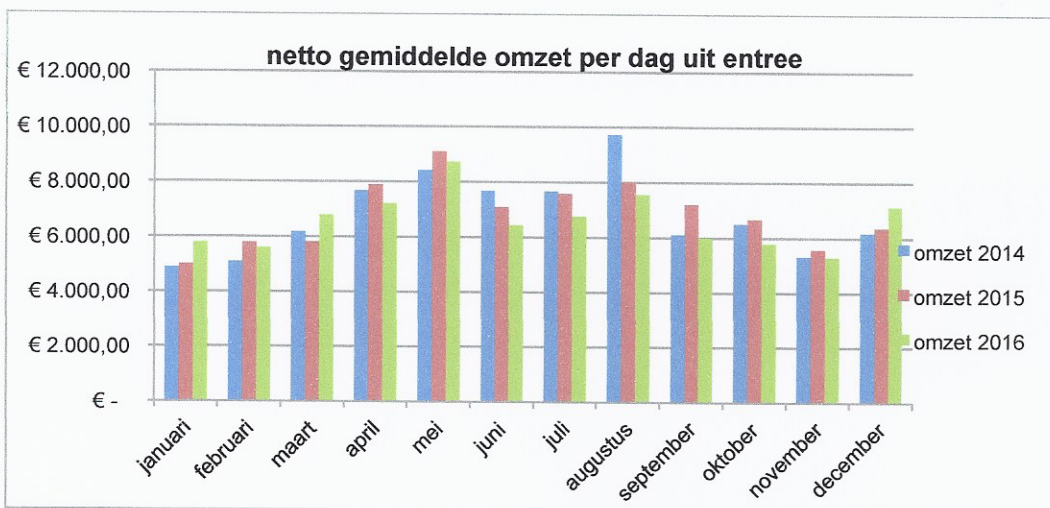
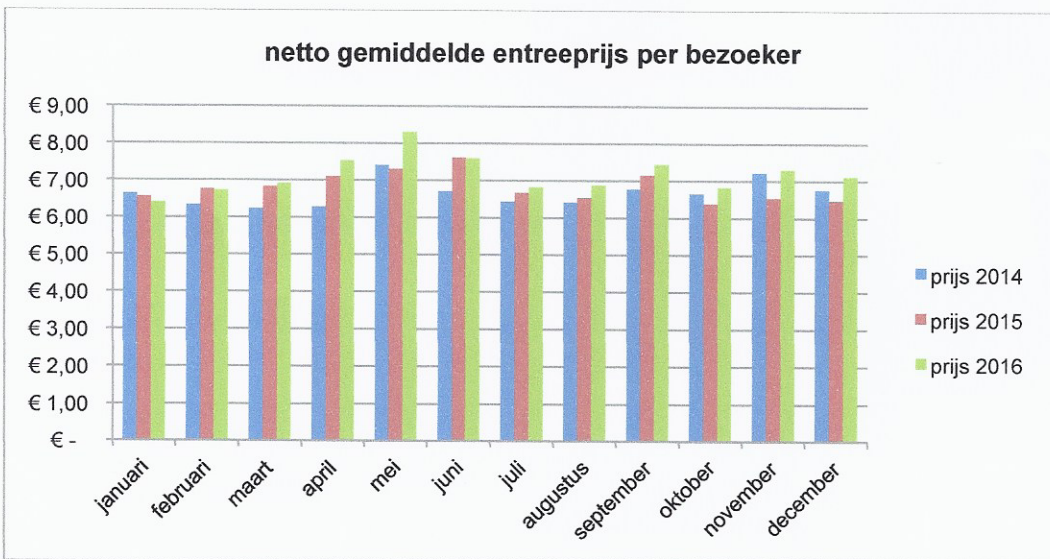


