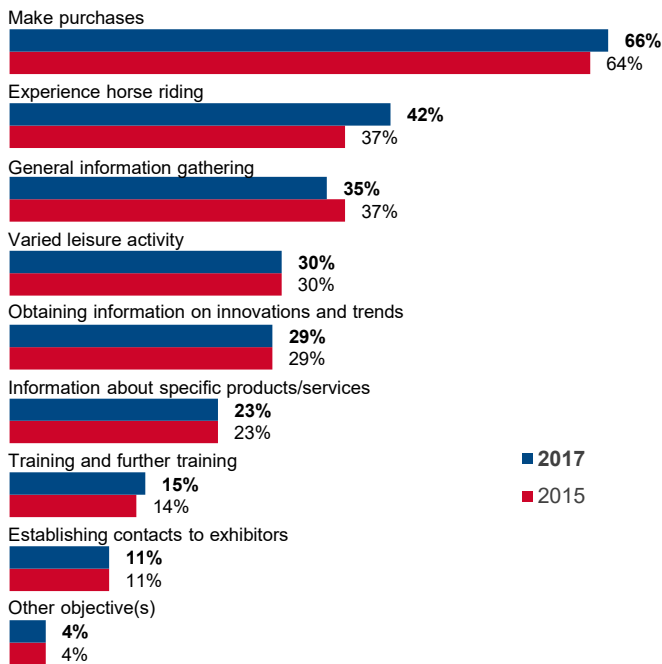


Travel distance



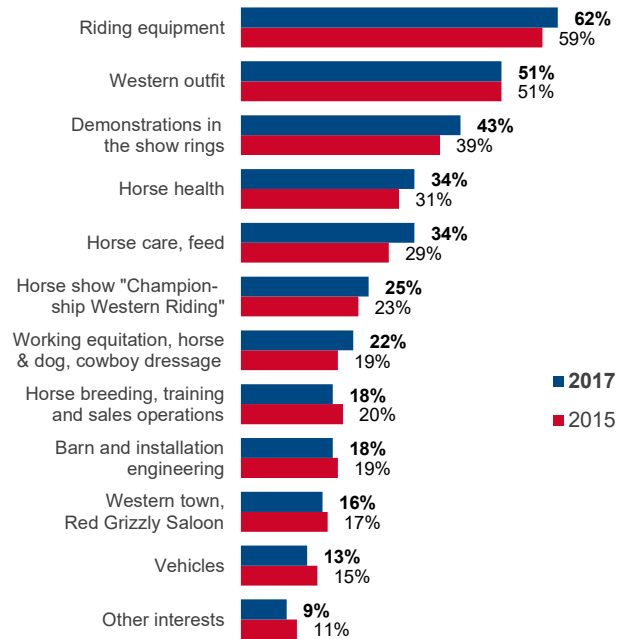
Objectives of visiting

(Multiple answers)

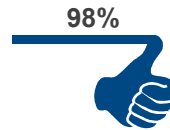


Interest of offer

(Multiple answers)

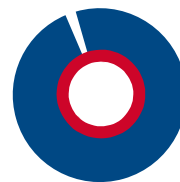


Overall impression

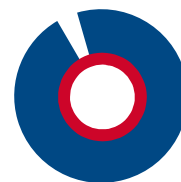


98% (2015: 96%) of the audience stated that they were all in all (totally and utterly) satisfied with their visit to the AMERICANA.

Willingness to recommend and intention to visit again of AMERICANA visitors

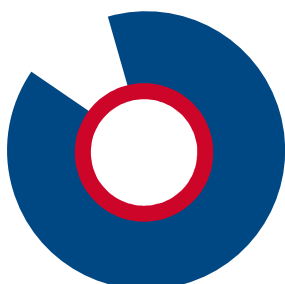


98% (2015: 98%) recommend visiting the AMERICANA



96% (2015: 96%) plan to visit again

Purchasing/ordering options



89% (2015: 88%) of the visitors stated at the time of the survey that they had made purchases/ placed orders at the AMERICANA or that they would do so within the course of their visit.

Data collected and analyzed by: