

## **ABSTRACT**

*With the development of tourism and technology nowadays, the tourists are increasingly selective in choosing the tourist spots because it is a preference to be the benchmark of tourists in search of tourist destinations. The goal in this study is to know the consumer preferences of travel users in choosing the destination of tourist destinations and how the usability level of each attribute in choosing a tourist destination. The methods used in this study are quantitative and descriptive methods, using the Twins analysis technique. Its own sampling using PT Gumbira's consumer respondents and using attributes of attractions, transportation, activities and accommodation. The result of this research is expected to help travel agent, especially PT Gumbira in understanding the needs of consumers, especially in terms of selection of tourist destinations. The result of this research is the most desirable tourist destination is the tourist attractions that are many play rides, using air transportation, doing culinary tours and staying at the hotel with a total score of 856. The reason is acceptable because consumers prefer a practical thing to be fun and in the middle of the city is the rides and use air transport for mobility to the destination quickly, tourists also love the culinary tour Because it has to the Khasan from each area so it is a glance by consumers to visit, and stay at the hotel is more liked because the hotel has complete facilities and good service but depends on the number of stars owned by Every hotel.*

*Keywords: preferences, conjoint analysis, tourism*