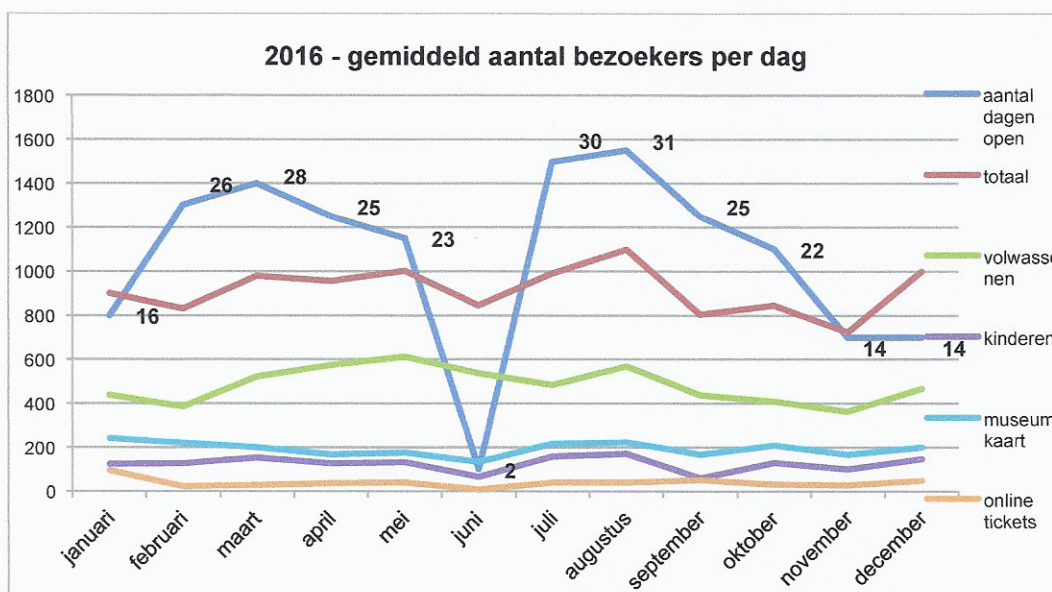
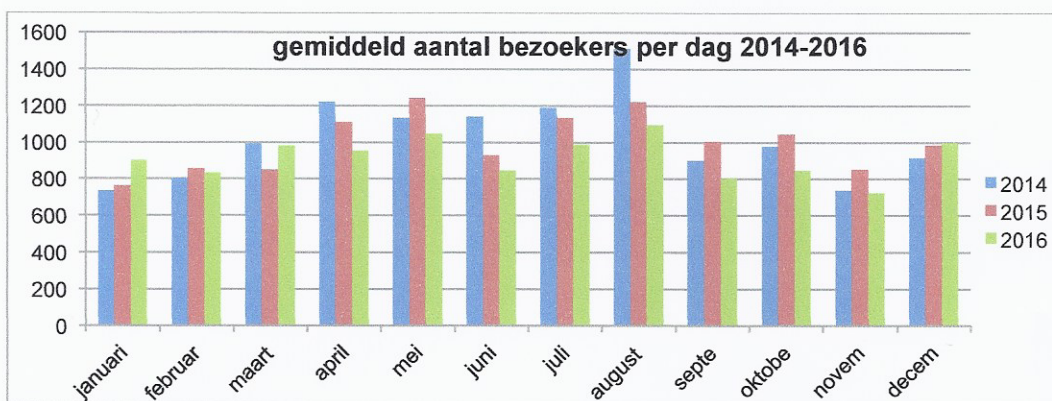
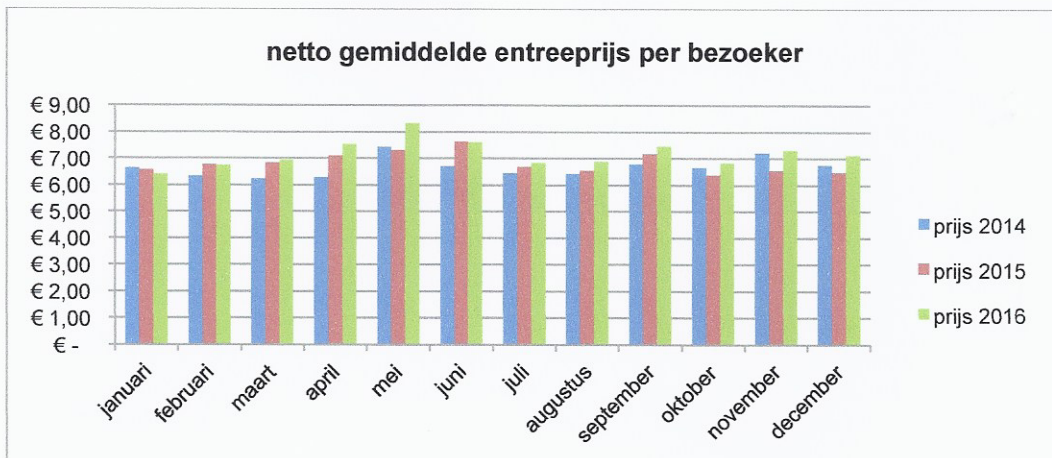
## bijlage 2: grafische weergave ontwikkelingen Stichting Koninklijk Paleis te Amsterdam

