

ABSTRACT

The development of tourism in the city of Bandung is currently very rapid. The diversity of attractions in Bandung, attracts many tourists with various interests, one of which is business travelers who are also one of City Hotel's target markets. It has a strategic location with a distance of 150 km from the capital city of Jakarta and can be reached in only 2-3 hours by land, making Bandung still an option as a place to spend time on weekends. It makes Bandung has need for a temporary accommodation for tourists, one of which is City hotel.

The design process begins with conducting surveys and studying literature hotels and standardization. The hotel is located in the area of Setiabudi, precisely on the road Dr. Setiabudi number 35 Bandung, this hotel will apply the concept of "One Stop Entertainment". Bring the entertainment characteristics of the four-star City Hotel by translating the characters from the middle to upper class target market with high-class lifestyles, this aim to offer a different experience when staying to attract tourists and compete with many hotels in Bandung.

Keywords: Hotels, Bandung, Entertainment, Lifestyle