

## **ABSTRACT**

*Tourism growth in the city of Bandung based on data provided by the statistical body of Bandung city number of foreign tourists in the year 2014 with a total of 5,807,564, increased in the year 2015 with the amount of 6,061,094 and in 2016 Decreased by a total of 5,000,625. This decline occurred due to lack of development of the city of Bandung caused by several factors. With the existence of MICE tourism (Meeting, Incentive, Convention, end Exhibition) will increase the attention of tourists in the country and abroad. Thus, it will improve the tourism quality of Bandung. The purpose of this research is to know the influence of Event Bandung Light Festival and City Branding against the decision to visit Bandung year 2019. The type of research used is quantitative and the research method is descriptive, using the sampling method used is non probability sampling with the dissemination of a questionnaire against 100 respondents. Results showed that assessed for respondents Event Bandung Light Festival has a value of 69.63% in high category, the value of City Branding is 82.17% in very high category and the value of the visit decision is 82.1% in the category Very high. The effect of Bandung Event Light Festival and City Branding against the visit decision has an effect of 53.1% and the remaining 46.9% is explained by other variables not described in this study.*

**Keywords:** *Event Marketing, City Branding, decision to visit*