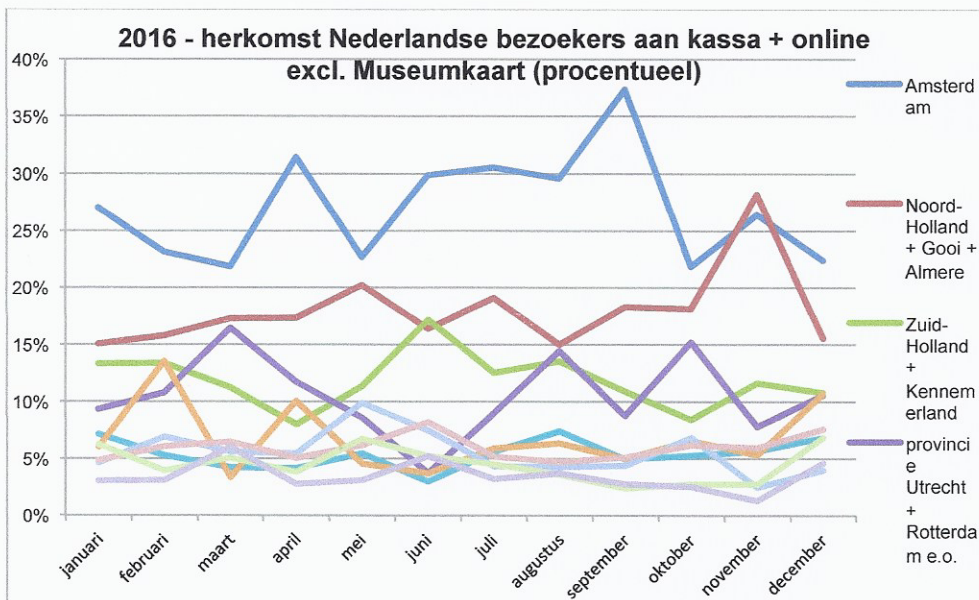
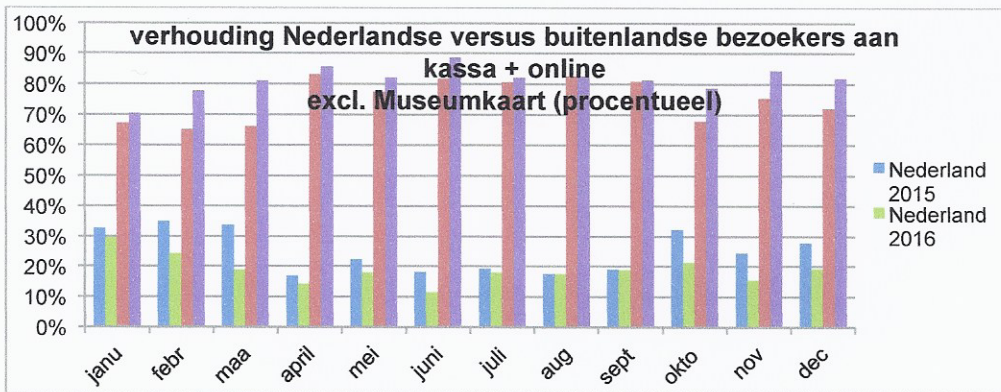
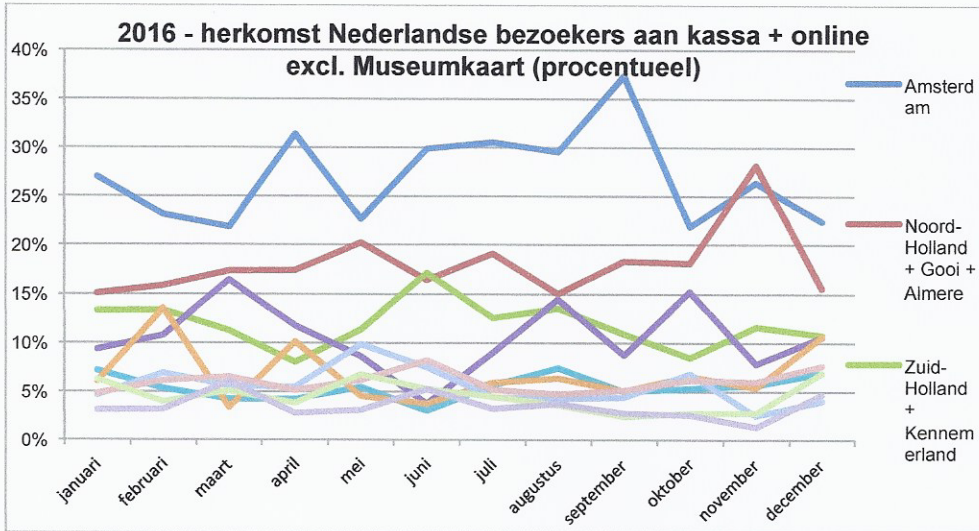


