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Bandung which focuses on becoming a destination or a favorite tourist destination for the family of Indonesia in Bandung and Foreign Tourists are modern with the concept of system management of spatial under the direct control of the mayor of Bandung Ridwan Kamil, is now arguably being intensively renovating various parks or green areas that had been neglected and managed perfunctory become a State Parks that are intended for public rooms are beautiful, comfortable and can provide a benefit for anyone who visit or use the facilities of various Taman Kota Bandung.

Bandung's movie park is a park that was built specifically for the Bandung watching movies. This park has an area of 1300 square meters and a capacity of 500 people in the audience. As the first in Indonesia, the park is equipped with technology giant Videotron measuring 4x8 meters. Spectators will be pampered with a good quality sound system that supported 33 000 watts of electrical power. Spectators can choose where to sit. Want in a concrete seat-style rice terraces or sitting on the floor above the artificial turf in front of the screen

This research aims to look at the park visitor segmentation based tourism experience. The variables in this study is based on previous research, namely comfort, educational, hedonic, novelty, recognition, beauty, relational, safety.

Collecting data using questionnaire data, in getting the results of questionnaires to the preparation of the attributes that are in accordance with a previous study of 400 respondents. The data is then processed by using TwoStep Cluster Analysis. Software used to compute and visualize results of analysis was SPSS version 13.0.

The conclusion was that the park visitor segmentation films formed of three segments. Segment one is TEENAGER who is mean spirited young people who need to be entertained in this regard is the second segment of the movie park visitors is ESTABLISHED meaning people are well established and have a family. The third segment is GROWN UP which is meant orientated park visitors due to the characteristics of the film are the ones growing to get what they want.

Keywords: *Segmentation, Tourism Experience, TwoStep ClusterAnalysis*