

## *Abstract*

*Riau Province as one of the major international trade lanes in Indonesia makes this province becomes one of the best business center activities in this country. Realizing that Pekanbaru as the capital city of Riau province as one of the cities with a strategic geographical location made the city turns out into a city that has the potential to become a business destination city in Indonesia. In the business activity, Pekanbaru can not be doubted. By bagging several awards as the city with the best investment destination in Indonesia, Pekanbaru has rapidly become one of the metropolitan city in Indonesia. Many businesses from the outside required the development of internal business as well. One of them is business tourism & hospitality from Pekanbaru itself. The 4-star business hotel is one of the types of lodging accommodations and also as a medium of conducting such as business meetings, conferences, exhibitions and other business for intermediate and above. The designer aims to redesign the Grand Elite hotel to provide some changes based on customer convenience of the hotel's facilities so it will be the realization of high quality hotel and also fulfil the desire of the business people or entrepreneurs as its main customers. Grand Elite hotel is located in the down town of the city and surrounded by business activity center. There are several problems that appeared in this hotel such as; lack of standard support facilities towards MICE activities and lack of other supporting facilities as well. This hotel also lack of classification standards on their suite rooms and the other rooms are still not optimal. On the other hand, in terms of convenience of the rooms interior design, hotel lobby, and MICE are still not arranged well. From these existing problems, the Grand Elite hotel will be redesigned using the "Modern Luxury" as it theme. This theme is a circumstance or a luxurious embience and the designer will enhance some support facilities into MICE activities.*

*Keywords: Pekanbaru, Hotel, business, luxury*