In de winkel daalde de gemiddelde omzet per bezoeker van € 0,30 in 2015 naar € 0,27 in 2016.

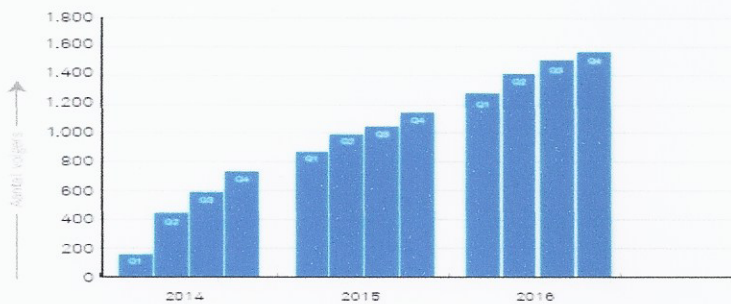


De netto gemiddelde prijs per bezoeker is gestegen van € 6,83 in 2015 naar € 7,17 in 2016.

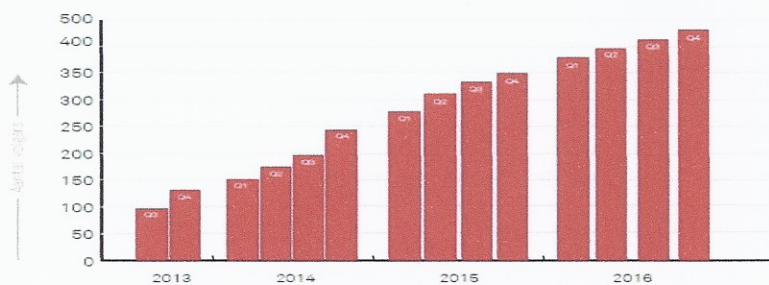




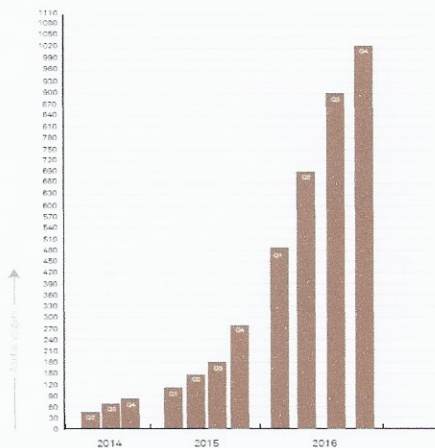
 Twitter volgers per kwartaal



 Pinterest volgers per kwartaal



 Instagram volgers per kwartaal



bron grafieken: bestuursverslagen Stichting Koninklijk Paleis te Amsterdam